Terex Forklift

Terex Forklifts stands by their mission to deliver a consistent and cost efficient product line. They take satisfaction in developing equipment that improves their customersâ?? earnings. Through numerous divestures and acquisitions planned to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to make it possible for them to present quality standards and value for their broad customer base.

Remaining a competitive player in the industrialized equipment sector, Terex is building a franchise under the Terex name brand. The business is incorporating their earlier brand names for many of their items in conjunction business the Terex brand name for a smooth transition process. Presently, Terex products are principally marketed under the Terex name. A number of of the following historic brand names and transitional names include: ATC, Amida, American Truck Company, American, Advance, Bartell, Benford, Bendini, Bid-Well, CMI, CMI-Cifali, CMI Johnson-Ross, Cedarapids, Canica, Comedil, Demag, ELJay, Franna, Fermac, Finlay, Fuchs, Genie, Hi-Ranger, Jaques, Load King, Morrison, O&K, Peiner, PPM, Powerscreen, Pegson, Reedrill, Schaeff, Simplicity, Standard Havens, Tatra, TerexLift, Telelect and Unit Rig.

Terex has shown steady evolution, acquiring PPM Cranes, in 1995 while divesting Clark Material Handling in 1995. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to grow their mining operations. The same year their crane offering expanded their operations significantly with the acquisitions of Gru Comedil, TerexLift, American Crane and Peiner. A Light Building business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They quickly became a leader within the crushing and screening industry by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

By buying Fermac, a dedicated producer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment industry. Their Light Construction business continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

In 2001, Terex expanded their Roadbuilding division operations with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

Several purchases in 2002 placed Terex among the leaders in their respective categories. Terex became an important crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Buying German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a primary maker of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for armed forces and off-road industrial functions. Buying Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

In the year 2004, Terex purchased a manufacturer of surface drilling equipment used in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was acquired by Terex. They manufacture high capacity surface mining trucks and also fabricate several items for other Terex businesses.