Terex Forklift

Terex Forklifts takes immense satisfaction in developing quality equipment that helps enhance their customers' performance while standing by their mission to provide a cost effective yet reliable product line. 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 supply quality standards and value for their broad customer base.

Terex has remained a competitive player in the material handling and industrialized equipment sector. They are working towards forming a franchise under the brand name Terex by incorporating all of their earlier brand names for many of the goods used in conjunction business the brand Terex. Presently, Terex products are principally marketed under the Terex brand name. A few 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 had a steady expansion sequence. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Materials Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Buying O&K Mining and Payhauler in 1998, allowed Terex to mature their mining business. The same year their crane offering expanded their operations greatly 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 soon became a leader within the crushing and screening market by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

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

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

A couple of of the purchases that took place in 2002 made it easier for Terex to develop into a leader in their respective categories. Advance Mixer helped thrust Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane industry. Acquiring German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a primary manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for military and off-road commercial functions. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities distribution.

In the year 2004, Terex purchased a producer of surface drilling equipment used in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was acquired by Terex. They design high capacity surface mining trucks and also fabricate many parts for other Terex companies.