

Terex Forklift

Terex Forklifts stands by their mission to provide a consistent and cost efficient product line. They take pleasure in producing equipment that improves their customers' return on investment. Through several divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to enable them to present quality standards and value for their broad consumer base.

Remaining a aggressive player in the industrialized equipment sector, Terex is forming a franchise under the Terex name brand. The company is incorporating their previous brand names for a lot of their parts in conjunction business the Terex brand name for a smooth transition process. Currently, Terex goods are principally marketed under the Terex name. Several of the following historic name brands 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 development sequence. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Material Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Terex promptly grew their mining and Crane operations with the acquisition of O&K mining, TerexLift, Gru Comedil, 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 market by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

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

Terex beefed up its Roadbuilding division in 2001, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A small number of the purchases that took place in 2002 helped allow Terex to grow into a leader in their respective categories. Advance Mixer helped propel 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 leading producer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

A company called Tatra was purchased in 2003. This company created heavy duty vehicles for armed forces and off-road commercial applications. 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 maker of surface drilling equipment utilized in mining, construction and utility industries, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was purchased by Terex. They manufacture high capacity surface mining trucks and also fabricate numerous parts for other Terex businesses.