

Terex Forklift

Terex Forklifts takes great delight in producing quality equipment that helps better their customers' efficiency while standing by their goal to offer a cost effective yet reliable product line. Through many divestures and acquisitions intended to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to make it possible for them to present quality standards and value for their broad customer base.

Remaining a aggressive player in the industrialized equipment sector, Terex is forming a franchise under the Terex brand name. The business is incorporating their earlier brand names for a lot of their items in conjunction operations the Terex trade name for a smooth transition process. Presently, Terex products are principally marketed under the Terex name. Some 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 constant expansion cycle. 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 swiftly 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 industry 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 expanded 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 few of the purchases that took place in 2002 made it easier for Terex to grow 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 market. Acquiring German suppliers Fuchs and Schaeff positioned 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 purchases of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

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

In the year 2004, Terex purchased a maker of surface drilling equipment used in mining, construction and utility industries, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was acquired by Terex. They manufacture high capacity surface mining trucks and also fabricate numerous components for other Terex businesses.