

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes immense pride in producing quality equipment that helps upgrade their customers' performance while standing by their mission to provide a cost effective yet reliable product line. Through several divestitures 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 client base.

Remaining a competitive player in the mechanized equipment sector, Terex is building a franchise under the Terex brand name. The company is incorporating their previous brand names for many of their items in conjunction business the Terex trade name for a smooth transition process. 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 shown steady development, buying 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 business. 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 market by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies 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 couple of 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 propel Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Buying German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a leading manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which offered company-owned circulation for Terex Utilities.

Tatra, a maker of heavy-duty forklifts designed for on and off-road industrial and military functions were purchased in 2003. Acquiring 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 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 produce high capacity surface mining vehicles and also fabricate numerous parts for other Terex businesses.