

## Terex Forklift

Terex Forklifts stands by their goal to supply a reliable and cost efficient product line. They take pride in manufacturing equipment that improves their customers' earnings. Through many divestures and acquisitions intended to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to deliver quality standards and value for their broad client base.

Terex has remained a competitive player in the material handling and industrialized equipment sector. They are working towards forming a franchise under the name brand Terex by incorporating all of their preceding brand names for many of the goods used in conjunction business the brand Terex. Presently, Terex goods are principally marketed under the Terex brand name. A number 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 growth, 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.

Terex swiftly grew their mining and Crane business with the acquisition of O&K mining, TerexLift, Gru Comedil, American Crane and Peiner. A Light Construction 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 manufacturer of tractor loader backhoes, in the year 2000, Terex stretched into the Compact Equipment marketplace. 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 business 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 a primary crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Buying German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a principal maker of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which provided company-owned circulation for Terex Utilities.

Tatra, a manufacturer of heavy-duty lift trucks built for on and off-road commercial and military functions were acquired in 2003. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a producer of surface drilling equipment for use within the construction, utility and mining industries. Noble CE, which was referred to as Terex Mexico was also acquired this year. They design high capacity surface mining vehicles and also fabricate numerous items for other Terex businesses.