Terex Forklift

Terex Forklifts takes great pride in developing quality equipment that helps better their customers' efficiency while standing by their goal to provide a cost effective yet reliable product line. Through many divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to make it possible for them to deliver quality standards and value for their broad client base.

Remaining a aggressive player in the industrialized equipment sector, Terex is forming a franchise under the Terex name brand. The business is incorporating their earlier brand names for a lot of their items in conjunction operations the Terex brand name for a smooth transition process. Presently, Terex goods are principally marketed under the Terex brand name. Several 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 evolution, purchasing 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, allowed Terex to mature their mining business. The same year their crane offering expanded their operations radically with the acquisitions of Gru Comedil, TerexLift, 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 companies were also added to Terex in 1999.

By buying Fermac, a dedicated producer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment marketplace. Their Light Construction business 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 operations with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

Several purchases in 2002 placed Terex along with the leaders in their respective categories. Terex became an important crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing business. Acquiring German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a leading maker of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which offered company-owned circulation for Terex Utilities.

Tatra, a maker of heavy-duty forklifts built for on and off-road industrial and military purposes were purchased in 2003. Buying 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 maker of surface drilling equipment utilized 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 design high capacity surface mining vehicles and also manufacture numerous parts for other Terex companies.