Terex Forklift

Terex Forklifts takes immense pleasure in manufacturing quality equipment that helps enhance their customers' efficiency while standing by their mission to provide a cost effective yet consistent product line. Through many divestures and acquisitions planned to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to present quality standards and value for their broad client base.

Remaining a competitive player in the industrial equipment sector, Terex is forming a franchise under the Terex name brand. The company is incorporating their previous brand names for some of their components in conjunction operations the Terex brand name for a smooth transition process. Currently, 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 shown steady evolution, 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 mature their mining operations. The same year their crane offering expanded their operations greatly 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 market by purchasing 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 extended into the Compact Equipment industry, acquiring Fermac who is a producer specializing in tractor loader backhoes. 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 operations with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

A couple of of the purchases that took place in 2002 helped allow Terex to develop into a leader in their respective categories. Advance Mixer helped drive Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a primary maker 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 lift trucks intended for on and off-road industrial and military purposes were purchased in 2003. 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 producer 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 acquired by Terex. They produce high capacity surface mining trucks and also fabricate several parts for other Terex companies.