Terex Forklift

Terex Forklifts stands by their goal to deliver a dependable and cost efficient product line. They take pleasure in producing equipment that improves their customers' earnings. Through numerous divestures and acquisitions designed to expand the product offering, Terex has of late expanded dramatically. They have enhanced their geographic coverage to make it possible for 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 previous brand names for many of the products used in conjunction operations the brand Terex. Presently, Terex goods are principally marketed under the Terex brand name. Many 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.

Terex promptly grew their mining and Crane business 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 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 market, buying Fermac who is a producer 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.

Terex beefed up its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A few of the purchases that took place in 2002 made it easier for Terex to develop 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. Acquiring German makers 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 operations with the acquisitions of EPAC and Pacific Utility, which provided company-owned circulation for Terex Utilities.

Tatra, a maker of heavy-duty vehicles intended for on and off-road industrial and military purposes were purchased 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 known as Terex Mexico was also purchased this year. They manufacture high capacity surface mining vehicles and also fabricate many components for other Terex businesses.