Terex Forklift

Terex Forklifts takes immense delight in manufacturing quality equipment that helps upgrade their customers' efficiency while standing by their mission to provide a cost effective yet consistent product line. Through many 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 present quality standards and value for their broad client base.

Remaining a competitive player in the mechanized equipment sector, Terex is forming a franchise under the Terex brand name. The company is incorporating their previous brand names for some of their parts in conjunction operations the Terex trade name for a smooth transition process. Presently, Terex products 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 progress, 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 rapidly grew their mining and Crane operations 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 market by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By purchasing Fermac, a specialized manufacturer of tractor loader backhoes, in the year 2000, Terex stretched into the Compact Equipment industry. Their Light Construction business continued to expand business with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

Terex added to its Roadbuilding division in 2001, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A few of the acquisitions that took place in 2002 helped allow Terex to grow into a leader in their respective categories. Advance Mixer helped boost Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane industry. Acquiring German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a primary producer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company created heavy duty vehicles for military and off-road commercial applications. 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 maker of surface drilling equipment utilized in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was purchased by Terex. They produce high capacity surface mining vehicles and also produce several parts for other Terex businesses.