

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes immense pleasure in developing quality equipment that helps better their customers' efficiency while standing by their goal to offer a cost effective yet consistent product line. Through several divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to enable them to present quality standards and value for their broad consumer base.

Terex has remained a competitive player in the materials handling and industrialized equipment sector. They are working towards building a franchise under the name brand Terex by incorporating all of their preceding brand names for many of the goods used in conjunction operations the brand Terex. Currently, Terex products are principally marketed under the Terex name. A few of the following historic name brands 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 had a steady growth cycle. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Materials Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Buying O&K Mining and Payhauler in 1998, allowed Terex to nurture their mining operations. The same year their crane offering expanded their operations significantly with the acquisitions of Gru Comedil, TerexLift, American Crane and Peiner. A Light Building business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They soon 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 expanded 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.

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 amongst the leaders in their respective categories. Terex became an important crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing business. Buying German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a primary manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

Tatra, a manufacturer of heavy-duty forklifts built for on and off-road industrial and military functions were acquired 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 maker of surface drilling equipment used in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was purchased by Terex. They design high capacity surface mining trucks and also fabricate several parts for other Terex businesses.