

## **Terex Forklift**

Terex Forklift Training - Terex Forklifts takes immense delight in developing quality equipment that helps upgrade their customers' efficiency while standing by their goal to provide a cost effective yet consistent product line. Through many divestures and acquisitions planned to expand the product offering, Terex has of late expanded dramatically. They have enhanced their geographic coverage to enable them to supply quality standards and value for their broad consumer base.

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

Acquiring O&K Mining and Payhauled in 1998, enabled Terex to nurture their mining business. The same year their crane offering expanded their operations significantly 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 soon became a leader within the crushing and screening industry by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment market, buying Fermac who is a manufacturer 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.

Several acquisitions in 2002 placed Terex along with the leaders in their respective categories. Terex became a primary crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing industry. Buying German manufacturers Fuchs and Schaeff placed 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.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for armed forces and off-road industrial applications. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a maker of surface drilling technologies for use within the construction, utility and mining industries. Noble CE, which was known as Terex Mexico was also acquired this year. They produce high capacity surface mining vehicles and also manufacture many parts for other Terex businesses.