

Terex Chain

Terex Forklifts takes immense delight 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 intended to expand the product offering, Terex has recently expanded dramatically. They have improved their geographic coverage to make it possible for them to deliver quality standards and value for their broad consumer base.

Remaining a aggressive player in the industrial equipment sector, Terex is building a franchise under the Terex brand name. The company is incorporating their previous brand names for many of their parts in conjunction operations the Terex brand for a smooth transition process. Presently, Terex goods are principally marketed under the Terex brand name. A number of 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, Ferman, 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, purchasing 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, allowed Terex to grow 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 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 suppliers were also added to Terex in 1999.

By acquiring Ferman, a specialized producer of tractor loader backhoes, in the year 2000, Terex stretched into the Compact Equipment marketplace. 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 business with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

Several acquisitions in 2002 placed Terex amongst the leaders in their respective categories. Terex became a primary crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing business. Acquiring German makers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a primary maker of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which offered company-owned circulation for Terex Utilities.

Tatra, a producer of heavy-duty lift trucks built for on and off-road industrial and military functions were purchased in 2003. Acquiring 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 purchased by Terex. They manufacture high capacity surface mining vehicles and also manufacture many parts for other Terex companies.