

## Terex Forklift

Terex Forklifts takes great pride in developing quality equipment that helps upgrade their customers' efficiency while standing by their mission to provide a cost effective yet reliable product line. Through many divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to make it possible for them to supply quality standards and value for their broad client base.

Remaining an aggressive player in the industrialized equipment sector, Terex is forming a franchise under the Terex brand name. The business is incorporating their earlier brand names for some of their items in conjunction with the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex brand name. A few 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 had a constant 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 Payhauler in 1998, allowed Terex to grow their mining operations. The same year their crane offering expanded their operations greatly 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 industry by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment industry, buying Fermac who is a producer specializing in tractor loader backhoes. Their Light Construction business continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

Terex added to its Roadbuilding division in 2001, operations with the purchases 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 thrust Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane market. Buying German makers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a leading manufacturer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which supplied company-owned circulation 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 2004, Terex acquired Reedrill, a producer of surface drilling equipment for use within the construction, utility and mining industries. Noble CE, which was referred to as Terex Mexico was also acquired this year. They produce high capacity surface mining trucks and also produce numerous components for other Terex businesses.