

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes great delight in producing quality equipment that helps better their customers' efficiency while standing by their goal to provide a cost effective yet consistent product line. Through numerous divestures and acquisitions planned to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to enable them to present quality standards and value for their broad client base.

Remaining a aggressive player in the industrial equipment sector, Terex is building a franchise under the Terex name brand. The company is incorporating their previous brand names for a lot of their parts in conjunction business the Terex brand for a smooth transition process. Presently, Terex products are principally marketed under the Terex brand name. A number of 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 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.

Acquiring O&K Mining and Payhauler in 1998, allowed Terex to mature their mining business. 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 acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers 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 market. Their Light Construction business continued to expand operations 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 purchases in 2002 placed Terex along with the leaders in their respective categories. Terex became a leading crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Buying German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a principal maker of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

Tatra, a producer of heavy-duty forklifts intended for on and off-road commercial and military purposes were purchased in 2003. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities distribution.

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 known as Terex Mexico) was acquired by Terex. They design high capacity surface mining trucks and also fabricate many components for other Terex businesses.