

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts stands by their mission to deliver a dependable and cost efficient product line. They take pleasure in producing equipment that improves their consumers' return on investment. Through numerous divestures and acquisitions designed to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to make it possible for them to present quality standards and value for their broad client base.

Remaining a competitive player in the industrial equipment sector, Terex is forming a franchise under the Terex name brand. The company is incorporating their earlier brand names for some of their parts in conjunction business the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex name. Many 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 consistent evolution 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, 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 Building 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 manufacturers were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment industry, acquiring 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.

In 2001, Terex expanded their Roadbuilding division business with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

A couple of of the purchases that took place in 2002 made it easier for Terex to grow into a leader in their respective categories. Advance Mixer helped propel Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a leading producer 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.

A company called Tatra was purchased in 2003. This company created heavy duty vehicles for armed forces and off-road commercial applications. Acquiring Combatel and Commercial Body the same year allowed 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 markets, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was purchased by Terex. They design high capacity surface mining trucks and also produce many parts for other Terex companies.