

## Terex Forklift

Terex Forklifts stands by their mission to deliver a dependable and cost effective product line. They take pride in producing equipment that improves their customers' earnings. Through several divestures and acquisitions designed to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to make it possible for them to supply quality standards and value for their broad customer base.

Terex has remained a competitive player in the material handling and industrial equipment sector. They are working towards forming a franchise under the name brand Terex by incorporating all of their previous brand names for many of the products used in conjunction operations the brand Terex. Presently, Terex products are principally marketed under the Terex brand name. A number 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 steady development sequence. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Materials 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 mature 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 Construction business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They soon became a leader within the crushing and screening market by buying 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 expanded into the Compact Equipment market, acquiring Fermac who is a maker 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, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

Several purchases in 2002 placed Terex along with the leaders in their respective categories. Terex became a leading crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Acquiring German makers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. 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 distribution 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. 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 manufacturer of surface drilling technologies for application within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also acquired this year. They design high capacity surface mining trucks and also manufacture several items for other Terex companies.