

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes immense satisfaction in manufacturing quality equipment that helps improve their customers' efficiency while standing by their goal to provide a cost effective yet reliable product line. Through several divestitures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to make it possible for them to supply quality standards and value for their broad consumer base.

Remaining a competitive player in the industrialized equipment sector, Terex is building a franchise under the Terex brand name. 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. Presently, Terex products are principally marketed under the Terex brand name. Many 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 growth, 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.

Buying O&K Mining and Payhauler in 1998, allowed Terex to grow 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 quickly became a leader within the crushing and screening industry by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

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

Terex beefed up its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

Several acquisitions in 2002 placed Terex along with 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 industry. Buying German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a principal producer of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

A company called Tatra was acquired in 2003. This company created heavy duty vehicles for armed forces and off-road industrial functions. 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 maker 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 acquired by Terex. They manufacture high capacity surface mining vehicles and also fabricate many items for other Terex companies.