

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes great satisfaction in developing quality equipment that helps enhance their customers' performance while standing by their goal to offer a cost effective yet reliable product line. Through numerous divestitures and acquisitions intended 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 brand name. The business is incorporating their previous brand names for a lot of their items in conjunction business the Terex brand for a smooth transition process. Currently, Terex products are principally marketed under the Terex brand 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 shown steady evolution, 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.

Terex promptly grew their mining and Crane business with the acquisition of O&K mining, TerexLift, Gru Comedil, 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 purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By purchasing Fermac, a specialized producer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment industry. 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, business with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

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

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for military and off-road industrial functions. Buying Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities distribution.

In 2004, Terex acquired Reedrill, a producer of surface drilling technologies for application within the construction, utility and mining industries. Noble CE, which was known as Terex Mexico was also acquired this year. They produce high capacity surface mining trucks and also produce several components for other Terex companies.