

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts stands by their goal to supply a dependable and cost effective product line. They take delight in developing equipment that improves their customers' earnings. Through several divestures and acquisitions planned to expand the product offering, Terex has recently 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 industrialized equipment sector, Terex is building a franchise under the Terex name brand. The company is incorporating their earlier brand names for a lot of their items in conjunction operations the Terex brand name for a smooth transition process. Currently, Terex goods are principally marketed under the Terex name. A few 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 development, 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, enabled Terex to mature their mining operations. The same year their crane offering expanded their operations radically 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 acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment industry, acquiring Fermac who is a producer specializing in tractor loader backhoes. 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, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

Several purchases in 2002 placed Terex amongst the leaders in their respective categories. Terex became an important crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Acquiring German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a principal manufacturer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which provided company-owned circulation for Terex Utilities.

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

In the year 2004, Terex purchased a producer of surface drilling equipment utilized in mining, construction and utility industries, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was purchased by Terex. They design high capacity surface mining vehicles and also manufacture numerous items for other Terex businesses.