

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes immense pride in producing quality equipment that helps better their customers' efficiency while standing by their mission to provide a cost effective yet consistent product line. Through many divestitures and acquisitions intended to expand the product offering, Terex has of late expanded dramatically. They have enhanced their geographic coverage to make it possible for them to deliver quality standards and value for their broad consumer base.

Remaining a competitive player in the industrialized equipment sector, Terex is forming a franchise under the Terex name brand. The business is incorporating their previous brand names for many of their items in conjunction operations the Terex brand for a smooth transition process. Currently, Terex goods are principally marketed under the Terex brand name. Some 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 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.

Terex promptly grew their mining and Crane operations 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 industry by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment industry, buying Fermac who is a manufacturer 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 purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A small number of the acquisitions that took place in 2002 helped allow Terex to grow into a leader in their respective categories. Advance Mixer helped boost Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane industry. Buying German makers 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 business with the purchases of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

Tatra, a producer of heavy-duty vehicles built for on and off-road commercial and military purposes were acquired in 2003. Acquiring 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 manufacturer of surface drilling technologies for application within the construction, utility and mining industries. Noble CE, which was referred to as Terex Mexico was also purchased this year. They manufacture high capacity surface mining trucks and also produce numerous components for other Terex companies.