

## Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts stands by their goal to supply a consistent and cost efficient product line. They take pride in making equipment that improves their consumers' return on investment. Through numerous 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 present quality standards and value for their broad customer 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 a lot of their items in conjunction business the Terex brand for a smooth transition process. Currently, Terex goods are principally marketed under the Terex name. A number of 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 progress, purchasing 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 rapidly grew their mining and Crane business with the acquisition of O&K mining, TerexLift, Gru Comedil, 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 buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

By acquiring Fermac, a specialized producer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment marketplace. Their Light Construction business 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 purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A small number of the purchases that took place in 2002 made it easier for Terex to develop 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 market. Buying German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a primary maker of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which supplied 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 purposes. Buying 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 maker of surface drilling equipment used 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 design high capacity surface mining trucks and also manufacture many items for other Terex companies.