Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes great pleasure in manufacturing quality equipment that helps improve their customers' performance while standing by their mission to provide a cost effective yet consistent product line. Through many divestures and acquisitions designed 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 aggressive player in the industrialized equipment sector, Terex is building a franchise under the Terex name brand. The company is incorporating their previous brand names for many of their components in conjunction business the Terex brand for a smooth transition process. Presently, Terex products are principally marketed under the Terex 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 had a constant growth cycle. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Material Handling. 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 cultivate their mining operations. The same year their crane offering expanded their operations greatly 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 quickly became a leader within the crushing and screening industry by acquiring 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 manufacturer 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.

In 2001, Terex expanded their Roadbuilding division business with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

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. Acquiring German suppliers 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 operations with the acquisitions of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

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

In 2004, Terex acquired Reedrill, a maker of surface drilling equipment for use 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 many parts for other Terex businesses.