

## Terex Forklift

Terex Forklifts takes great pride in producing quality equipment that helps upgrade their customers' efficiency while standing by their mission to offer a cost effective yet consistent product line. Through many divestures and acquisitions designed to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to deliver quality standards and value for their broad customer base.

Remaining a competitive player in the industrialized equipment sector, Terex is forming a franchise under the Terex brand name. The business is incorporating their earlier brand names for some of their items in conjunction business the Terex trade name for a smooth transition process. Presently, Terex goods are principally marketed under the Terex brand name. Several of the following historic name brands 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.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to nurture their mining business. The same year their crane offering expanded their operations significantly 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 market by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment market, 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 added to its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

Several purchases in 2002 placed Terex among 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 in the concrete mixing business. Buying German suppliers Fuchs and Schaeff placed 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 offered company-owned distribution for Terex Utilities.

Tatra, a manufacturer of heavy-duty forklifts built for on and off-road commercial and military applications were acquired in 2003. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities supply.

In the year 2004, Terex purchased a manufacturer 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 manufacture high capacity surface mining vehicles and also produce many components for other Terex companies.