

## Terex Forklift

Terex Forklifts stands by their goal to provide a consistent and cost effective product line. They take delight in developing equipment that improves their customers' earnings. Through numerous divestures and acquisitions intended to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to present quality standards and value for their broad client base.

Remaining an aggressive player in the mechanized equipment sector, Terex is forming a franchise under the Terex name brand. The business is incorporating their previous brand names for some of their parts in conjunction with the Terex brand name 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 steady growth 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.

Acquiring O&K Mining and Payhauler in 1998, allowed Terex to cultivate their mining business. 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 market by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By acquiring Fermac, a dedicated producer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment market. Their Light Construction business continued to expand business with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

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

Several purchases in 2002 placed Terex among 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 within the concrete mixing industry. 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 purchases of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for military and off-road commercial functions. Buying 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 markets. Noble CE, which was known as Terex Mexico was also purchased this year. They manufacture high capacity surface mining trucks and also produce several components for other Terex companies.