## **Terex Part**

Terex Part - Terex Forklifts stands by their goal to deliver a dependable and cost efficient product line. They take pride in making equipment that improves their customers' earnings. Through several divestures 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 present quality standards and value for their broad consumer base.

Remaining a aggressive player in the industrial equipment sector, Terex is building a franchise under the Terex brand name. The business is incorporating their earlier brand names for a lot of their components in conjunction operations the Terex brand for a smooth transition process. Presently, Terex products are principally marketed under the Terex brand name. A number of 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.

Buying O&K Mining and Payhauler in 1998, enabled Terex to grow their mining business. The same year their crane offering expanded their operations radically 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 soon became a leader within the crushing and screening market by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment industry, buying Fermac who is a maker specializing in tractor loader backhoes. 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, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A couple of of the acquisitions that took place in 2002 helped allow Terex to develop into a leader in their respective categories. Advance Mixer helped boost Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German makers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a primary producer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for military and off-road commercial purposes. Acquiring Combatel and Commercial Body the same year allowed 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 markets, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was purchased by Terex. They produce high capacity surface mining trucks and also manufacture several items for other Terex companies.