## **Terex Part**

Terex Part - Terex Forklifts stands by their goal to provide a reliable and cost efficient product line. They take satisfaction in producing equipment that improves their customers' earnings. Through several divestures and acquisitions designed 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 consumer base.

Remaining a aggressive player in the industrialized equipment sector, Terex is building a franchise under the Terex name brand. The business is incorporating their previous brand names for a lot of their parts in conjunction operations the Terex brand name for a smooth transition process. Currently, Terex goods are principally marketed under the Terex brand name. Several 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 development, buying 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 promptly grew their mining and Crane operations 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 soon became a leader within the crushing and screening industry by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment industry, buying Fermac who is a manufacturer specializing in tractor loader backhoes. Their Light Construction operations 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 purchases of Bid-well, Load King, CMI, Jaques and Atlas.

Several acquisitions in 2002 placed Terex amongst the leaders in their respective categories. Terex became a primary crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing industry. Acquiring German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a principal maker of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which offered company-owned circulation for Terex Utilities.

Tatra, a producer of heavy-duty lift trucks intended for on and off-road industrial and military applications were purchased in 2003. Acquiring 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 technologies for use within the construction, utility and mining industries. Noble CE, which was known as Terex Mexico was also purchased this year. They manufacture high capacity surface mining vehicles and also produce numerous components for other Terex businesses.