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TEREX BRINGS BACK ITS POPULAR DEMAG® CRANES LINE

Built for a Challenge. Powered by Innovation

MUNICH, April 11, 2016 – Terex Cranes announces the return of its legendary Demag® cranes brand at bauma. Shown are three updated 5-axle machines that are part of the Demag all terrain crane family. The Demag range consists of 11 all terrain cranes, ranging from 100 to 1,200 tonnes of capacity and seven market leading lattice boom crawler cranes, ranging from 400 to 3,200 tonnes of capacity.

Under the theme “***A Legend Is Reborn***”, the re-launch was announced to the international press and bauma visitors on Monday April 11th and celebrated at the Terex booth with a spectacular show.

“I am very excited that we are reintroducing the Demag brand. We’re doing it because our customers asked us to bring the Demag brand back. It is as simple as that,” says Ken Lousberg, President of Terex Cranes. “The Demag brand is a legend and through extensive conversations with our customers, we understand how much the brand still means to them, and what their expectations are that go along with it. It’s a brand they have depended on every day for decades, and it continues to be one of the most recognized brands in the industry.”

And he adds: “We will continue to operate as one organization representing two brands and no matter if our customers buy Terex or Demag branded products, they can expect top quality, reliable products, and a team that is proud to stand behind the products and services we offer.”

Demag has engineered change to transform the lifting industry. From major advances that introduced the most powerful all terrain cranes and crawler cranes in the world to incremental improvements that helped to advance safety and handling, Demag puts the power of innovation to work for its customers.

Bauma visitors have the opportunity to explore both Demag and Terex cranes exhibited at the show and watch the Demag show at the Terex booth every day during bauma. The Terex booth is

located in the outside exhibition area, booth number FM.711.

About Terex

Terex Corporation is a lifting and material handling solutions company reporting in five business segments: Aerial Work Platforms, Construction, Cranes, Material Handling & Port Solutions and Materials Processing. Terex manufactures a broad range of equipment serving customers in various industries, including the construction infrastructure, manufacturing, shipping, transportation, refining, energy, utility, quarrying and mining industries. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. Terex uses its website (www.terex.com) and Facebook page (www.facebook.com/TerexCorporation) to make information available to its investors and the market.