NEWS RELEASE

Terex Corporation Launches Customer-Focused Website

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WESTPORT, Conn., Oct 06, 2011 (BUSINESS WIRE) -- Terex Corporation (NYSE:TEX) has launched an updated customer-focused and user-friendly website providing customers, investors and other stakeholders with fast, efficient and easily accessible information, when and where they need it. The newly designed website is in response to customer feedback for improved navigation, more dynamic information and faster access to the information they seek. The site's design is clean and simple using straightforward copy and bold images to help users intuitively navigate to the content they want.

"We started the website revision process by launching new and improved versions of our business sites in response to customer feedback. After the successful launches of these sites, it was now time to focus on Terex.com," said Kevin Janco, Vice President, Marketing, Terex Corporation. "To build on the success of our new business sites, we created the new terex.com using a hub and spoke type model, in which visitors to Terex.com can easily find information about the company as a whole, or within a couple of mouse clicks, seamlessly navigate to one of our business sites for more specific information on products and services."

The initial launch of the newly designed Terex.com will be in English and applies to North American customers. By the end of this year, terex.com will launch country and language variants in German, Spanish, Italian and French to support European customers. New and updated sites for India, Latin America and China are in development and planned to be released in early 2012.

About Terex

Terex Corporation is a diversified global manufacturer operating in four business segments: Terex Aerial Work

Platforms, Terex Construction, Terex Cranes and Terex Materials Processing. Terex manufactures a broad range of equipment for use in various industries, including the construction, infrastructure, quarrying, mining, shipping, transportation, energy, refining, and utility industries. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information on Terex can be found at **http://www.terex.com**.

SOURCE: Terex Corporation

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