

FOR IMMEDIATE RELEASE**Contact Information:**

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TEREX TO PARADE A PINK BACKHOE ON FRIDAY 28TH OCTOBER IN COVENTRY

In support of 'Wear it Pink' Day, Terex will drive a pink backhoe loader through Coventry to raise funds and awareness for the Breast Cancer Campaign charity.

Coventry, England October 2011 – In keeping with their charitable traditions, employees from Terex in Coventry, the UK manufacturing hub for Terex[®] compact construction equipment, will drive a Pink backhoe loader through Coventry on Friday 28th October, to raise awareness of breast cancer and support the Breast Cancer Campaign's 'Wear it Pink' day. Supported by Terex dealers, suppliers and customers, this backhoe will parade through Coventry, stopping at the Coventry Transport Museum at 10.30am accompanied by the pink Jaguar XJ-S 'Barbie Car', and later stopping at the Coventry Cathedral. The pink backhoe will also serve as a centerpiece for a team member fund-raising day on Monday 31st October. If you would like to support this campaign or provide a prize for the raffle, please come and see us in Coventry on the Friday morning, visit www.justgiving.com/thepinkbackhoe or call 02476 339400 to speak directly to us.

The Terex Coventry manufacturing facility, based in Prologis Park, Coventry, manufactures Terex[®] backhoe loaders, site dumpers, tandem vibratory rollers and Genie[®] scissor lifts. Employing hundreds of people on site, this facility supplies the UK and exports products around the globe with destinations including America, Brazil, the emerging markets and Australia. Each year this facility chooses to sponsor a charity to help raise awareness and funds for worthy causes.

"With one in eight women being diagnosed with breast cancer at some point in their life, it is important that we are all aware of how to spot the early symptoms in hope that this will save lives." Ian Mullen, General Manager explains, "Some of our own team members have been affected by Breast Cancer, whether it be themselves or a close friend or loved one, it pays to be aware and to dedicate our efforts to raise funds for such a worthy charity."

About the Breast Cancer Campaign

The Breast cancer Campaign is a charity consisting of a unique community of scientists, supporters and people touched by breast cancer. Together, we have a pioneering approach to breast cancer research that identifies and funds the research projects with the greatest potential to save and improve lives and, ultimately, to find a cure for breast cancer. The Breast Cancer Campaign's mission is to beat breast cancer by funding innovative world-class research to understand how breast cancer develops, leading to improved diagnosis, treatment, prevention and cure.

Breast Cancer Statistics in the UK

- Breast Cancer is the most common cancer.
- Every year over 48,000 women and 340 men are diagnosed with breast cancer.
- One in eight women will be diagnosed with breast cancer in their lifetime.
- Breast cancer is the second biggest cause of death from cancer in women.
- Every year almost 12,000 women and 90 men die from breast cancer.

Around 80 percent of women diagnosed today will be alive in five years time. This is due to earlier diagnosis, new and improved treatments and increased awareness of breast cancer symptoms. Women are most likely to develop breast cancer but men can develop it too, but it is much more of a rare occurrence. Age is the single most important factor; 80 percent of all breast cancers occur in postmenopausal women over 50.

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 www.terex.com.

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