

PRESS RELEASE

COMPANY



August 2024

Innovations on the 360° event stage

Pioneering technologies from MAHA – presented for the first time at Automechanika Frankfurt 2024

- **Visitors to the MAHA trade fair stand in hall 8.0, booth C06 & C07 and in the outdoor area F10, booth K30 can experience what the future transformation of the automotive aftermarket will look like. This year, the company is presenting innovations that have the potential to revolutionise the way workshops and testing organisations work.**

Haldenwang, 27th August 2024. For the 23rd time already the Bavarian-based workshop equipment supplier is exhibiting at the industry's leading trade fair, making it one of the first companies to use the international platform for personal dialogue with existing and potential customers. This year, the machine manufacturer with headquarters and production facilities in southern Germany will be showcasing pioneering solutions that will fundamentally change workflows and processes in workshops and testing organisations. Innovative technologies will be presented that help to redesign working methods, make them easier or completely redefine them.

MAHA's product innovations autonomously capture what previously had to be mastered by people using special tools and a high level of expertise. They scan, check, measure and offer the user almost unlimited application possibilities. Modern driver assistance systems are also an important topic. The company sees it as its responsibility to ensure that they function flawlessly using state-of-the-art technology. True to its guiding principle "Best solutions for maximum safety".

This year, MAHA invites its trade fair guests on a visionary journey into a new era of workshop and inspection technology. There is a lot to discover on a stand area of almost 1.000 m²: A wide range of products to touch, digitally staged background information and interesting facts, divided into the subject areas of innovations, PTI, pit jacks, above-floor and inground lifting technology, workshop lifting technology, workshop testing technology and service. Inspiring topics relating to the workshop equipment of today and tomorrow will be presented in 32 moderated live presentations on a 360° event stage. Those who want to actively discover MAHA can put their skills to the test in a driving simulation. This much can be revealed – it's worth taking part. In summary, interested guests can look forward to many exciting insights into a new reality and take the opportunity to enter into dialogue with MAHA experts from almost 80 countries. With the aim of rethinking the future together, the company's team is looking forward to successful days at the trade fair.

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Extra information:

Three MAHA product innovations were selected as nominees at the Automechanika Innovation Awards. This includes the MAHA Autonomous Inspection Assistant (MAIA) for wheel alignment and RADAR-ADAS wheel alignment as a world first. The second product, the MAHA Adaptive System Tester (MAST), is the first test bench to show that ADAS testing can be cost-effective. It is used for testing lane assistants and for radar target simulation for distance and braking functions.

Under this link you will also find current information on MAHA trade fair highlights. The next update is planned for the end of August: [MAHA | The trade fair highlights of Automechanika 2024](#)



Preview Automechanika 2024: MAHA trade fair stand and 360° event stage in Hall 8, Stand C06 & C07
Rendering: bbc MesseManufaktur GmbH

MAHA – an overview:

MAHA Maschinenbau Haldenwang GmbH & Co. KG is one of the world's leading manufacturers of workshop and vehicle inspection equipment. As a company with an international outlook, MAHA operates two production sites in Germany and the USA and a global sales and service network in over 150 countries. The company employs a total of more than 1,000 staff worldwide and generates sales of approximately €150 million.

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More information released by MAHA is available on the Internet:

<https://maha.de/en/news> and www.maha.de