

PRESS RELEASE

COMPANY



September 2021

International dealer conference as a hybrid event

A complete success, on-site and online - for global cooperation

- **MAHA partners from 20 different countries met on-site in Haldenwang with the Sales Managers and MAHA Management and at the same time trade partners from 64 different countries took part online in the "International Dealer Meeting 2021".**

Haldenwang, 23 September 2021. The exchange and deepening of business relationships were the focus of the hybrid event. MAHA manages the pandemic balancing act to inform all its dealers and partners on the company's current and most important topics. The main event took place on 16 September 2021 at the MAHA TRAINING CENTER in Haldenwang. For those who could not travel in person, the event was digitally broadcast worldwide.

For a global player like MAHA, the mutual exchange of information is of the utmost importance for continuous good cooperation with its dealers and partners. As part of the international dealer conference, MAHA provided information about current changes and conditions and presented numerous product innovations as well as major projects currently underway, such as in Egypt. MAHA Managing Director Stefan Fuchs is pleased: "Together we are 100% on the right track.

Over 50 representatives from 20 countries travelled directly to Haldenwang, Germany. Another 150 people worldwide from 64 countries participated in the dealer meeting online and used the opportunity to take away the latest knowledge. "We are very pleased that so many invitees came to Germany to attend the event "live". But many online participants were also logged in until the end to follow the six-hour conference," said Antonio Multari, International Sales & Executive Director at MAHA. In the concluding discussion round, Managing Director Stefan Fuchs as well as the sales, product and project managers were available to answer questions.

It was the perfect, MAHA-typical and unmistakable mixture of business event and leisure time, which made it possible to deepen existing relationships of trust and generate the basis for maximising success. The participants started with a get-together dinner on Wednesday, followed by the main event on Thursday. After the day was filled with extensive reports and a lively exchange of information, the last item on the day's programme held a special highlight: a traditional Bavarian evening. To round off the day, MAHA invited guests to a white sausage breakfast with the product managers on Friday, as well as a tour of the showcase project in the region: the newly built Reisacher car dealership in Augsburg, which is equipped with MAHA products.

The days were characterised by a very good mood and a lot of energy, and finally every single person was "ignited" by this positive spirit. The guests left the event full of confidence and energy for the upcoming business year. The next joint meeting will probably take place next year in September, parallel to the industry's leading trade fair "Automechanika" in Frankfurt - we are already looking forward to it.

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The „live“ participants of the Internationalen Dealer Meeting 2021 at MAHA in compliance with the 3G rules

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