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January 2021

## MAHA crowned 'World Market Leader' for the fourth year in a row

- **MAHA, the workshop outfitter from Germany's Allgäu region, has this year been crowned '2021 World Market Leader Champion'. Economists from the University of St. Gallen once again used a stringent and independent process to identify the leaders in each respective industry by assessing international companies that set themselves apart with leading technologies and top-quality products and services.**

**Haldenwang, 28 January 2021.** The annual evaluation conducted by the University of St. Gallen and the Academy of German World Market Leaders (ADWM) ranked MAHA at the top of its industry for the fourth time in a row. During the objective and transparent selection process, academics rate successful companies that are at least half-managed in Germany, Austria or Switzerland by way of a head office. The survey's additional selection criteria are an annual turnover exceeding €50 million and an export / foreign share of no less than 50%. The companies must also be active on at least three out of six continents by means of their own production and/or sales companies or export activities and be considered the number one or number two market leader in their relevant world market.

### Transparent evaluation

Unlike the numerous studies and databases available, the experts in this survey focus on clearly defined selection criteria. It is equally important that the entire index and the determined values are disclosed and made publicly accessible. As in previous years, Prof. Christoph Müller (Managing Partner of UEC gemeinnützige GmbH) and his team from the University of St. Gallen assumed academic leadership of the project. The results of the 2021 World Market Leaders evaluation were published by *WirtschaftsWoche*, the official media partner, in a listing titled '*Die 500 heimlichen Weltmarktführer 2021*' ['The 500 Unexpected World Market Leaders of 2021']. The ranking was printed in a special issue of the business magazine and online at [wirtschaftswoche.de](http://wirtschaftswoche.de).

### MAHA – the undefeated champion

MAHA believes that this accolade is confirmation of its consistent performance. 'We work hard to optimise our products and processes – day in, day out. Together with our employees, we drive innovative ideas forward. Just in December 2020, for instance, we launched our newest product: the CONNECT series. In doing so, MAHA has created a new digital generation of brake testers. MAHA was also entering uncharted territory with its chosen presentation method, since this was the first time it had unveiled a solution completely virtually. The result is available on our website <https://www.maha.de/de/produkte/produkt-innovationen>. The fact we've been crowned World Market Leader confirms that we're doing lots of things right. We are very proud of this,' remarked Stefan Fuchs, MAHA's Managing Director.

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### **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](http://www.maha.de)