

PRESS RELEASE

LIFTING TECHNOLOGY

March 2023



Product Launch of the Year 2023

C_RGA – the new mobile column lifts

- **Raise the curtain on an outstanding product innovation from MAHA. This time, the star of the show is the new C_RGA mobile column lift from the Bavaria-based machine manufacturer. The product launch event was held at the brand-new Daimler Truck Center in Haan near Wuppertal.**

Haldenwang, 28th March 2023. ‘Product Launch of the Year 2023’ was MAHA’s motto on Friday, 24 March 2023. And what the Bavaria-based company sets out to do, it also puts into practice. Read on to find out for yourself just how it did that in the following report.

The star of the show at the unique event – the C_RGA mobile column lift – was unveiled to the invited audience for the first time ever in their entirety and with all the sophisticated details. The specially selected visitors included retailers, customers and the trade press. So the guests who had made the effort to come along to the event were given the ideal opportunity to see the product’s many advantages for themselves in impressive surroundings.

The entire project team is in agreement: ‘We have built the world’s best mobile column lift. It is safe, works reliably, is easy to operate, and even allows us to step into the digital future.’ The aspiration was to make something good even better, and to do so based on MAHA’s mobile column lifts, which have already been successful sellers for 25 years. This means that tried-and-tested components such as the column profile, screw with recirculating ball nut, safety wedge, motor with motor brake and worm gear are still in use due to their superb reliability. The new generation of mobile column lifts is also characterised by numerous mechanical and electronic improvements. ‘We are totally thrilled to bits about this innovation and firmly believe that our enthusiasm will inspire you too and perhaps even ignite a passion for our latest product,’ commented Stefan Fuchs (MAHA’s Managing Director) with confidence.

5 out of 5 reasons to buy a C_RGA:

- **ELECTROMECHANICAL DRIVE**
reliable and completely oil-free
- **HIGH LEVEL OF MECHANICAL SAFETY**
through sophisticated technology
- **PRACTICAL**
and convenient handling
- **SECURE DATA CONNECTIONS**
wireless and interference-free
- **INTUITIVE OPERATION**
LED-guided

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The choice of a very special location (the newly built Daimler Truck Center in Haan near Wuppertal) was just perfect to present the product innovation. This centre is the first of its kind since Daimler Truck AG was established. Guests had the opportunity to experience not only the impressive new building, but also Daimler Truck AG's new brand values directly on site.

As the organiser, MAHA once again offered its usual diverse programme of events. It all started with the foregather on Thursday evening in a traditional Düsseldorf pub, before moving on to the guided tours of the new Daimler Truck Center building and the most important news from MAHA's everyday life, and then to the highlight of the day – the product launch of the C_RGA mobile column lift. The event was rounded off in a particularly appealing venue in the evening, where both guests and organisers enjoyed pleasant conversations and the finest Italian cuisine in an informal setting.

Summing up the event in his own words, Managing Director Stefan Fuchs remarked: 'I would like to say a huge thank you to the people responsible at the Daimler Truck Center. We couldn't have hosted the MAHA event of the year in an amazing ambience without them. This was the ideal setting for showcasing our product innovation, the C_RGA mobile column lift, with all its sophisticated technical details, to a wide audience. Feedback from guests confirmed that much. To sum up, we were all completely and utterly thrilled!'



Product launch event for the C_RGA mobile column lifts at the newly built Daimler Truck Center in Haan near Wuppertal.
Images: Ozfilms

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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