

PRESS RELEASE

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MAHA and Kempten University of Applied Sciences intensify research partnership

One million euros to strengthen the Allgaeu region as a centre of innovation

- **Together with Kempten University of Applied Sciences, MAHA is launching a new research cooperation with the aim of strengthening the Allgaeu region as a technology hub and decisively advancing innovation in the areas of vehicle testing, automation and digitalisation.**

Haldenwang/Kempten, 15th May 2025. With a new research cooperation, MAHA Maschinenbau Haldenwang GmbH & Co. KG and Kempten University of Applied Sciences are continuing their long-standing collaboration. Over a period of four years, EUR 250,000 will be invested annually – a total of EUR 1 million – in joint research projects.

With this initiative, MAHA, together with the management and the advisory boards of the family foundation Family Rauch, is sending a strong signal in favour of the innovative strength of the region. 'The systematic promotion of research and technology is essential for us to actively shape the mobility of tomorrow. We are committed to long-term collaborations with leading universities and institutes to enable cutting-edge research with direct practical relevance,' highlights Dr Peter Geigle, CEO of the MAHA Group.

Partnerships and innovations with vision

MAHA is already working with renowned partners such as the Fraunhofer Institute and numerous colleges and universities. This commitment is complemented by active participation in research networks and close cooperation with regional companies as part of joint innovation projects.

At the same time, the research department at MAHA has been consistently expanded over the past two years under the leadership of Markus Schmid. A six-strong, highly specialised team is now working on pioneering developments. The first successfully implemented research projects demonstrate the success of this strategy:

- **MAHA Autonomous Inspection Assistant (MAIA)** – an AI-supported, robot-controlled inspection system
- **MAHA Adaptive System Tester (MAST)** – a test bench for ADAS systems with over-the-air simulation
- **Light field measurement** – innovative measurement technology for the precise calibration of vehicle headlights

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Kempton University of Applied Sciences sees great potential in the partnership for the further development of practical research. Prof. Dr Wolfgang Hauke, President of Kempton University of Applied Sciences, emphasises: 'The long-term collaboration with MAHA offers us as a university the opportunity to combine theory and practice at the highest level. This benefits not only our students, but also the entire region – through the targeted transfer of knowledge and technology.'

'The projects illustrate the importance of a strong network of science and industry. Through our investments and our long-standing partnership with Kempton University of Applied Sciences, we are creating the basis for further technological breakthroughs,' continued Dr Geigle.

The cooperation with Kempton University of Applied Sciences is a central component in MAHA's strategy to strengthen the Allgaeu as a technology location in the long term and to develop pioneering solutions for the vehicle testing of tomorrow.



Together for Innovation in the Allgaeu Region: (From left) Prof. Dr. Wolfgang Hauke (President of Kempton University of Applied Sciences) and Dr. Peter Geigle (CEO of the MAHA Group) send a strong signal for research and technology.

Photo: MAHA

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 EUR.

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More information released by MAHA is available on the Internet:

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