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MAIA on the Road to Automechanika

MAHA's Autonomous Inspection Assistant makes a strong impression on the automotive industry during its own roadshow

- **From a vehicle assessment specialist and a company specialising in performance tuning and vehicle customisation to a DTM racetrack: during its video roadshow, MAIA – one of the most significant innovations developed by Bavarian-based workshop equipment manufacturer MAHA – demonstrated its capabilities across the automotive industry. It is now heading for the sector's leading trade fair: Automechanika Frankfurt 2026.**

Haldenwang, 21st July 2026. What will the workshop of the future look like? This is a question that MAHA's employees in Haldenwang consider every day as they develop new solutions with passion and ingenuity. 'Our MAIA will make it easier to capture vehicle data and help workshops operate more efficiently,' CEO Dr Peter Geigle tells roadshow presenter Tobias Witton in an interview on the first day of filming. The vision of the 'inventor', as Dr Geigle describes himself, has now taken shape. MAIA is a system that independently recognises vehicles, guides them through defined inspection procedures and records a wide range of relevant vehicle data as well as potential damage. The aim is not automation for its own sake, but a workshop process that is faster, more transparent and more cost-effective.

After visiting its place of origin in Haldenwang, MAIA demonstrated its expertise at Schorer + Wolf, a vehicle appraisal company in Kempten. Once inside the workshop, MAIA autonomously moves around a parked BMW X4 to assess its condition and inspect it for damage, creating a digital twin in the process. The resulting data package provides information not only about dents, but also about tyre tread depth. 'The greatest advantage for me is MAIA's compact design. Unlike a large, static scanner, it can move freely around a vehicle regardless of the space available. I also see considerable potential in its efficiency and speed. Following hailstorms, the number of vehicles we need to assess can sometimes be enormous,' explains project developer Max Böck.

MAIA reduces unproductive workshop time

MAIA is currently undergoing testing at BMW in Munich. According to Lilian Volk, digitalisation expert at BMW, the system also helps to improve customer relations: 'MAIA's analysis gives our employees the time to have a calm and detailed conversation with the customer.' Andre Glanz from workshop planning specialist cotedo also highlights the time-saving potential: 'MAIA's objective and reliable data allows customers to be informed immediately about any additional potential. At the same time, technicians can focus fully on the repair itself. This reduces communication loops and unproductive time in the workshop.'

Efficiency also plays a key role at renowned vehicle customisation specialist ABT Sportsline. Whether increasing the performance of passenger cars or fine-tuning a DTM racing car, the Bavarian-based company depends on reliable data. As part of MAIA's video roadshow, MAHA visits CCO Daniel Abt at the company's headquarters in Kempten and CEO Thomas Biermaier at the Norisring in Nuremberg.

PRESS RELEASE

EVENTS



'When performance matters, the most important work takes place before the race – in the workshop or in the pit lane. We are constantly measuring, analysing and optimising. In the end, even the smallest deviation can make the decisive difference, ' says Biermaier, who regards MAIA as an important innovation in vehicle analysis.

Following its visits to workshops, dealerships and the world of motorsport, MAIA's roadshow will conclude at Automechanika Frankfurt 2026. In daily live demonstrations, MAHA will show how the autonomous inspection assistant independently captures vehicle data and uses precise measurements to support a wide range of workshop processes – from condition assessment and wheel alignment to the calibration of modern advanced driver assistance systems.

Experience MAIA live in hall 8.0 at stands C06 and C07.

The video series 'MAIA's Road to Automechanika' is available on MAHA's YouTube channel:
<https://www.youtube.com/@maha87490>

Further information is available online: [News | MAHA](#)

MAHA – an overview:

MAHA SE & Co. KG, based in Haldenwang (Bavaria), is one of the world's leading manufacturers of vehicle testing and lifting technology. The company develops and manufactures test lanes, brake testers, headlight testing technology, as well as lifting technology and performance measurement technology for cars, commercial vehicles and special applications. As an internationally oriented company, MAHA operates four production sites: two in Germany and one each in South Africa and the United States. With a global sales and service network spanning more than 150 countries, MAHA maintains a strong international presence and close proximity to its customers. The company employs over 1,000 people worldwide and generates annual revenues of approximately 160 million euros.

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More information released by MAHA is available on the Internet:

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