



New MAHA TRAINING CENTER

- Workshop supplier MAHA has taken the next major step defined in its development strategy by opening a new, state-of-the-art MAHA TRAINING CENTER in Haldenwang. The added value for customers: practical and individual training courses that are flexible in structure, include hands-on use of products and are aimed at end users as well as technicians.

Haldenwang, 01 July 2019. Just a year after the launch of the MAHA SERVICE CENTER, which now comprises a service hotline, factory authorised customer service, a replacement parts service, training options and construction site service, the MAHA TRAINING CENTER will be officially opened as part of a conference event with German sales and trade partners at the end of June.

In future, any training courses offered will be even more efficient and practical thanks to the newly designed, light-flooded premises with space for product displays and a total area of 2,500 m². This is the next step in MAHA's development strategy and places an even greater focus on providing a full range of services. "We are delighted that from now on we will be able to offer our customers more extensive training courses, during which they will receive individual and product-based training through our experts," explains Managing Director Dr. Thomas Aubel. "Our goals are to make participants feel comfortable in our modern training facilities and to ensure that course content is delivered in a practical and user-orientated way within a pleasant training environment."

MAHA invests in service provision

The opening of the premises, which span two floors, was preceded by extensive modification and renovation work as well the relocation of various specialist departments. In addition, training structures and content were optimised, training materials revised and the team of instructors increased. A total of 12 highly qualified staff members – and more are planned for the future – are now fully involved in training customers and technicians in all things product range related in the new MAHA SERVICE CENTER and are there to provide advice and support when questions and concerns arise.

Sales teams and partners will have access to their own conference room, which they will be able to use for sales meetings. The availability of ready-to-use products in the new environment enables practical demonstrations that optimally demonstrate product benefits. "Anyone who tries one of our products for themselves is completely convinced by its high quality workmanship and total user-friendly functionality," emphasises Aubel when talking about MAHA's "Made in Germany" quality promise.



And numerous other ideas are already on the cards: for example, a virtual world is to be created for training and sales purposes, in which VR glasses allow the wearer to progress through a workshop and view and experience installed MAHA products in action. The advantage is that they can be used on-site at MAHA as well as at customers' premises and trade fairs.

Extensive training course programme

On the one hand, training courses are aimed at employees of MAHA partners, who prepare for customer service via training courses in Haldenwang – and it is the customer who will ultimately benefit from fully trained service technicians. Courses are also particularly aimed at users who apply detailed product knowledge in their daily work and are able to improve working efficiency through training. "Now it's time for my team and I to tackle the new tasks with great commitment and motivation and to bring our new premises to life," says Christian Bode, Head of the new MAHA TRAINING CENTER, looking forward to future training courses on site.

You can find out information regarding our training course offers and dates by phoning +49 8374 585 100, sending an email to training@maha.de or online at <https://www.maha.de/service-center-training.htm>.

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.

MAHA – celebrating its 50th anniversary in 2019!

You will find information at <https://www.maha.de/50-years-of-maha-a-success-story.htm>

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More information released by MAHA is available on the Internet:

www.maha.de/press-releases and www.maha.de