



## INDUSTRY PRIZE 2018: MAHA subsidiary Gudat Solutions wins award for “Digital Car Dealership”

- “Digital Car Dealership” as BEST OF in the INDUSTRY PRIZE 2018, automotive category.
- The browser-based online portal centralises and simplifies dealership processes.
- Huber Verlag honours outstanding, innovative industry solutions each year with the INDUSTRY PRIZE.

**Haldenwang, April 2018.** Convenient online appointment booking, licence plate recognition, comprehensive fleet management and efficient service and workshop planning - the "digital car dealership" takes car dealership processes to the next level, making them more clear and simple than ever before. The innovative, web-based solution by Gudat Solutions GmbH – a subsidiary of MAHA Maschinenbau Haldenwang GmbH & Co. KG – has now been awarded the INDUSTRY PRIZE 2018 and won the BEST OF in the automotive category. Ever since 2006, Huber Verlag for new media has been honouring highly advanced industry products and solutions with the coveted INDUSTRY PRIZE on an annual basis.

“We are delighted that our “Digital Car Dealership” has not only inspired numerous workshops and car dealers throughout Germany, but has also been honoured with the INDUSTRY PRIZE 2018 in the automotive sector by the independent specialist jury. It shows that we have hit the right note for the sector with our solution”, says Jörg Gudat, managing director of Gudat Solutions GmbH.

From online appointment booking and dialogue reception to service and workshop planning - the web-based software offers all-in-one solutions. Direct data synchronisation ensures all users are up to date. The digital dealership also offers interfaces for a wide range of DMS, CRM and time recording systems. “All that our customers need for use is the final piece of equipment such as a tablet or computer, an internet connection and a modern browser. They can also get off to a good start with our digital dealership in the future”, says Gudat.

### INDUSTRY PRIZE 2018

Ever since 2006, Huber Verlag for new media has been honouring highly advanced industry products and solutions with the coveted INDUSTRY PRIZE each year. The independent specialist jury, made up of professors, scientists, industry sector experts and journalists, evaluates the projects and solutions submitted in a total of 14 different categories. The digital dealership was able to stay ahead of the competition in the automotive category and was awarded the BEST OF in the INDUSTRY PRIZE 2018.



**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 about 1,200 staff worldwide and generates sales of approximately €150 million.

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