



Record number of visitors at MAHA's stand at Automechanika 2018, the industry's leading trade fair

- MAHA set a new visitor record at Automechanika in Frankfurt and showcased the Virtual Workshop to the global audience for the first time ever along with innovative premières.
- MAHA presented its range of services and its product innovations – the “MBT CONNECT”, the “3-stage telescopic pit jack”, the “Digital Car Dealership” and the new “universal carriage for MAHA mobile column lifts” – on a stand area measuring 1500 m² and an extra 80 m² special exhibition space in the Festhalle.

Frankfurt, September 2018. For the 25th time, the world's leading trade fair for the automotive industry for equipment, parts, accessories, management and services opened its doors in Frankfurt from 11 to 15 September 2018. Automechanika is a five-day trade fair which takes place every two years. This year, Messe Frankfurt registered a record number of exhibitors and an increase in visitor numbers compared to 2016. Around 136,000 trade visitors in total from 181 countries were recorded at the fair.

The product innovations were extremely well-received by the trade visitors. MAHA used the leading trade fair to present the Virtual World of the MAHA Workshop for the first time ever. This new presentation variant, staged as a major event, enabled visitors to experience a realistic and scaled representation of MAHA equipment. All of the components from MAHA's product portfolio – from brake and suspension testing technology, lifting technology and performance measurement technology, to emission testing, headlight testing and diagnostic technology – were visualised in virtual reality.

The live demonstration of the “MBT 2300 CONNECT” digital brake tester allowed the visitors to transmit the measurement results directly to the mobile terminal devices during a “live drive”. The 3 stage telescopic pit jack and the newly overhauled universal carriage for COLUMNLIFT mobile column lifts were also presented as premières in the field of lifting technology.

Gudat Solutions GmbH also recorded a strong influx of visitors and managed to present the “Digital Car Dealership”, its innovative software solution, to guests in the specially designed cube.



The international staff at MAHA's stand, who came across as a perfect unit, provided guests with professional and expert advice. With the concentrated manpower of around 100 people, the MAHA team did an excellent job. A 50% year-on-year increase in the number of leads confirmed this impression. The contacts made were two-thirds German and one-third foreign.

MAHA used Automechanika as a prelude to an invigorated start to a new era under the new management team. It has also already added the dates of the next Automechanika trade fair – 8 to 12 September 2020 – to its diary.

MAHA thought that the trade fair was a resounding success, and its entire team is already looking forward to Automechanika 2020.

MAHA – an overview:

MAHA Maschinenbau Haldenwang GmbH & Co. KG is one of the world's leading manufacturers of vehicle testing and lifting technology. 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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www.maha.de/press-releases and www.maha.de