



July 2025

## Record-Breaking Attendance at Open Day & Family Festival

MAHA Opens Its Doors: A Day Full of Insights, Experiences and Enthusiasm

- **On Saturday, 28 June 2025, MAHA Maschinenbau Haldenwang GmbH & Co. KG welcomed the public and hosted a special summer celebration for its employees – also known as the MAHAianers. With a vibrant mix of technology, culinary delights and entertainment, the event attracted nearly 2,550 guests and participants – more than double the previous year’s turnout. This record attendance was thanks to the successful combination of both events.**

**Haldenwang, 1<sup>st</sup> July 2025.** Under radiant summer skies, employees, families, friends, interested visitors and dedicated supporters – including the fire brigades of Boerwang and Haldenwang, the local traditional costume association D'Wageggler, and the village brass band – seized the opportunity to explore the inner workings of this internationally successful company with local roots.

### A Glimpse into the World of MAHA

From the morning hours, clusters of guests arrived at the spacious company grounds. The atmosphere was open, welcoming and full of energy. Guided by clear signage and personal stories from their MAHA-employed family members, visitors explored the site and gained rare and authentic insights into daily life at MAHA.

A true highlight of the day was the grand opening of MAHA’s newly designed and extensively refurbished showroom: dark walls, premium lighting design and perfectly staged products showcased the company’s technical innovation in a dramatic setting. This space is set to become a hub for customer engagement, product launches and training sessions going forward.

### A Festival for All Senses

The accompanying program featured seven activity stations offering entertainment for all age groups: young guests enjoyed face painting, bouncing around in the inflatable castle and testing their aim at football darts. Other fun attractions included water walking balls, archery and a photo booth that captured unforgettable memories.

A total of 15 food trucks and stalls offered a culinary journey ranging from hearty Swabian-style potato noodles with Bavarian sauerkraut and vegetarian burgers to sweet crêpes and chimney cakes. Guests responded enthusiastically to the variety and quality of offerings – and the drink stations were especially popular in the warm summer weather.

Best of all: food and beverages were completely free of charge for all MAHAianers and up to four accompanying family members – a generous gesture of appreciation from the company to its team and their loved ones.

## **MAHAianers United – Community at its Core**

By early evening, the event transitioned into a more intimate gathering dedicated to MAHA employees and their families. The official program gave way to a relaxed, cheerful atmosphere filled with laughter, dancing and celebration – a living expression of MAHA's strong sense of community.

## **Statement from the Management**

"This event was a powerful demonstration of our deep connection – to the region, to our employees, and to everyone who considers MAHA a part of their lives," emphasized Dr. Peter Geigle, CEO of the MAHA Group. He added: "Encounters like this are the essence of a vibrant corporate culture."

The overwhelming feedback and record-breaking turnout confirm: MAHA not only keeps vehicles moving – it moves people too.

## **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.

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