



September 2024

Visitor magnet MAHA trade fair booth

Flashback to the Automechanika 2024

- **For the 23rd time, MAHA impressed its visitors at this year's Automechanika. Six product innovations, a large selection of physical products, supplemented by numerous digital media and an event stage that captivated the audience were just some of the highlights that ensured a thoroughly positive summary.**

Frankfurt, 26th September 2024. The Bavarian workshop supplier has been working towards this trade fair week, which began on 10th September, for months. On Saturday, 14th September 2024, the industry's leading trade fair in Frankfurt came to an end with overwhelming success. The trade fair organisers and the entire team in front of and behind the scenes take stock and are more than satisfied with the result. From the first day of the trade fair, the MAHA trade fair booth of almost 1,000 m² was a hive of activity both indoors and outdoors. In addition to the innovations and, for the first time, the extensive selection of digital media with over 35 videos and almost 20 information displays, the generous communication area with inviting catering and the regular presentations on the 360° event stage were among the visitor magnets.

Innovation and digital transformation

This year, MAHA has impressively demonstrated that it not only stands for its established quality steel products, but also plays a leading role in the digital transformation of the automotive aftermarket and thus has its finger on the pulse of the times. All six innovations presented could be explored on site. Elaborately staged 3D renderings in video format additionally illustrated the highlights of the respective products. The company thus showed that many new ideas have already been realised. However, it was equally important for those responsible to emphasise that these developments offer numerous other potential applications. In order to capture the ideas and wishes of customers and industry experts, dialogue was sought and short surveys were conducted.

Visitor magnet 360° event stage

When crowds of people gathered in front of the round stage with the 11-meter-wide LED screen, one of the hourly presentations was on the agenda. Moderator Tobias Witton skilfully presented the product highlights, while one of the innovations took over the presentation itself – we are talking about the AI-supported workshop robot with the project name MAIA. MAIA stands for MAHA Autonomous Inspection Assistant and combines autonomous technology with advanced diagnostics. The second innovation, the MAHA Adaptive System Tester, short MAST, also claimed its place on the stage and among the expert audience. This product is of great importance for vehicle diagnostics, especially for advanced driver assistance systems (ADAS).

For all visitors who wanted to actively experience MAHA or put their skills to the test at the accelerator, the company had something very special to offer: the MSR 5000 driving simulation. After the trade fair week, the winners were chosen by lot and notified. The three participants can look forward to a drone, a tablet or a cordless drill driver.

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Focus on progress and team spirit

Conclusion of the Managing Director, Dr Peter Geigle: "In addition to our core areas, we are focussing increasingly on the further development of our products. We are in the midst of the digital transformation of the industry, which we demonstrated impressively at this year's Auto-mechanika in Frankfurt. We make selective use of technologies such as sensors, optics and robotics to significantly improve efficiency and precision in workshops and testing organisations. This change is not only reflected in our products, but also in our trade fair concept this year, which was more digital than ever before. We have once again shown what we can achieve as a company and as the people behind the products from Haldenwang in southern Germany when we work together as a team towards a common goal and believe in it. Looking back, we can proudly say that we put in an outstanding performance and joined forces to make a spectacular appearance at the Automechanika in Frankfurt."



Demonstration of the MAHA Adaptive System Tester (MAST) on the 360° event stage.



Presenter Tobias Witton showcases the innovations.



Visitors test their skills on the brake pedal of the MRS 5000 driving simulation.



The innovations could be experienced physically. In addition, elaborately staged 3D renderings in video format illustrated the highlights of the respective products.



The spacious communication area with inviting catering.



Photos: MAHA

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MAHA – an overview:

The MAHA Group 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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More information released by MAHA is available on the Internet:

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