PRESS RELEASE
COMPANY

August 2026

FUTURE STARTS NOW. Experience the Workshop of Tomorrow

More than 1,300 m², 14 innovations and vehicle inspection from the passenger seat

- **A trade fair stand as a stage for the future: At Automechanika Frankfurt 2026, MAHA brings together new products, visionary concepts and a comprehensive service showcase. Spearheading the line-up are MAIA and MAST 2.0. Both solutions have been nominated for the Automechanika Innovation Awards and demonstrate what automated, connected and realistic vehicle inspection could look like in the future.**

Haldenwang, 18th August 2026. Anyone entering the MAHA stand will experience far more than a conventional product showcase. Covering a total of 1,300 square metres, including a two-storey section, the stand features an innovation boulevard leading visitors through the workshop and vehicle inspection technology of tomorrow. Various experience and themed areas focus on innovations, product solutions, service and personal interaction.

Two large-format LED walls – one almost ten metres wide, the other six metres – provide the setting for moderated live demonstrations and spotlight sessions. Here, visitors gain concise insights into MAHA's latest technologies, applications and future concepts.

"With our 14 innovations, we are showing how workshops and inspection organisations can meet increasing technical demands with precise, safe and practical solutions. We translate technological ideas into concrete applications for everyday workshop and inspection operations, while also providing a tangible outlook on the possibilities that could emerge over the coming years," says Dr Peter Geigle, CEO of the MAHA Group.

MAIA for cars and trucks – MAST 2.0 from the passenger seat
For the first time in Frankfurt, MAIA will be demonstrated on both cars and trucks. Following its proof of concept in 2024, the AI-based system has been systematically developed further and, since the beginning of this year, has been proving its capabilities with pilot partners under real workshop conditions.

MAST 2.0 makes the testing of modern driver assistance systems an experience in the truest sense of the word: Pre-registered visitors can take part in a demo drive and experience directly from inside the vehicle how the test bench evaluates ADAS functions. This makes visible what usually remains hidden in modern driver assistance systems: complex technology, precise processes and the question of how safety can be verified under realistic conditions.

Further information on both innovations is available in the previously published press release on the Automechanika Innovation Awards 2026. Details of MAHA's trade fair presence and information on booking a demo drive are available on the landing page Future Starts Now · MAHA · Automechanika Frankfurt 2026.

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Further innovations for everyday workshop operations
Beyond its headline innovations MAIA and MAST 2.0, MAHA will showcase further solutions for modern workshop and inspection processes. A new in-ground lift eliminates the need for hydraulic oil, TrueLight MLT introduces a new method for testing modern headlamp systems, while System-Link connects inspection and lifting technology in one central application. Further concepts address the testing of electronic parking brakes, the monitoring of removed traction batteries, e-mobility testing, tyre measurement and mobile radar diagnostics. These near-series developments, pioneering ideas and prototypes provide an outlook on future applications.

Service at the heart of the trade fair presence
The highly visible red service area deliberately forms the heart of this year's MAHA stand. It makes one thing clear: For MAHA, a technical solution does not end with delivery. Support remains personal – from person to person. The service team demonstrates what professional support in the workshop and vehicle inspection sector needs to deliver today: rapid assistance, in-depth product expertise, practical training, reliable spare parts supply and support throughout the entire lifecycle of a system. A world map illustrates MAHA's global sales and service network. A new service film also shows how MAHA delivers close, personal customer support worldwide.

The MAHA stand is located in **hall 8.0** at stands **C06** and **C07**.

Further press releases are available online: News | MAHA

Further information on MAHA's trade fair presence at Automechanika Frankfurt 2026 can be found on the landing page: Future Starts Now · MAHA · Automechanika Frankfurt 2026

Renderings: mac. brand spaces

MAHA – an overview:
MAHA SE & Co. KG, based in Haldenwang (Bavaria), is one of the world's leading manufacturers of vehicle testing and lifting technology. The company develops and manufactures test lanes, brake testers, headlight testing technology, as well as lifting technology and performance measurement technology for cars, commercial vehicles and special applications. As an internationally oriented company, MAHA operates four production sites: two in Germany and one each in South Africa and the United States. With a global sales and service network spanning more than 150 countries, MAHA maintains a strong international presence and close proximity to its customers. The company employs over 1,000 people worldwide and generates annual revenues of approximately 160 million euros.

Contact:
MAHA SE & Co. KG
Marketing, Phone +49 8374 585-0, Email marketing@maha.de
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