

PRESS RELEASE

COMPANY



August 2021

With a new Domestic Sales Director, MAHA has its sights firmly set on the future

- **Peter Beichter takes over from Karl-Heinz Hardeweg as Domestic Sales Director at MAHA. Mr. Hardeweg took his well-deserved retirement at the end of June 2021 after 13 successful years.**

Haldenwang, 24 August 2021. In addition to the official change of leadership effective 1 July 2021, there was a symbolic handover of keys at the virtual dealer conference hosted by MAHA in mid-June 2021. During the joint handover phase of about 6 months, Karl-Heinz Hardeweg and Peter Beichter visited the MAHA sales partners. In this way, the management ensured that the customer relationships and special market knowledge that had been built up can be seamlessly continued.

"Quality 'Made in Germany' is a top priority at MAHA. It is also my goal to successfully align the domestic sales department with the needs of our partners", confirms Peter Beichter and adds: "I am very much looking forward to the challenge of being able to play my part in MAHA's success as Domestic Sales Director. My motivation and drive is to further extend MAHA's advantage as the market leader in Germany and, together with my team, to continue to set the tone in this exciting sector of workshop equipment. 'Everything is possible' – this slogan applies not only to MAHA's latest product C_MBT CONNECT, but also to sales in Germany."

Mr. Beichter is a trained mechanical engineer and has more than 20 years of experience in the field of workshop equipment. He has already successfully mastered a wide variety of sales responsibilities in industry and commerce. Until the merger of the subsidiary ATT Automotive Testing Technologies GmbH, which was taken over by MAHA, Peter Beichter was managing director of the company. Before that, he worked for the companies Nussbaum, WM SE, Trost and Bosch. With his experience, he has extensive knowledge of both the industry and the market.

Managing Director Stefan Fuchs: "We are very pleased with the good introduction Karl-Heinz Hardeweg has given Peter Beichter and are delighted to welcome an industry expert to the position."

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Peter Beichter, Domestic Sales Director

Photo: Julian Bauer, [julian bauer fotografie](#)

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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More information released by MAHA is available on the Internet:

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