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## MAIA captivates Paris

MAHA wins EQUIP AUTO Innovation Award

- **MAHA has won the international Innovation Award in the automotive sector at the anniversary edition of EQUIP AUTO Paris 2025 for MAIA, the AI-powered inspection robot. From 166 entries, assessed by more than 100 international trade journalists, 46 innovations made the shortlist. MAIA prevailed in the “Tools and Workshop Equipment” category. The solution combines autonomous technology with high-precision diagnostics, transforming vehicle inspection.**

**Haldenwang, 30<sup>th</sup> September 2025.** What began at Automechanika Frankfurt continues in Paris: the Bavarian-based workshop equipment specialist MAHA is drawing attention with its product innovations. Two solutions – MAIA and MAST – reached the shortlist. MAIA convinced the jury and won. This underlines MAHA’s role as a technology leader in the industry. Meet MAHA at EQUIP AUTO: You’ll find us in Hall 1 P 034 at Paris Expo Porte de Versailles.

As MAHA’s French subsidiary, MAHA France represents the company in the local market and presented MAIA to the international jury in Paris. Benoît Baulinet, Managing Director of MAHA France, comments: “We are very proud of this success. It is the result of exceptional collaboration and reflects the inspiring vision of Dr. Peter Geigle, the energy and know-how of our engineers, and our team’s commitment in France to make MAIA clear and accessible.” He adds: “At every presentation we see remarkable enthusiasm – from workshops to testing organisations. The market is clearly interested and visibly eager to gain access to such an innovative solution.”

MAHA CEO Dr. Peter Geigle adds: “This award is more than a prize – it shows that our solutions provide the right answers to the challenges of modern vehicle testing. We are excited to bring MAIA from Bavaria to workshops worldwide – practical, future-proof and measurably efficient.”

### **MAIA – Rethinking autonomous inspection**

MAIA stands for MAHA Autonomous Inspection Assistant. The AI-powered, camera-based inspection robot detects vehicles without contact, positions itself automatically and carries out visual, lighting and geometry checks through to the calibration of driver assistance systems (ADAS). Its modular architecture and seamless integration into digital systems make it a true game-changer for workshops, testing organisations and fleets – precise, connected, autonomous.

**Where to find MAHA at EQUIP AUTO:** Hall 1 P 034 – Paris Expo Porte de Versailles, 14 to 18 October 2025.

### **EQUIP AUTO 2025 – Anniversary edition in Paris**

EQUIP AUTO Paris celebrates its 50th anniversary and takes place from 14 to 18 October 2025 at Paris Expo Porte de Versailles. It is regarded as an international hotspot for the aftermarket and mobility sectors, bringing together more than 1,400 exhibitors and brands and around 100,000

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industry professionals. The EQUIP AUTO Innovation Award is among the sector's most demanding competitions – MAIA's recognition is therefore a strong statement in the aftermarket.

### **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 EUR.

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More information released by MAHA is available on the Internet:

<https://maha.de/en/news> and [www.maha.de](http://www.maha.de)