

# PRESS RELEASE

## COMPANY



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## MAHA and ABT Strengthen Their Partnership

### Premium Partnership Sealed for the 2025 DTM Season

- **Technological Excellence meets Motorsport DNA: MAHA Maschinenbau Haldenwang GmbH & Co. KG and ABT Sportsline GmbH take their long-standing collaboration to the next level! With the newly signed premium partnership for the 2025 DTM season, two top companies from the Allgaeu region are joining forces to drive innovation and set new standards – in workshop equipment, on the racetrack, and beyond.**

**Haldenwang/Kempton, 21<sup>st</sup> March 2025.** MAHA and ABT continue their successful collaboration: On Thursday, 13<sup>th</sup> March 2025, both companies signed a premium partnership for the 2025 DTM season.

As two regionally rooted companies from the Allgaeu region, MAHA and ABT share a common passion for innovation, technology, and top performance in motorsports. While ABT has been shaping the DTM for decades with precise engineering and motorsport DNA, MAHA ensures the highest standards in workshop equipment with cutting-edge testing technology – for both racing teams and everyday workshop operations.

'This partnership is a logical continuation of our successful collaboration. ABT stands for performance and precision in motorsports, while MAHA represents innovation and quality in testing technology. Together, we bring the best of both worlds,' says Dr. Peter Geigle, CEO of the MAHA Group.

'We have valued MAHA as a reliable partner for many years and are excited to expand our cooperation. Motorsport is the perfect testing ground for the highest technical standards – exactly what MAHA stands for with its products,' adds Hans-Jürgen Abt, CEO of ABT Sportsline.

Harry Unflath, Head of Sports Marketing at ABT Sportsline, also sees great value in the partnership: 'The collaboration with MAHA is a real asset for us. We have worked hard to take this partnership to the next level – and I am convinced that it will make us even stronger in the 2025 DTM season.'

With this strategic partnership, both companies strengthen their innovative power and set a clear benchmark for technological excellence – in motorsports, workshops, and on the road.

### About ABT Sportsline

ABT Sportsline is one of the most successful motorsport teams in the DTM and a global leader in vehicle refinement. In addition to its racing commitments, the company develops performance upgrades for production vehicles and innovative solutions for electric mobility.

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From left: Dr. Peter Geigle (CEO of the MAHA Group) and Harry Unflath (Head of Sports Marketing at ABT Sportsline) seal the continuation of their long-standing successful collaboration.

*Photo: ABT*

## **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)