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maxon opens a sales company in Mexico

maxon is strengthening its global presence and extending its sales network, with a new sales office in Monterrey, Mexico, to provide customer service locally. maxon is known not only for its precision and reliability but also for its proximity to customers.

Mexico is Latin America's second largest national economy and has long become a global player. maxon's new sales company is located in Monterrey, the capital of the Mexican federal state of Nuevo León. The region, where numerous international and national companies have their headquarters, has one of the strongest economies among industrial areas in Mexico and is home to a sizable manufacturing sector.

Providing customer service locally

To better serve our customers in the Latin American market, build new business relationships, and be closer to its customers at the same time, maxon decided to open an office in Mexico. "In Latin America, relationships take center stage. Getting to know existing as well as potential business partners personally is essential," says Martin Zimmermann, CSO of maxon Group.

Swiss managing director

Swiss national Marcial Gähwiler is the managing director of the maxon branch in Monterrey. "The goal for Mexico – as in other maxon markets – is to grow. With this location, we are strengthening our position and we look forward to the opportunities that this market has to offer," says the 36-year-old.

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Martin Zimmermann, Group CSO, Marcial Gähwiler, Managing Director Mexico, and Eugen Elmiger, Group CEO, open the new location in Monterrey, Mexico.

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maxon: The Swiss specialist for quality drives

maxon is a developer and manufacturer of brushed and brushless DC motors, as well as gearheads, encoders, controllers, and entire mechatronic systems. maxon drives are used wherever the requirements are particularly high: in NASA's Mars rovers, in surgical power tools, in humanoid robots, and in precision industrial applications, for example. To maintain its leadership in this demanding market, the company invests a considerable share of its annual revenue in research and development. Worldwide, the maxon Group has more than 3000 employees at nine production sites and is represented by sales companies in more than 30 countries.