



TO THE MAX







TO THE MAX



**WHERE THERE'S A
WILL THERE'S A WAY.**





It starts with recognizing a problem.

At the beginning of the 1970s the oil crisis caused a deep economic recession. A time in which the world came to face new challenges. Which was noticeable. Even in the village of De Klomp in the middle of the Netherlands, where Egbert and Emmy Meindersma had a small car parts business. Which is how Meindersma Automaterialen De Klomp (MAD) came into being.

There Egbert saw that the popular cars of that period, such as the Opel Rekord and the Ford Granada, were equipped with LPG tanks to keep driving affordable to a certain extent. Which is logical as there was enough space in their large boots.

But although the manufacturers of these cars were building a good basis, the cars weren't up to the job of coping with the additional 70 litres of fuel, the 40 kg fuel tank and luggage. The cars sagged, giving rise to discomfort and dangerous situations. The solution was found in the auxiliary suspension system, a product that MAD has achieved great success with in over 80 countries to date.

This original inventiveness and solution-oriented thought and action are still the core values of MAD.





WE ARE MAD.

And we are there for you, who can't settle for the standard. Who wants to go that step further. Don't let anything stand in your way, to do what you want to do!
MAD TO THE MAX

That's our mission, our promise to motorists and drivers. Because vehicle manufacturers provide an excellent basis, but sometimes that's not enough. In that case we provide the solution from currently three divisions: suspension systems, loading systems and workshop equipment. In Veenendaal we see to it each day that our promise is fulfilled throughout the world. There we work closely with our partners on developing and manufacturing solutions that meet international automotive standards. What's more, our business processes are certified according to the ISO 9001:2015 standard. Thus ensuring that we provide the highest quality. International customers and end users have been choosing MAD for well over 40 years now, and that's something we're proud of.





15.000

AUXILIARY SUSPENSION SETS AVAILABLE

45

YEARS EXPERIENCE

2.500

HOMOLOGATED PRODUCTS

44.000

BRAKE DISC ALIGNING SOLD

600

AIR SUSPENSION SETS AVAILABLE

1.924.000

SUSPENSION SYSTEMS SOLD

PRODUCTS AVAILABLE

PRODUCTS AVAILABLE

PRODUCTS AVAILABLE

PRODUCTS AVAILABLE





MAD

100%

MADE IN THE NETHERLANDS

80

COUNTRIES WORLDWIDE



SOLUTION-ORIENTED

We approach the challenges faced by customers and users with a curious mindset. We examine what will be beneficial for them and take this as a starting point for our products and services.



PRINCIPLED

We're sincere and genuine in everything we do. We know what we can achieve and what we can't. That's something we'll be honest about.

OUR BRAND VALUES



RELIABLE

We keep our promises, both made to customers and to colleagues. We also realize what the consequences will be if we don't keep them. Meaning we take timely measures. You can count on us.



INNOVATIVE

We're always working on our profession, looking for improvement and innovation. In that regard, innovation isn't a goal itself, but an approach to contribute to customers and users in a unique way.



HIGH-PROFILE

We want to exceed customers' and users' expectations. We do so with our products, our services and the way in which we think along and communicate.



Suspension
Systems





The fleet of The Automobile Association in the United Kingdom is fitted with MAD suspension systems.



Suspension
Systems

**MAX COMFORT.
MAX CONTROL.
MAX SAFETY.**





MAD

Suspension Systems

In close cooperation with vehicle manufacturers and conversion companies, we design coil and air suspension systems for the widest range of applications. Whether it's a car with a caravan, a van, pick-up truck, motorhome, minibus or ambulance. In specific situations there are often extra demands on the suspension system of the vehicle. Our suspension systems ensure that comfort, drivability and safety remain optimal, in all circumstances.





Suspension
Systems







Suspension
Systems



*CONVOLUTED
AIR SPRINGS*



*SLEEVE AIR
SPRINGS*



*AUXILIARY
AIR SPRINGS*

**OUR
SOLUTIONS**



*AUXILIARY COIL
SPRINGS*



*REINFORCED MAIN
SPRINGS*



*REPLACEMENT
SPRINGS*



*LOWERING
SPRINGS*

MAD develops and supplies suspension systems built using these basic components.



Loading
Systems





The service fleet of Schindler lifts is equipped with an EasyLoad Compact.



Loading
Systems

**MAX SPACE.
MAX SAFETY.
MAX EFFICIENCY.**





MAD

Loading Systems

Wherever loading and unloading heavy loads is an issue, we offer the perfect solution with our EasyLoad systems. Whether it's about service on site, sewer inspections or roadworks, an EasyLoad provides the solution in all cases. The structure has been designed in a way that the loading space will pretty much stay fully available. And because the entire processing can now be done by a single person on site, this means maximum efficiency under optimal working conditions.





Loading
Systems

90°
↻



MAX
200 KG

EASYLOAD COMPACT
SMART LOADING SYSTEMS FOR VANS

OUR SOLUTIONS



EASYLOAD

SMART LOADING SYSTEMS FOR COMMERCIAL VEHICLES



*WIRELESS
REMOTE CONTROL*



Loading
Systems







Workshop
Equipment





Various vehicle manufacturers have homologated MAD's brake disc aligners.



Workshop
Equipment

**MAX SERVICE.
MAX EFFICIENCY.
MAX PRECISION.**





MAD

Workshop Equipment

We help garage owners to exceed their customers' expectations. The brake disc aligners we've developed make it possible to provide the best service. Equipment enabling garage owners to quickly and efficiently achieve a brake disc surface roughness that goes beyond even what's supplied as standard by manufacturers. Meaning customers can set off safely and comfortably in no time at all.





Workshop
Equipment



*DISC ALIGNER
SEMI-AUTOMATIC*



*DISC ALIGNER
AUTOMATIC*

OUR SOLUTIONS



*ON CAR BRAKE DISC
ALIGNING UNIT*



*UNIVERSAL ADAPTER
FITS ON ALMOST EVERY CAR*

ADAPTER KIT

FOR RADIAL-MOUNTED
CALIPERS AND CENTER
LOCK WHEELS



SUITABLE FOR

Ferrari
PORSCHE





WE ARE MAD.

We're always engaged with our profession. We closely follow innovations; in the market, in the technological sphere and in our area of expertise. We continuously hone our insights, knowhow and solutions and are happy to share these.

Our goal is to add that what is missing as standard, yet is essential for a vehicle's specific use. In doing so we supply more than just products. We also provide a worldwide network of distributors and points of sale and are a development partner to manufacturers and conversion companies. MAD supplies all market parties with clear information and proper aftersales service.

We keep doing what we're good at. Developing high-quality solutions that make the difference. By which we enable motorists and drivers to do what they want to do.





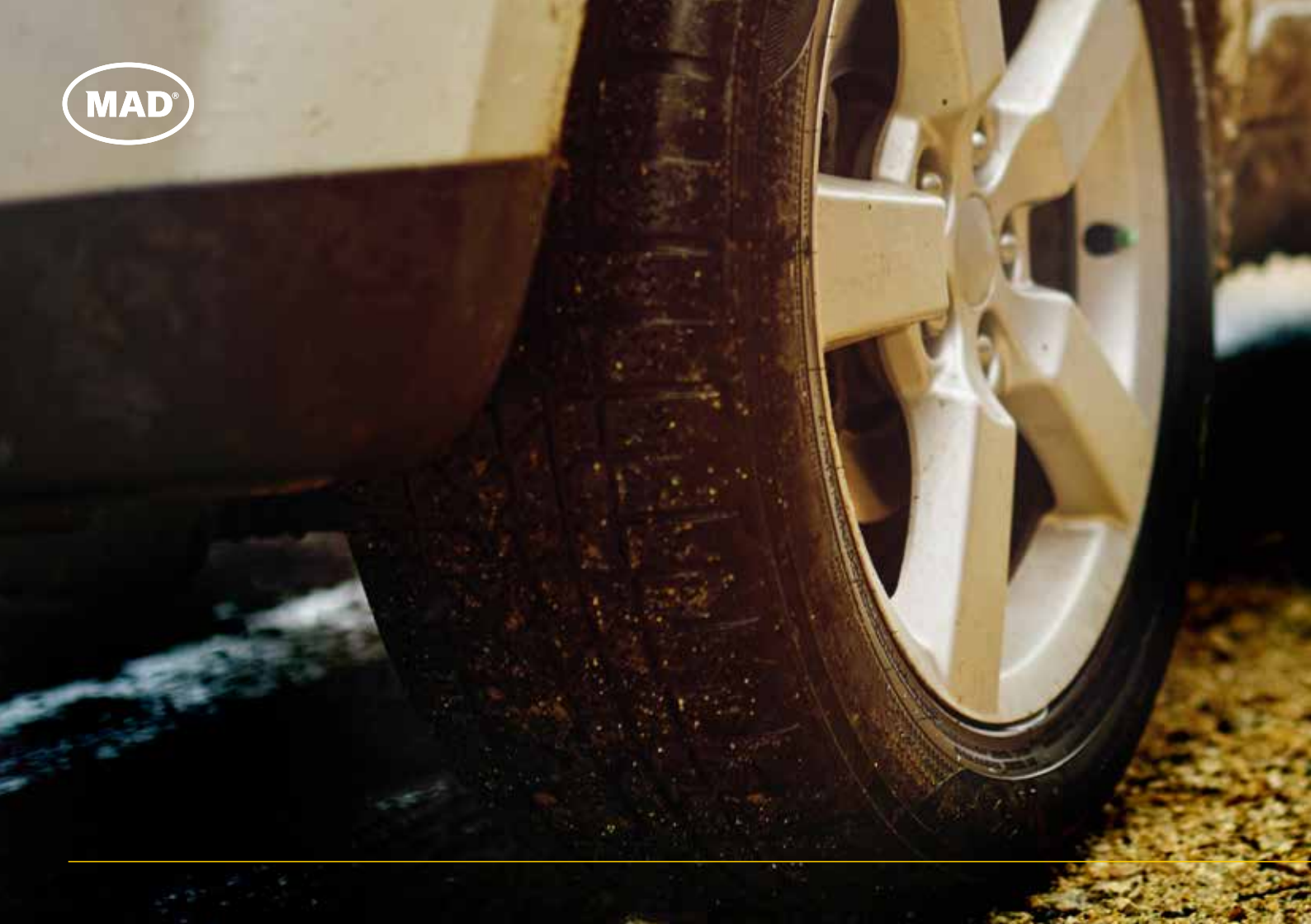





Quality, safety, environment and sustainability are high priorities for MAD. Which is why we have our products and business processes regularly inspected and tested by independent, qualified bodies. Thus ensuring we meet international quality standards.

We are aware of the origin of the materials and services we use. In that regard, we make very deliberate decisions when it comes to our product development.

Our staff have made our company what it is today. That's something we're proud of, but we're continuously striving for improvement and personal development. Each and every day we demonstrate our dedication to being able to exceed the expectations of our customers and end users.





**DON'T LET ANYTHING
STAND IN YOUR WAY,
TO DO WHAT YOU WANT
TO DO!**



TO THE MAX

MAD

Wiltonstraat 53
3905 KW Veenendaal
The Netherlands

T +31 (0) 318 586 100
E info@mad-automotive.com
W mad-automotive.com

**Suspension
Systems**

**Loading
Systems**

**Workshop
Equipment**