



MAXIMA INTRODUCES STEWART WARNER PERFORMANCE & NEW INTELLISENSOR AT SEMA 2002 FOLLOWING MAJOR INVESTMENTS IN LANCASTER OPERATION

Maxima Technologies, the group enterprise that produces the AST, Datcon and Stewart Warner brands of vehicle instruments, introduced its all-new Stewart Warner Performance Brand and New IntelliSensor at the 2002 SEMA Trade Show in Las Vegas.

([PRWEB](#)) March 7, 2003 -- LANCASTER, PA.--December, 2002. Maxima Technologies, the group enterprise that produces the AST, Datcon and Stewart Warner brands of vehicle instruments, introduced its all-new Stewart Warner Performance Brand and New IntelliSensor at the 2002 SEMA Trade Show in Las Vegas. Based in Lancaster, Maxima was derived from the former Datcon Instrument Company--the spin-off from the Hamilton Watch Company. The firm employs 167 associates locally and another 281 associates at plants located in Juarez, Mexico and Barcelona, Spain.

Maxima's Stewart Warner Performance brand features the new product line called Maximum Performance Series™ developed for the performance market. Over 350 new products have been created, including tachometers, speedometers, gauges, shift lights, sending units, gauge pods and accessories. Maxima acquired Stewart Warner Instrument Corporation in 1998. Since 1905, Stewart Warner has been a market-leading brand for the heavy-duty and automotive markets.

The New IntelliSensor is an update to the company's award-winning, patented IntelliSensor--a fully electronic fuel-level sensing device--that represents a breakthrough solution for its intended markets in function and cost. In particular, the new product features a super-rugged, compact design and advanced electronics.

In addition to investments in tooling for new products totaling over \$1 million, Maxima has implemented nearly \$2 million worth of upgrades for its Lancaster facility to not only ensure the long-term viability of the business, but also to develop the operation into a "center of excellence" for the types of products being produced. Major improvements include an automated gauge assembly line; SMT circuit board assembly operation; all-new, state-of-the-art work cells; computerized, mistake-proofing inspection equipment; and new testing equipment including a combined environmental test chamber purchased from Case New Holland. The company also recently completed a Six-Sigma training program, with assistance from the commonwealth of Pennsylvania, after which 25 Lancaster associates were certified as Six-Sigma Green Belts.

According to Oddie Leopando, president of Maxima, "We are very pleased to announce Maxima's transformation from an electro-mechanical company (when we were Datcon Instrument Company) to a market-leading electronics company, as evidenced by our recent program awards, new product introductions and capable, stable workforce, in spite of deteriorating economic conditions over the past 2-1/2 years. We are now well positioned for a strong future, and expect to continue our growth as a progressive, market-driven company."

Maxima Technologies is a full-service, global electronics company specializing in electronic controls, vehicle instrumentation, components and related systems. Maxima is a preferred supplier to many O.E.M.s in the off-highway, industrial, specialty vehicle, and on-highway (truck & bus) markets, and a market leader in the heavy-duty vehicle and automotive aftermarket with its Stewart Warner brand instruments. The company is ISO 9001



and QS-9000 certified.

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