MEDIA INFORMATION

Chronicle of success: The history of MACK

The MACK Company can look back with pride upon eight generations and a history of more than 200 years of company business. Today, MACK belongs to the world-wide leaders in both, the ride manufacturing industry and the leisure park business.

As far back as in the 18th century, the workshops in Waldkirch were famous for their ability in making carriages. In 1870, they moved on to the fairground business and started with the production of carrousels. By 1915, the company was official supplier of the "Circus Krone?, in 1921 the first roller coaster made by MACK followed. After 1930, the family-run business specialized in the production of fairground attractions, carrousels, ghost trains and roller coasters. In 1951, MACK designed the first wooden bob run and just one year later risked the leap across the Atlantic in order to enter the US market.
It was Franz Mack who lead the company on to become a well-known international business. The basis for this great success, which has been carrying on ever since, was laid with the innovative conceptions for their rides, but also with venturing into the leisure park business: With the foundation of Europa-Park in 1975 by Franz Mack and his sons Roland and Jürgen, an ideal combination of park facilities, entertainment, culture and attractions (almost all of them designed by the parent company Mack in Waldkirch) was created. Europa-Park today is the world's largest seasonal leisure park.

The ever increasing growth of the leisure industry is a challenge, which the management of the MACK company in Waldkirch has to face anew each day. The company has found a very clear answer to this challenge: 80 % of the total turnover today is made with products that did not even exist 10 years ago. A development, which is being carried on further. Leisure industry of tomorrow - invented, developed and realized by MACK today! A concept, which guarantees success also in the 21st century.

Further information: www.mack-rides.com

Contact
Phone +49 7822 77-14100
Fax +49 7822 77-14105
presse@europapark.de
Europa-Park-Straße 2 | 77977 Rust
www.europapark.de/presse

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Eingetragen beim Amtsgericht Freiburg i.Br. unter HRB 400325 · Geschäftsführer: Dr.-Ing. h.c. Roland Mack, Dipl.-Wirt.-Ing. Jürgen Mack, Dipl.-Betriebswirt (FH) Michael Mack, Dipl.-Hôtelier HF/SHL Thomas Mack