

## MEDIA INFORMATION

### **A chronicle of success - the story of the Mack company**

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

As far back as the eighteenth century the workshops at Waldkirch were famous for their ability in making carriages. In 1870 they moved on to the fairground business and started making carrouseles. By 1915 they were already official suppliers to the "court" of the Circus Krone and the first roller coaster followed shortly in 1921. After 1930, the family business specialized in making fairground attractions, carrouseles, ghost trains and roller coasters. In 1951, Mack built the first wooden bobsleigh run and just one year later risked the leap across the Atlantic to get into the American market. It was Franz Mack who lead the company on to become a world-wide business. The basis for success was laid with the involvement in the leisure park business and also through the innovative ideas for their rides, and this has been carrying on ever since. With the founding of Europa-Park in Rust in 1975, which was run by Franz Mack and his sons, a new ideal combination of park facilities, entertainment, culture and thrill came to life. Almost all of the attractions were built by the Mack Company in Waldkirch.

The ever increasing growth of the leisure industry is a challenge, that the management of the Mack company has to face up to anew every day. The company found a very clear answer to this challenge: 80% of the total turnover is made with products that were not even there ten years ago. A trend that is being carried on further. The leisure industry of tomorrow - today at Mack, thought out, developed, built and completed - a concept that will secure success in the 21st Century and above.

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