



Post-Event Press Release: Maybach Schaudepot – Soft Opening on May 21, 2026

Maybach Foundation, June 5, 2026

Maybach Schaudepot Offers First Glimpse to Invited Guests

Friedrichshafen, Germany, May 21, 2026: The opening of the Maybach Schaudepot marks the creation of a new public place dedicated to innovation, craftsmanship, mobility, and technological courage.

For months, the renovation work at Karlstraße 41 had already been drawing attention in downtown Friedrichshafen. Initially, portraits of the famous engine designers Wilhelm and Karl Maybach on the facade announced the museum's move to new premises. Subsequently, numerous trades worked on the structural and technical aspects before the exhibition setup could begin. By the end of May, the key milestones had been reached: it was time to open the doors for the first time and welcome the first guests from the large circle of Maybach companions, enthusiasts, and supporters. On behalf of the Schmid-Maybach family and in collaboration with the Friends of the Maybach Museum Association, the Maybach Stiftung & Foundation team gathered around 70 guests to an exclusive soft opening featuring a festive preview of the Maybach Schaudepot with selected highlight objects from the collection. The event offered an early glimpse of a project intended to connect one of Germany's most influential engineering legacies with a wider public audience in the city where much of that history was created. Friedrichshafen remains one of Germany's most important centers of engineering and mobility innovation, making it a natural home for the project.

Before the Maybach Schaudepot exhibition display cases are further stocked in the coming months and the educational concept for public access is finalized, it was particularly important to Ulrich Schmid-Maybach to take this early opportunity, together with his family, to thank his long-time companions and supporters. Over more than a decade, Ulrich Schmid-Maybach has worked to preserve and share the legacy of Wilhelm and Karl Maybach in Friedrichshafen.

The project has been financed by funds from the Maybach Stiftung & Maybach Foundation; the volunteer commitment of a large number of Maybach friends is nonetheless indispensable for its realization.

In his welcoming remarks, Uli Maybach emphasized how deeply the preservation of the Maybach cultural heritage is close to his and his family's hearts—in keeping with the



wishes of his mother, Irmgard Schmid-Maybach, who passed away in 2021. With the establishment of the Schaudepot, he said, they have now taken a major step toward this goal: “The soft opening of the Schaudepot was a particularly moving moment for me. It fills me with great joy and gratitude to see that this place has found a permanent home here in Friedrichshafen. The Schaudepot creates a place for remembrance, encounter, and inspiration—and ensures that an important chapter of technological history remains accessible to future generations.”

Lord Mayor Simon Blümcke also delivered a welcoming address and praised the initiative of the descendants of Wilhelm and Karl Maybach to anchor Friedrichshafen’s technological history in the very place where it originated. Christoph Felder, member of the board of the Friends of the Maybach Museum Association, addressed the audience and looked back on the association’s 10 years of collecting activities. The Maybach Friends’ collection forms the basis for the development of the Maybach Exhibition Depot, although the cataloging and research of these diverse historical artifacts will remain an ongoing joint task.

“By land, by sea, by air” is the thematic triad of this focused inaugural depot exhibition, in which three carefully curated display cases draw attention to special historical exhibits and illustrate the diversity of Maybach’s history in engine manufacturing. A wraparound backdrop of movable, large-format graphics featuring images and text provides a wealth of information, ranging from the earliest Maybach inventions to the mtu brand, which today operates under the name Rolls-Royce Power Systems. From pioneering automotive engineering and aviation technology to today’s global power systems industry, the Maybach story continues to shape technological innovation far beyond Lake Constance.

100 Years Ago, Maybach Engines Flew Over the North Pole

The date of the exclusive preview was not chosen at random, as this year the Maybach Foundation is commemorating a special event that caused a worldwide sensation 100 years ago in May: A large lightbox serves as the visual prelude to the exhibition, recounting a true Maybach adventure: On May 12, 1926, Umberto Nobile’s Italian airship Norge flew over the geographic North Pole for the first time. The daring expedition, led by polar explorer Roald Amundsen, would not have been possible at all without the airship’s propulsion provided by three Maybach Mb IVa engines. This type of engine, developed for aviation—for which Karl Maybach had even had a test station built on Mount Wendelstein in the Bavarian Alps at the time—was not only the world’s first high-altitude engine, but due to its reliability and performance, Maybach’s invention had also contributed significantly to the advancement into new geographical and scientific dimensions. This example illustrates just how closely linked the histories of technology and culture are and how multifaceted the opportunities for learning and discovery can be.



The team will therefore develop a guided tour concept tailored to different visitor groups to cater to the interests of a diverse audience. The Maybach Schaudepot is intended not merely as a place to preserve historical artifacts, but as a platform for learning, dialogue, and inspiration. Through exhibitions, guided tours, lectures, and educational programs, it aims to connect the pioneering spirit of the Maybach story with contemporary questions about technology, design, entrepreneurship, and the future of mobility. At the same time, conservation protection and curatorial care during installation remain essential for a new facility. The coming summer months will therefore also be used to further develop the exhibition, refine the educational concept, and test the stability of the newly upgraded technical systems, especially climate control.

Starting in the fall, guided tours at the Maybach Schaudepot will be offered to the public. In the meantime, interested parties can find information on the website: <https://maybach.org/schaudepot/>.

The team also publishes updates and exciting Maybach stories in regular blog posts. You can also sign up for the Maybach Foundation's monthly newsletter covering all its activities.

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Classic Maybach cars parked in front of the Maybach Schaudepot welcome the first guests at the soft opening and draw crowds from the general public. Photo: Maybach Foundation



The team and guests at the Maybach Schaudepot were delighted to welcome Friedrichshafen Mayor Simon Blümcke (center) to the soft opening. From left to right: Marco Hennig, Dr. Corinna Basler, David Pfeffer,

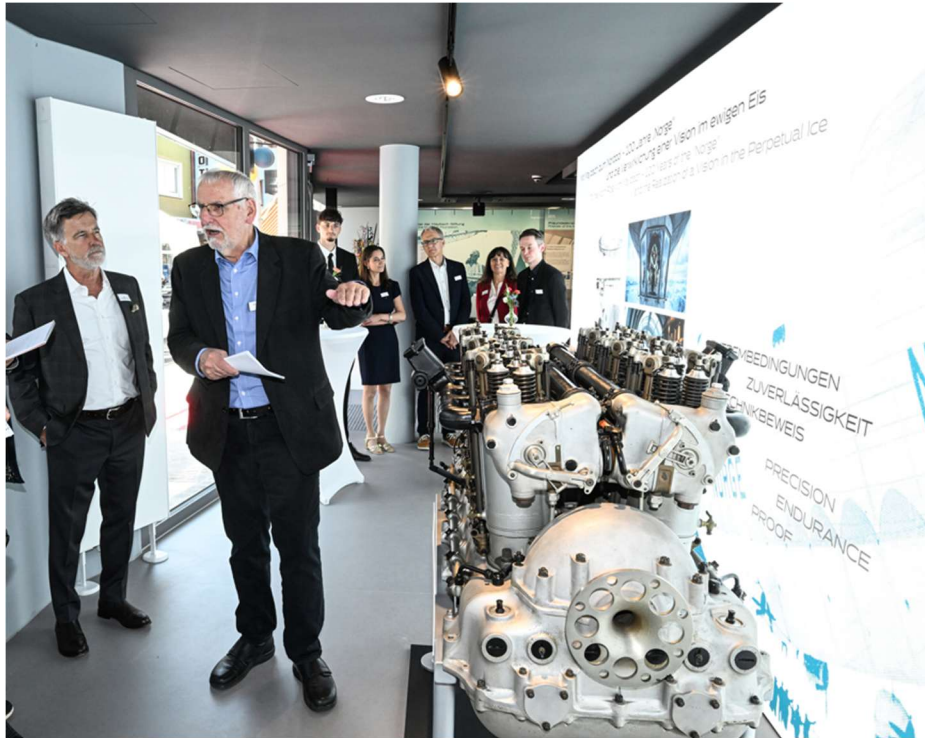
Ulrich Schmid-Maybach, Christoph Felder, Catherine Schmid-Maybach, Thomas Gessler, Mayor Simon Blümcke, Dr. Rolf Hanssen, Dr. Sylvia Wölfle, Raimund Docmac. Photo: Maybach Foundation/Felix Kästle



Mayor Simon Blümcke cuts the symbolic ribbon in front of the Maybach Schaudepot, alongside Catherine Schmid-Maybach, Ulrich Schmid-Maybach (left), and Christoph Felder (right). Photo: Maybach Foundation/Felix Kästle



Ulrich Schmid-Maybach and his sister Catherine Schmid-Maybach (left) on a tour of the Schaudepot with curator David Pfeffer (right). Museum designer Raimund Docmac (back left) designed the exhibition layout for the depot. Photo: Maybach Foundation/Felix Kästle



Georg Ruetz, a leading construction manager and engineer who worked for mtu for many years and is a member of the Friends of the Maybach Museum Association, explains to Uli Maybach the unique design of the impressive historic Maybach Mb VII high-altitude engine from 1918 (on loan from Rolls-Royce Solutions GmbH). Photo: Maybach Foundation/Felix Kästle





Designer Raimund Docmac, Georg Ruetz of the Friends of the Maybach Museum Assoc., Dr. Sylvia Wölfle (Maybach Schaudepot), Christoph Felder (Chairman of the Board of the Friends of the Maybach Museum Assoc.), Dr. Corinna Basler (Maybach Schaudepot), David Pfeffer (Maybach Schaudepot) and Catherine Schmid-Maybach with Ulrich Schmid-Maybach in the new exhibition spaces. Photo: Maybach Foundation/Felix Kästle



A view of the Maybach Schaudepot and the current featured exhibition. Photo: Maybach Foundation/Felix Kästle