NIKOLAUS HOELZL TAKES OVER SOLE MANAGEMENT

After a year of joint management, Nikolaus Hoelzl will take over sole management of HURCO Werkzeugmaschinen GmbH from January 2026. His previous co-managing director, Michael Auer, is retiring. Michael Auer shaped the company over a period of around 16 years in a position of responsibility.

Nikolaus Hoelzl knows both the contract manufacturing industry and HURCO from his own experience. The graduate industrial engineer in mechanical engineering began his professional career in assembly. This was followed by many years in international sales.
During his ten years at HURCO, Nikolaus Hoelzl was responsible as Sales Director for the export markets in Central and Eastern Europe as well as Spain, Portugal, and Turkey before being appointed to the management board in 2025.

“Over the past twelve months, Michael Auer has shared his many years of experience with me and specifically prepared me for sole responsibility,” says Nikolaus Hoelzl, looking back on the joint transition phase.

In his new role, Nikolaus Hoelzl is focusing on a collegial management style that supports daily collaboration between engineering, service, sales, and customers. For him, a functioning corporate culture is closely linked to user satisfaction in manufacturing.

A key aspect of this is the optimal utilization of machine potential, particularly through practical automation solutions for small and medium-sized series. The aim is to provide contract manufacturers with solutions that can be implemented in everyday production without unnecessary complexity.

“We see ourselves as a partner that provides flexible support to contract manufacturers in their day-to-day work,” emphasizes Nikolaus Hoelzl. This attitude is reflected in both the HURCO and TAKUMI brands.

Despite continuing challenging conditions, Nikolaus Hoelzl is confident about the coming year. The key, he says, is for machines, controls, and automation to work together in such a way that productivity and usability remain in balance.

CONTACT

HURCO Werkzeugmaschinen GmbH
Alexandra Banek
Gewerbestraße 5 a
85652 Pliening

phone+49 (89) 905094 - 29

E-mailabanek@hurco.de

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HURCO Werkzeugmaschinen GmbH

Gewerbestraße 5a
85652 Pliening | Germany

phone: +49 89 905094-0
E-Mail: info@hurco.de

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