

17.01.2023

Magni adds to German sales team

Italian telehandler manufacturer Magni has expanded its sales team at its German subsidiary, Deutschland, having doubled its revenues in 2022.

The aim of the new appointments, according to sales director Alexander Reisch, is to step up sales efforts and activities in Austria and Switzerland as well as Germany. Both of the two new regional sales managers - Andreas Povse and Jörg Niederhofer - join the company from Haulotte.



Magni Deutschland sells both telehandlers and Magni branded Dingli platforms

Niederhofer will be responsible for sales in North West Germany, the move follows more than five years covering the same territory for Haulotte Germany. He began his career in the truck industry, selling used trucks for Volvo Truck Centre North moving through several other truck distributorships over the years, before moving to

Hamburg Classic Cars and finally Wille Karosseriebau a truck and trailer bodywork company, leaving for Haulotte in 2017.

Povse takes over responsibility for sales in Bavaria, following four and half years with Haulotte as regional sales manager. Prior to his time at Haulotte he spent three and a half years with Austrian hardware and workshop supply company Theo Förch as key account management having first completed an apprenticeship as a car mechanic.

Norman Stein who has been looking after Magni sales in southern Germany for the past year or so, will now focus his efforts on southwest Germany. He joined Magni in 2021, following 16 years with Wacker Neuson and before that eight years with HKL.



(L-R) Alexander Reisch, Andreas Povse, Norman Stein und Jörg Niederhofer