

Sublimity in Electromechanical Solutions



PIK-AS Austria is a trusted partner specializing in the supply and development of electromechanical components for special vehicle construction. With over 40 years of experience, the company has built strong collaborations with renowned vehicle manufacturers across the globe, serving both the commercial and military vehicle sectors. "PIK-AS is indeed a leading global player when it comes to onboard electrical systems for military vehicles," says Christina Polster, CEO, PIK-AS Austria GmbH. In an interview with Arabian Defence, she delves into PIK-AS's growth journey, its tailored solutions for the defense sector, its focus on collaboration with OEMs and vehicle designers, and the company's strategic expansion in global markets.

Christina Polster
CEO, PIK-AS Austria GmbH

Could you share the specific challenges PIK-AS has faced while becoming a global leader in electromechanical solutions, and how have you overcome them to maintain your competitive edge?

As a global supplier to vehicle manufacturers, we face the challenge of differing standards and preferences for our products across various markets. To address this, we have built close relationships with our customers, allowing us to identify and understand the specific product requirements and develop tailored solutions accordingly.

Another significant challenge has been overcoming language barriers. Our international sales team plays a crucial role in ensuring smooth communication with our customers' development engineers by speaking their native languages, enabling us to collaborate effectively.

Our goal is to make our customers' daily operations as seamless as possible. This customer-centric approach is a key factor in our market success. High product quality, reliability, trust, and efficient project management are the foundation of our success.

By continuously monitoring market trends and staying attuned to our customers' needs, we consistently develop new products that can be seamlessly integrated into their vehicles. This approach has allowed us to establish ourselves as a global leader in electromechanical solutions.

Can you share more about the specialized MIL-standard-

certified products, such as LED dome lights and power connectors, and how they support your clients in the defence industry?

Providing reliable products for vehicle power supplies is crucial for us, especially in the defence industry where performance and resilience are paramount. That's why we ensure that all vehicle manufacturers have access to one of our two STANAG 4074-certified options for jump-starting or charging vehicles from our portfolio. This standard ensures our products meet the highest military requirements for operational readiness.

In addition, our LED interior lights are designed with more than just illumination in mind. They can be equipped with an integrated backup battery, ensuring that soldiers still have access to light even if the vehicle's electrical system loses power. This added functionality can be a real lifesaver in critical situations where maintaining visibility and safety is essential.

Furthermore, we offer customized versions of our interior lights, both in hardware and software, to meet specific requirements for each vehicle. Whether it's for first equipment or modernization programs, we are the trusted partner for delivering innovative and durable solutions to the defence sector. Our expertise and commitment to quality help ensure that our clients' vehicles remain operational and effective in the most demanding environments.

How does PIK-AS maintain its strong relationships with OEMs worldwide, and what role does collaboration with

vehicle designers play in your product development?

The close cooperation with vehicle engineers is key to our success. Our sales and engineering teams are always dedicated to finding the most efficient and effective solutions for our customers. We work closely with OEMs to ensure that our products meet their specific needs and requirements.

Additionally, feedback from soldiers in the field is extremely important to us. Understanding their real-world challenges and experiences helps us refine and improve our products. By incorporating this feedback into our development process, we can ensure that our solutions not only meet technical specifications but also perform reliably in demanding environments. This collaboration with both vehicle designers and end-users plays a vital role in the continuous improvement of our products and strengthens our relationships with OEMs worldwide.

Could you talk about PIK-AS's export operations in the military sector?

PIK-AS is indeed a leading global player when it comes to onboard electrical systems for military vehicles. We are continuously expanding our sales territory and are proud to see that major OEMs worldwide trust our products and services. Our export operations are a vital part of our strategy, as we work closely with defence contractors and vehicle manufacturers to provide high-quality, reliable solutions for military vehicles.

We understand the critical importance of performance and durability in the military sector, which is why we focus on delivering products that meet the highest standards. Our global presence enables us to support OEMs across various regions, ensuring that we can provide timely and effective solutions wherever needed. With an ever-expanding footprint, PIK-AS is committed to maintaining and strengthening our position as a trusted partner in the military vehicle sector.

How do you view the Middle East market in terms of growth opportunities, and what strategies are in place to strengthen your presence in this region?

We have already established some strong partnerships in the Middle East, but we see even greater demand and growth potential in the region. Currently, we serve our clients in the Middle East from our headquarters in Austria, and this approach has been successful so far. However, to further enhance our service offerings and meet the increasing needs of our clients, we are actively seeking a reliable local partner who can provide even more tailored support.

In line with this, we will be participating again at the next IDEX (International Defence Exhibition & Conference), where we look forward to engaging with potential partners. We encourage interested sales partners to visit our booth for initial discussions, as we believe this will be a valuable opportunity to explore how we can strengthen our presence and continue to grow in the Middle East market.

Could you talk about your participation in the IDEX 2025 and what key innovations or products the company plans to showcase?

At IDEX 2025, we are excited to present a range of new product launches that demonstrate our continued commitment to innovation in the military vehicle sector. One of the key highlights will be our newly designed blackout switch, which

allows for the operation of standard lighting, visible blackout lighting, and infrared (IR) blackout lighting all in one unit. This product has successfully entered serial production and will be showcased at the event.

In addition, our new IR-driving lights have completed their validation process and will be launched in the coming days. These lights offer enhanced visibility for military vehicles in low-light environments and are essential for operational readiness.

We will also feature our high-running map-reading lights, which are designed to be integrated into every military vehicle. It's crucial for engineers and project managers to ensure this light is included in vehicle designs, as it is a critical feature that can influence the success of a tender. Our map-reading lights, along with our dome lights that include backup batteries, have become indispensable for armies and soldiers, as they ensure functionality even in the event of power loss. At IDEX, we will demonstrate why these products are a must-have for all new military vehicle fleets.

As a company that specializes in high-quality electromechanical products for special-purpose vehicles, what innovations can we expect from PIK-AS in the near future?

2025 is set to be an exciting and busy year for us at PIK-AS. Having already started serial production of the products we mentioned earlier, we are now focusing on the development of several additional lighting products tailored specifically for military vehicles. We have invested significantly in our new production facility, where we have expanded both space and production capacity by a factor of 10. This investment will enable us to meet the growing demand for high-quality, specialized products and continue to innovate in the electromechanical solutions space.

To stay ahead of the curve, I encourage everyone to stay tuned for the latest updates on our upcoming innovations. Be sure to follow our LinkedIn channel or sign up for our newsletter so you can be among the first to know about the new features and products we'll be introducing in the near future. Don't miss out—be first, not last!

