



ASFIR

Line of Business
Accessories for
Off Road Vehicles

Established
1986

Leading Executives
Tzachi Oz
General Manager

Ela Oz
Finance Manager

Maayan Oz
Import & Export Manager

Asfir was formed in 1986. Its initial business was seating equipment for the automotive industry.

Over the years, Asfir has extended its activities and is now one of the largest manufacturers in Israel of accessories for off road 4x4 vehicles. Asfir operates several divisions.

Research and development division

Asfir has a large R&D team who use the most up-to-date technology in creating top of the range products for the automotive industry.

4x4 off road division

Asfir has vast experience in the 4x4 market, with special interest in the SUV and Pick Up line. Asfir's

Suspension systems division

Asfir owns a shock absorber service station and has acquired extensive knowledge in the suspension systems field.

Asfir has developed unique suspension systems for armored vehicles, off road vehicles, special purpose vehicles and systems for special requirements.

Security division

This division outfits and equips special purpose vehicles, fast attack vehicles, defense vehicles and armored vehicles which require unique and custom designed solutions.

This division provides services to homeland security bodies, military bodies and NGO's.



Barak Oz
Sales & Marketing
Manager

Dani Gal
Production Manager



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4x4 off road division specializes in design, development and manufacturing of accessories for off road vehicles such as winch bumpers, skid plates, tow bars, shock absorbers and recovery & winching equipment. Asfir's services are extended to the military (I.D.F.), police, MDA & ambulance companies, Ministry of Defense, Government Central Car Management, and all the major trucking outfits, including private bus companies.

Seating division

Dealing in the seating market for over 25 years, Asfir has vast knowledge and abilities in this field. Asfir developed the ability to adapt suspension seats to passenger vehicles, SUV's, pick up's and commercial vehicles. Apart from the above activities, Asfir develops and manufactures seats for custom designed projects such as armored vehicles, combat vehicles, submarines, tanks and other unique applications.

International activities

In 2001 Asfir started exhibiting at International shows and exporting products to Europe. Asfir has a wide distribution network throughout Europe, which is supported by Asfir's export team and by the technical division.

In 2005 Asfir established a daughter company in the United States. The company is located in Scottsdale Arizona, and manufactures the full product line on demand for special projects.

In 2006 Asfir became a supplier to MME (Mitsubishi Motors Europe). Asfir developed for MME products for several vehicles, which are sold throughout Europe via MME's distributors.

Asfir is an "ISO-9001:2008" qualified company and has obtained a TUV approval on various products.