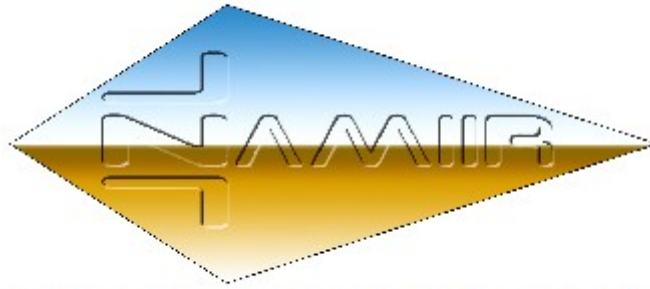


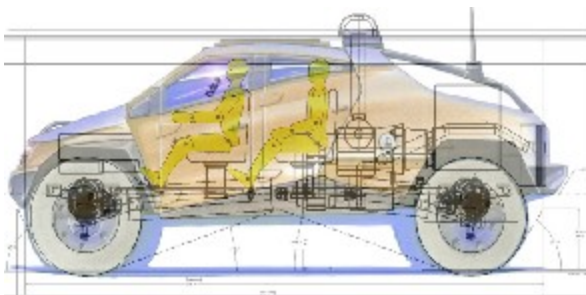
NAMIIR DESIGN



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Namiir Gekko
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INTELLIGENT CREATIVITY

Vehicle designer Nir Kahn believes in the elegance of perfection. Good design is much more than simply style, and is unrelated to fashion or trends. He sees beauty as a result of excellent design, and not merely as its aim. Nir Kahn seeks creative solutions to design problems and it is this integrated approach combining ergonomics, production engineering, vehicle dynamics, materials manipulation and aesthetics that produces vehicles that stand out as having been comprehensively designed with a fine attention to detail.



EXPERIENCE

Nir has worked as a vehicle designer for over ten years but has in reality been a car designer since childhood. From a very young age he dreamed of being a Lego designer but all he ever built were cars. He was building complex models with four-wheel steering, independent suspension and working gearboxes, that even had operable clutch pedals. Concerned that there was nothing left to develop he put down the models and began to draw bodies for them that would not be limited by the constraints of the square plastic blocks. "This was when I realised that Lego was just the medium and that car design was the true passion". He was just ten years old but from that moment on, Kahn was focused on designing cars.



He graduated from Coventry University with a BA in Transport Design in 1998 having already seen a royal coach delivered to Buckingham Palace with an interior that he had designed while working on placement at Jubilee Automotive Group. While at J.A.G. he also worked on disabled access taxis and vehicles for the emergency services.



Nir's "Eurocab Manhattan" stole the show at the 1997 Taxi Exhibition. On graduation in 1998 he won the IBCAM Vehicle Technology Engineering Award for his SEAT Jerez hypersaloon, an ultra-efficient lightweight hybrid sports saloon.



As chief designer of armour developer, Plasan Sasa, Nir has become the most prolific of Israeli vehicle designers. His attitude to design has contributed to making Plasan Sasa the world's leading company in armoured vehicle design. While his passion remains in passenger cars, Kahn

applies the same principles to military vehicles often joking that "everyone has the right to look good when they are being shot at...". Aesthetics is a low priority to customers of



Plasan Sasa
Version 3.42
© 2002 Plasan Sasa

armoured vehicles which means that in an army's hierarchy of needs, it is at the top. An attractively designed military vehicle instantly projects an attention to detail that shows that everything else has been taken care of. Vehicles are designed from the inside out with the end user at the centre. Where other military vehicles have doors that feel like those of industrial refrigerators, a Nir Kahn designed Plasan door fits flush and operates like a car door. Glass is shaped to optimise the balance between ergonomics and vehicle weight and materials are employed creatively to ensure a top quality finish and comfortable insulation. Plasan Sasa's vehicles, designed by Nir Kahn have become the vehicles of choice for armed forces around the world.



In between his work at Plasan Sasa, Nir still manages to take on projects that interest him in the Israeli automotive industry, specifically designing off-road sports vehicles. The "Raider", designed for multiple Israeli 4x2 Rally-Raid Champion, Erez Abramov, took the class titles of both Israeli rally championships in its first complete season.



PRESS

"the SandCat is as sexy as a female air-force commander" (Hegeh b'Shetach, May 2006)

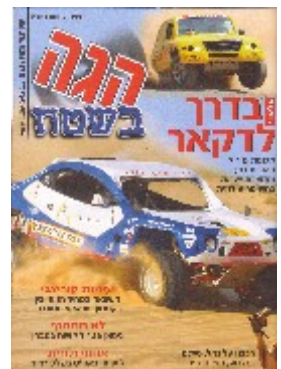
"the utterly talented Kahn added not a few design elements to a vehicle that on the surface is aimed at a market that is practical, rather than fashionable" (Rechev, February 2006)

"the designer, Nir Kahn, gave the Erez Raider an attractive desert look with proportions that hide its size" (Hegeh b'Shetach, August 2005)



"Nir brings together all the latest research and assesses the way the industry will go to advance the world of clean, enjoyable, cost-effective motoring" (Vehicle Technology, December 1998)

"Despite the narrow side windows, sideways visibility was unobstructed, through the thick, transparent armored windows" (Defence Update Magazine, May 2006)



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