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Motorcycle-Kriss

110CC NATIONAL MOTORCYCLE AVAILABLE AT RM3,798 AND RM4,098

GURUN, Nov 16 (Bernama) -- The national motorcycle, Modenas Kriss 110 will be on sale from tomorrow at RM3,798 for the kick-starter model and RM4,098 for the electric-starter version.

The price is inclusive of a comprehensive insurance coverage for single-rider and a six-month road tax.

The 110cc motorcycle will be available from 120 agents appointed by Edaran Modenas Sdn Bhd (Emos), a fully-owned subsidiary of the manufacturing company, Motosikal dan Enjin Nasional Sdn Bhd (Modenas).

Emos Chief Executive Officer (CEO) Mohamed Radzi Zainol said the price of Modenas Kriss 110 is cheaper compared to its competitors in the same class.

"This is not only because it is a national motorcycle but also to enable the low-income group to own new motorcycle," he told reporters after the price announcement and presentation of certificates to authorised agents at the Modenas plant, here today.

Present were a member of the board of directors of DRB-Hicom Bhd Mohamed Nor Mohamed, Modenas CEO Rashid Din, a representative from Kawasaki Heavy Industries Corp S. Kitamura and a representative from Nissho Iwai Corp T. Domae.

The national motorcycle a joint venture project involving DRP-Hicom, Kawasaki Heavy Industries, Khazanah Nasional and Nissho Iwai following a Memorandum of Understanding (MoU) signed in February last year.

Prime Minister Datuk Seri Dr Mahathir Mohamad performed the ground-breaking ceremony for the motorcycle plant here six months later and in June this year, the plant produced its first unit.

Dr Mahathir at the official opening of the plant on Oct 3 gave the name "Modenas Kriss" for the national motorcycle equipped with a four-stroke engine.

Mohamed Radzi said Emos was able to sell the national motorcycle, RM500 to RM700 cheaper than other brands of about similar specifications because 60 per cent of its components were locally produced.

He said he did not anticipate any problems in meeting demand as Modenas plant is capable of producing 10,000 units per month.

Rashid, who was also present at the news conference, said Modenas could enhance its production capacity to meet additional demand.

"We have assembled 7,000 units so far and they will be distributed to dealers before the end of the month. Another 3,000 units are being assembled," he said.

The bookings for the national motorcycle so far have exceeded 10,000 units and Mohamed Radzi anticipates more bookings tomorrow. The figure is expected to reach between 15,000 and 20,000 units by February next year.

Mohamed Radzi said he was confident that Emos agents, whose number would be increased to between 180 and 200 next year, would be able to deliver the motorcycles within one week to the buyers.

Besides the 120 sales agents, Emos has also appointed 20 stockists for Modenas Kriss 110 which is available in three colours, blue, red and green.

On the number of Bumiputera dealers appointed by Emos, Mohamed Radzi said their number would be increased from the present 40.

"Motorcycle business is still new among Bumiputeras ... we received 800 applications but only 40 were selected after meeting certain criteria," he said.

He said Emos agents would also provide high quality after sales service.

He was confident that the national motorcycle would receive encouraging response from the public and emerge as a popular brand in the market within a short period.

The Malaysian market for 110cc motorcycle was about 250,000 units last year and expected to reach 270,000 units this year and 285,000 units next year.

Emos' projection is that Modenas Kriss 110 will capture 40 per cent of the local market next year.

On international market, Mohamed Radzi said Emos' long term plan was to eventually penetrate the world market, starting with Southeast Asia and Asia-Pacific.

"We have identified several countries and our motorcycles will be sold there soon," he said. -- BERNAMA

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