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## Cruising with a champ

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JAGUH is the name. It is the essence of achievement, pride, honour and spirit. In other words, it signifies the "Malaysia Boleh" spirit - of becoming a champion in whatever endeavour pursued.

Jaguh - the latest addition to the national automotive family - is our champion and leader. Modenas' second motorcycle launched by Prime Minister Datuk Seri Dr Mahathir Mohamad, who was also responsible for naming the bike, is a sleek cruiser with the easy-rider look.

"Jaguh is the symbol of great achievement for both Modenas and the country. The name carries the very essence of the bike," says Edaran Modenas Sdn Bhd, Modenas' wholly-owned distribution company, chief executive officer Nik Danial Nik Mahmood proudly.

Among other names suggested by Modenas staff were Waja, Mega, Legenda and Jerai.

"The cruiser appeared in the picture immediately after we launched Kriss when we started to discuss a new model," says Nik Danial. "It took us - Modenas and our technology partner, Kawasaki Heavy Industries (KHI) - slightly over two years to develop Jaguh."

Little wonder the bike bears strong similarity to the Kawasaki Eliminator. However, with the right package of price, engine capacity and sleek design, Jaguh is in a class of its own.

"We put together the features most desired and Jaguh is the result with engine, looks, performance and price that should appeal to anybody," Nik Danial claims.

Embracing the trends of three eras - the rebel 50s, the easy riding 60s and 70s and the cruising 90s - Jaguh has appeal for post-War folk, who experienced Merdeka, the Flower Power youth and youngsters growing up now in the Internet age.

Based on extensive survey, Modenas believes the bike is able to attract a wide spectrum of customers as both a primary or secondary transport.

"As primary transport, Jaguh fits the needs of those who feel the 'kapcai' is too small while an import cruiser is too expensive," Nik Danial points out. It is priced at RM7,500 while nearest rivals are the 250cc four-stroke cruisers at price tags twice as high.

With its engine capacity, the bike is designed not for performance but more for cruising, which is perfect for those who use it for weekend or leisure riding.

Filling a void for a reasonably priced cruiser, Jaguh is perfectly settled in the market. "Due to its engine capacity, there is no other bike its equal or in competition with it," Nik Danial says.

Jaguh has a 175cc four-stroke engine which promises economical maintenance and fuel consumption.

It gets a nod of approval from graphic designer Ahmad Tarmizi Zaid, 36, who is eagerly waiting to cruise on his bike.

"It is just superb. The price, the design and engine all come in a great package," says this satisfied customer from Sungai Buloh.

However, he points out that the bike has no fuel indicator and the reserve fuel switch lies under the fuel tank.

"This will cause difficulty to riders who have to reach under the tank to turn on the switch when the main tank runs dry," Ahmad Tarmizi explains.

Apart from that, Ahmad Tarmizi is excited about getting hold of his

cruiser any time now. He suggest there should be an exclusive Jaguh club.  
Well?

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