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MODENAS-SCOOTER

MODENAS' "KARISMA" IN THE MARKET IN JANUARY NEXT YEAR

GURUN, Nov 1 (Bernama) -- Karisma, Motosikal dan Enjin Nasional Sdn Bhd's (Modenas) scooter, will be out in the market in January next year, director and exco chairman Modenas/Emos (Edaran Modenas Sdn Bhd) Datuk Mohamad Nor Mohamad, said here today.

He said that the 125 cc four-stroke scooter would be sold at below RM5,000.

Interested buyers could make their orders starting today with RM50 payment to Modenas distributors to get the special introductory price given to the first 3,000 buyers, he told a press conference after announcing the name of the scooter at the Modenas plant, here today.

He explained that the name Karisma was personally chosen by Prime Minister Datuk Seri Dr Mahathir Mohamad as it is an attractive name and portrays beauty.

"Prior to this, we have carried out a survey among the Modenas and Emos staff on the scooter's name, and five were shortlisted and submitted to Dr Mahathir for him to choose," he said.

He said that Modenas announced the name of the scooter at this stage as a marketing strategy.

"It is to instill confident on Modenas distributors and buyers that the scooter will be in the market in January next year.

"The second factor is to avoid confusion with the Comel scooter, which is not manufactured by Modenas, but has been said to have been produced by Modenas," he said.

Mohd Nor also said that Modenas entered the scooter market as the demand for the scooter has increased since two years ago, compared with three years ago, where buyers did not pay much attention to scooters.

The scooter market is estimated at around 10,000 units per year compared with 6,000 units last year, Next year, the scooter market is forecast at 24,000 units.

"Karisma is expected to control 40 percent of the scooter market next year," he said.

Karisma is Modenas' third product after Kriss and Jaguh. -- BERNAMA
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