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MODENAS-KARISMA

KARISMA SCOOTER TO LEAD THE MARKET TILL YEAR END

KUALA LUMPUR, Aug 23 (Bernama) -- Motosikal dan Enjin Nasional Sdn Bhd (Modenas) expects its Karisma model, launched January this year, to continue to dominate the local scooter market till year end, despite competition from cheap imports from China.

"We are confident that Karisma will continue to be on the top spot with at least 30 percent control of the scooter market in Malaysia by the end of the year," said Modenas chairman Tan Sri Mohd Saleh Sulong here today.

For the first six months of 2003, the 125 cc Karisma controls 22 percent of the domestic scooters' market while Modenas Kriss controls 40 percent of the below 110 cc motorcycle market.

"On the whole, Modenas controls 30 percent of the the country's motorcycles and scooters market," he said at the launching of Modenas's new moped and scooters by Prime Minister Datuk Seri Dr Mahathir Mohamad here today.

Mohd Saleh said that the influx of cheap motorcycles and scooters from China, some priced as low as RM2,800 had caused a big jump in the sales of motorcycles in Malaysia to 152,296 units in January-June this year as against 119,664 units in the same period of last year.

The scooters market had shown the highest increase with 39,547 units sold in the first six months of this year compared with a mere 5,368 units in January-June of 2002, he added.

On the three new products from Modenas, he said that they would contribute significantly to the company's overall sales, which is between 2,500 and 3,000 units per month.

The three new models are the 150 cc scooter Elit, 100 cc scooter Ceria and a two-stroke moped Dinamik.

The Elit, available for sales from today is priced at around RM5,500 while the Ceria and Dinamik, to be made available in mid-September and mid-October would respectively be sold at prices lower than RM4,700 and RM6,200. -- BERNAMA

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