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Emos set to capture `kapcai' market with Dinamik

PASIR GUDANG, Sat. - Edaran Modenas Sdn Bhd (Emos) is turning its attention to the two-stroke moped, or kapcai motorcycles after capturing half local market for scooters.

The company believes that it can get 30 per cent of the kapcai market share with its Dinamik model.

The kapcai segment is dominated by Yamaha.

Emos divisional manager (branch and operation) Ahmad Razi Mahmood said the company's target was to sell 7,200 Dinamik models annually, or 600 units a month.

"Based on public feedback, Emos is confident of achieving the target soon," Ahmad Razi said at a Press conference at the launch of the Modenas Carnival and test drive of the two-stroke Dinamik at the Pasir Gudang Circuit today.

"At present, sales of the new model has reached 500 units since it entered the market in November."

Dinamik, along with three other models, were launched by former Prime Minister Tun Dr Mahathir Mohamad at the Emos assembly plant in Gurun, Kedah, in August last year.

It is priced at RM5,998, slightly lower than the price of RM6,200 announced at the launch.

"A sportier-looking and high-performance moped will encourage consumers to try out the new model.

"We are confident that our product will be well-received."

Dinamik is a two-stroke sports moped with a 120cc environment-friendly engine. With a standard factory-fitted catalytic converter, it complies with the Euro-1 emission standard.

The motorcycle comes with a six-speed manual transmission and can reach a top speed of 140km per hour.

It is available in red and blue.