



MEDIA RELEASE

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**MODENAS INTRODUCES NEW KARISMA, ELEGAN
AND KYMCO DOWNTOWN SCOOTERS**

Shah Alam, 25 November 2016 - Motosikal dan Enjin Nasional Sdn Bhd (MODENAS), a subsidiary of DRB-HICOM Berhad (DRB-HICOM), today launched the all-new ***Karisma 125*** and ***Elegan 250***, as part of its business expansion plan to strengthen its position in the local two-wheeler scene.

The new ***Karisma 125*** is designed to express an active and youthful lifestyle, while the larger sporty ***Elegan 250*** is targeted at young executives who are trend followers.

The event also witnessed the launch of ***KYMCO Downtown 250i*** scooter by Edaran Modenas Sdn Bhd (EMOS), a subsidiary of MODENAS.

“Since the launch of their first moped in 1996, MODENAS and EMOS have continued to take proactive steps to explore opportunities to both widen their product range and identify strategic partnerships. Today’s triple launch will address the different needs of the market”, said DRB-HICOM Group Managing Director, Dato’ Sri Syed Faisal Albar.

Held at EON Head Office Complex, Glenmarie, the launches was witnessed by Brigadier General (K) Tan Sri Dato’ Sri (Dr) Haji Mohd Khamil Jamil, Chairman of DRB-HICOM Berhad and Dato’ Sri Syed Faisal Albar, Group Managing Director of DRB-HICOM Berhad and Chairman of MODENAS. Also present were Mr Chun-Ping Ko, President of Kwang Yang Motor Co Ltd (KYMCO), Dato’ Abdul Harith Abdullah, Chief Operating Officer, Automotive Distribution and Manufacturing & Engineering, DRB-HICOM Berhad and Encik Amirudin Abd Kadir, Chief Executive Officer of MODENAS.

First introduced in 2003, the MODENAS *Karisma* was among the best-selling scooters with sales exceeding 16,000 units, capturing 26% of the scooter market then. The new generation ***Karisma 125*** is powered by a 125cc engine which generates 7.0kW @ 7,500rpm.

Among the key features for convenience are a single USB-Port to charge electric gadgets, a multi-purpose key control system and a spacious compartment. Designed to provide great performance, comfort and style, the ***Karisma 125*** is practical for urban rides and comes in two colours – Bright Red and Pearly White, with innovative graphics portraying the active, free and youthful lifestyle.

The MODENAS *Elegan* was first introduced in 2004 with a 150cc engine, while the *Elegan 200* was launched in 2010. The latest ***Elegan 250*** launched today is a more refined, stylish scooter. It is powered by a 250cc fuel injection engine, Single Overhead Cam (SOHC) which generates 16.5kW @ 7,000rpm, and uses a liquid cooling system for better and smoother riding performance.

It has a telescopic fork for the front suspension and Trailing Swing Arm for the rear suspension, which gives it a more comfortable ride. The ***Elegan 250*** is equipped with front and rear disk brakes for efficient braking and a fashionable finished that enhances a sporty look along with a stylish LCD dashboard.

Two colours are offered, namely Matt Black and Matt White targeting consumers who want a sporty, comfortable and stylish scooter.

The ***KYMCO Downtown 250i*** scooter is the first KYMCO model launched after securing the exclusive distributorship rights of the KYMCO brand in Malaysia. DRB-HICOM believes the synergy of the partnership between MODENAS and KYMCO is timely.

“Over the past three years, scooters accounted for 13% of the country’s total industry volume of motorcycle sales of 60,000 units. The segment is expected to grow further over the next five years, with an average annual increase of 5%. EMOS is aiming to capture more than 10% for the 125cc and 50% of the 200-250cc category of the scooter market share by 2017, and the venture with KYMCO will be a part of this target”, said Dato’ Sri Syed Faisal Albar.

Syed Faisal added that the collaboration amplifies KYMCO’s trust in DRB-HICOM and MODENAS to spur KYMCO’s market presence and growth in Malaysia.

“We are very excited about this dynamic collaboration. Both KYMCO and DRB-HICOM can leverage on each other’s strengths and experience, encompassing vehicle design and development, manufacturing of components and vehicle manufacturing, assembly and importation, to vehicle inspection, distribution, sales and after-sales activities”, said Syed Faisal.

For the local market, the KYMCO scooters are assembled at the MODENAS plant in Gurun, under the MODENAS completely knocked down (CKD) programme.

To facilitate the after sales support and needs of KYMCO scooter users, EMOS is planning to leverage on its network of 200 dealers and its own service centers in Gurun, Ipoh, Subang, Johor Bharu and Kuantan. EMOS has appointed 30 dealers as part of its business partners in introducing KYMCO scooters to the market.

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About MODENAS

Motosikal Dan Enjin Nasional Sdn Bhd (MODENAS) is a subsidiary of the DRB-HICOM Bhd, established in tandem with efforts to achieve industrialized nation status. MODENAS spearheads the technology transfer and development of motorcycle manufacturing, to eventually enable the country to proudly produce indigenous motorcycles.

Since its establishment in 1995, MODENAS is actively involved in research and development of motorcycles to meet the needs of Malaysians. MODENAS aspires to become one of the formidable manufacturers of motorcycles for worldwide distribution. MODENAS motorcycles are distributed by its wholly-owned subsidiary, **EDARAN MODENAS SDN BHD (EMOS)**.

About KYMCO

KYMCO or Kwang Yang Motor Co Ltd, is the largest scooter manufacturer in Taiwan, and the world's 5th largest manufacturer of scooters and motorcycles. Founded in 1963, KYMCO first manufactured engines and complete small bikes under license for Honda, before creating the KYMCO brand of scooters and motorcycles in 2000.

Today KYMCO manufactures scooters, motorcycles, UXVs and ATVs at five plants in Asia, namely in [Jakarta](#), [Kaohsiung](#), [Shanghai](#), [Changsha](#) and [Chengdu](#). The main factory and headquarters are located in [Kaohsiung, Taiwan](#), and produces more than 570,000 vehicles per year. KYMCO has successfully built worldwide distribution networks and set up numerous agents in Asia, Latin America, Europe, and Africa. Over the past five decades, KYMCO has successfully marketed more than 10 million scooters, motorcycles, e-bikes and ATVs in 100 countries, with an annual sales revenue exceeding USD1 billion

KYMCO has also established technical collaborations with Kawasaki Japan, Artic Cat America, BMW Germany and Deutz Germany. The collaboration with global brands helps to develop KYMCO even further.

About DRB-HICOM Berhad

DRB-HICOM Berhad (DRB-HICOM) is one of Malaysia’s leading conglomerates with core businesses in the Automotive and Defence; Services; and Property, Asset & Construction sectors. With more than 100 active companies in its stable and over 60,000 employees group-wide, DRB-HICOM’s aim is to continue adding value and propelling the nation’s development. In the Automotive and Defence sector, DRB-HICOM is involved in the manufacturing, assembly and distribution of passenger and commercial vehicles, including composites component supply for aircrafts. In Services, DRB-HICOM is involved in various businesses, including concession and financial-related services. In Property, Asset & Construction, DRB-HICOM is involved in residential and commercial developments.

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