



Hong Leong Yamaha Motor Sdn Bhd

A Member of the Hong Leong Group

For Immediate Release

New and Stylish Yamaha EGO LC Launched!

Hong Leong Yamaha launches new 125cc automatic bike

Bandar Sunway, 20 November 2010 - Hong Leong Yamaha Motor Sdn. Bhd. introduced the Yamaha EGO LC, a new 4 stroke 125cc liquid cooled automatic bike, today. The launch was officiated by the Minister of Transport, YB. Dato' Seri Kong Cho Ha.

The new Yamaha EGO LC, an exciting addition to the current Ego S, Nouvo S and Nouvo LC automatic models, is expected to boost Yamaha's market share. This is part of Hong Leong Yamaha's plans to further strengthen its foothold in the automatic segment, which accounted for 12% of the motorcycle industry for the first nine months of 2010.



"Hong Leong Yamaha Motor Sdn Bhd pioneered the automatic segment in Malaysia and we continue to develop innovative models that inspire our customers. We are at the forefront of setting new trends and we currently have a market share of 76% in the automatic segment," said Mr CH Ng, Managing Director of Hong Leong Yamaha Motor.

"We remain cautiously optimistic on the demand outlook for 2010 as we expect the motorcycle industry to recover and reach 500,000 units this year compared with 449,251 units in 2009, which would be an increase of 11%, after reaching a peak of 541,808 units in 2008," he added.

The new Yamaha EGO LC boasts an all new liquid cooled 125cc engine for delivering superior performance and a host of other stylish and innovative features such as 12.8 liter luggage box, 14 inch cast wheels with tubeless tires and key shutter lock for added security. The bike comes in 4 metallic colours, white, red, green and black with striking and trendy graphics.

“The Yamaha EGO LC has all the attributes of a finely balanced engine, frame and body styling that will lead to an all-round optimal performance in terms of handling and maneuverability, thus making the riding experience truly enjoyable” added Mr CH Ng.

The Yamaha EGO LC is priced at RM5,450.00 (excludes road tax, insurance & the number plate) and is available at all authorized Yamaha dealerships nationwide.

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