



MEDIA RELEASE

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**EDARAN MODENAS APPOINTED EXCLUSIVE DISTRIBUTOR
OF KYMCO SCOOTERS IN MALAYSIA**

Shah Alam, 17 November 2016 - Edaran Modenas Sdn Bhd (EMOS), a subsidiary of Motosikal dan Enjin Nasional Sdn Bhd (MODENAS), and a member of the DRB-HICOM Group, today announced the appointment of EMOS as the new exclusive distributor of KYMCO brands in Malaysia.

The award not only marks the re-emergence of the KYMCO brand in the country, but also a strategic partnership that would pave the way for a mutually beneficial collaboration and offers various synergies for both parties. With this new collaboration, EMOS will be responsible for the distribution, sales and marketing of KYMCO locally. As a start, EMOS will be bringing in two KYMCO models – *250i Downtown* and *400i Exciting* scooters to Malaysia.

“It is indeed an honour for us that KYMCO, the largest scooter manufacturer in Taiwan, and the world's fifth largest manufacturer of scooters and motorcycles, has chosen to partner EMOS to re-establish the KYMCO brand in the Malaysian market. We intend to rejuvenate the KYMCO brand and promote it as one of the leading scooter brands in Malaysia,” said Dato’ Sri Syed Faisal Albar, Group Managing Director, DRB-HICOM Berhad.

KYMCO is the leading brand for scooters in South East Asia and is targeting Malaysia to expand their business in the region.

With a new KYMCO line-up of scooters targeted toward the local market, EMOS is aiming to capture more than 25% of the scooter market share by March 2017. Scooters accounted for 13% of the country’s total industry volume of motorcycle sales of 60,000 units last year.

To reach these targets, EMOS has appointed 30 exclusive dealers throughout Malaysia, including in Sabah and Sarawak, to promote the scooters. The KYMCO scooters are made available only at these exclusive outlets

“We see the need to keep pace with the market’s demand for new and more technologically-advanced products. The collaboration with KYMCO would not only be the beginning of a mutually beneficial partnership, but would also enable EMOS to broaden its range of products in the market. This is part of our efforts to strengthen our position and market share in the industry,” said Syed Faisal.

KYMCO is the number one motorcycles, scooters and ATV brand in Taiwan, and has secured a strong foothold in Europe, North America and Australia. Over the past five decades, KYMCO has successfully marketed more than 10 million scooters, motorcycles, e-bikes, side-by-sides and ATVs in 100 countries, with an annual sales revenue exceeding USD1 billion.

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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, Arctic 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.

For further information, please contact:

Mahmood Abdul Razak
Head, Group Communications Division
DRB-HICOM Berhad
Tel: 03-2052 8238
Email: mahmood.razak@drb-hicom.com

Amirudin Abd Kadir
Chief Executive Officer
Edaran Modenas Sdn Bhd
Tel: 03-78802767
Email: amirudin@modenas.com.my