



KENYATAAN MEDIA

UniMAP RECEIVES 4 ELECTRIC MOTORCYCLES

Arau, 11 October - Universiti Malaysia Perlis (UniMAP) received 4 units of electric motorcycles and battery swap stations from Roda Prestasi Sdn. Bhd. (RPSB) to conduct E2W research for the domestic market.

The handover was officiated by RPSB Managing Director Ahmad Sabandi Othman to UniMAP Vice Chancellor Dato' Prof. Dr. Zul Azhar Zahid Jamal at the compound of the Tuanku Syed Faizuddin Putra Library (PTSFP) at UniMAP Pauh Putra yesterday.

Also present was the Head of Manufacturing Industry Development Asmazura Ismail representing the Northern Corridor Implementation Authority (NCIA), a strategic partner in the research.

According to Project Leader Prof. Madya Dr. Shafriza Nisha Basah, these vehicles will be used a consumer study to identify factors such as attitude and acceptance of consumers towards E2W, and product price and specifications.

"The collaborative project with the NCIA will be completed within six weeks as we will conduct a comprehensive study by conducting research and E2W test drive with target groups, and discussions with the target groups to get their thoughts.

"This will help to identify the appropriate marketing strategy for E2W use in tandem with the government's recommendations in the 11th Malaysian Plan under the sixth strategic thrust that focuses on green growth towards sustainable development," he said when contacted by reporters recently.

He added that the target groups are students, workers, corporate consumers and motorcycle vendors.

"We will start as soon as possible and inshaAllah at UniMAP's 13th Convocation Ceremony which will take place from October 27 to October 29, 2018, we will also conduct a survey and test drive for parents and the graduates themselves," he said.

In fact he is optimistic that the findings of this study will provide a conclusion about interested consumer groups, product enhancements that would attract buyers; and suitable pricing.

In addition to Dr. Shafriza who specialises in mechatronic engineering, the co-researchers for this project are Prof Madya Muzamir Isa from an electrical engineering background, Prof. Rosni Bakar from economics and Dr. Hanum Hassan from marketing, communication and statistics.

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