

Yamaha unveils three new bikes

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Yamaha on Wednesday introduced three new bikes aimed at consolidating its position in the mass market segment besides taking its overall market share to 10 per cent by 2012 from 3 per cent. The Japanese bikemaker also wants high-volume Indian market to contribute more to its global sales as other Asian markets like Indonesia, Thailand and Vietnam. The YBR125, with 123 cc engine and mileage of over 71 km a litre, has been priced at Rs.47,000. It would mainly cater to the mass segment between 100cc and 125cc. Another new bike SZ with 153cc engine and mileage of over 62 km a litre will come with Rs.49,000 price tag, while its electric-start model has been priced at Rs.52,000. This stylish bike will target both youth in both urban and rural markets. "These feature-rich and stylish bikes will help us make further inroads in the Indian bike market. With our expanding network and launch of new models, we hope to increase our market share fast in the country," India Yamaha Motor CEO and Managing Director Yukimine Tsuji told journalists here. In the current year so far, Yamaha has recorded almost 100 per cent growth in sales, and the company hopes that the new bikes would further fuel it. It sold just 2.2-lakh units in India in 2009 and was aiming to double its sales this year, and then take it further to 10-lakh units in the next 3-4 years. "We hope to capture at least 10 per cent market share in next 3-4 years, while our share in the up-market segment would touch nearly 30 per cent from the current level of 10 per cent," said India Yamaha Motor National Business Head Pankaj Dubey.