



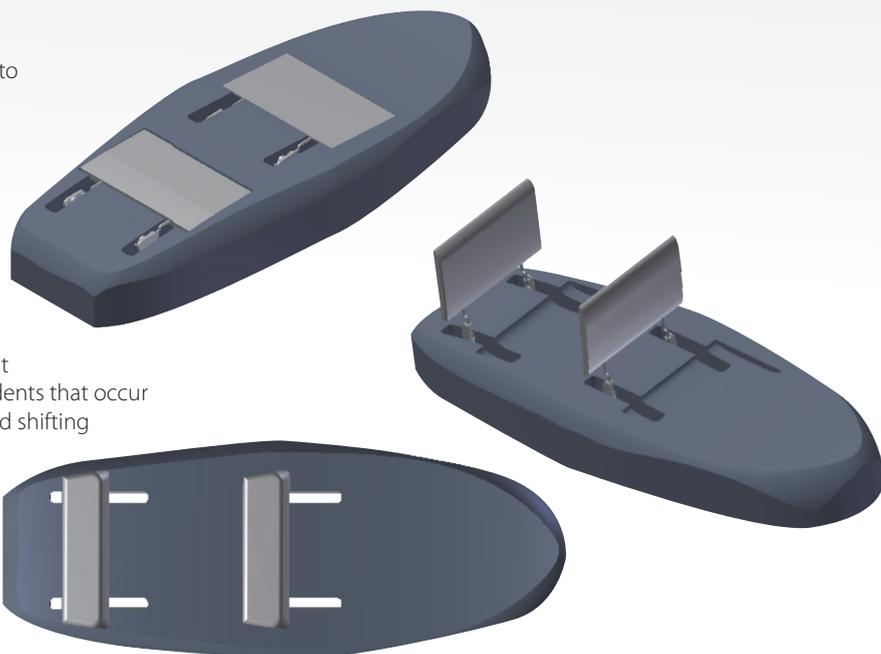
## ERGONOMIC LUMBAR SUPPORT FOR MOTORCYCLIST

### TECHNOLOGY DESCRIPTION

This product is a lumbar support which provides comfort to motorcyclists especially on long distance rides.

### TECHNOLOGY FEATURES

This technology consists of a lumbar support to be mounted at a proximate center portion of a seat of the vehicle. This enables the central body having a first and a second end support. This technology is capable of providing an ideal posture while simultaneously enhancing the comfort of motorcyclist while riding. The prototype is designed based on Malaysian motorcycle seat design and enhances stability for the rider. It reduces incidents that occur when riders try to compensate by moving their bodies and shifting their weight at the wrong moment during a ride. The ergonomic lumbar design will reduce soreness caused by the painful pressure and position of the seat with a good support system.



### ADVANTAGES

- Provides stability during riding
- Easy fuel filling process
- Critical design dimensions for lumbar support bases on Malaysian anthropometric dimensions

### INDUSTRY OVERVIEW

#### Prospects: Motorcycle accessories market

There were 528,508 registered motorcyclist in Malaysia in 2013. It is expected that the total registered motorcycle shall hit 600,000 units. On average, monthly motorcycle registration in Malaysia is 50,000 units. Wilayah Persekutuan registered the largest number of motorcycle in 2012, with 42,484 units motor registered, followed by Johor with 36,947 units, Pulau Pinang with 24,269 and Perak with 23,605 units. In the 251cc and above categories, the total industry's registration for 2013 was 13,912 units, a 50% growth over the previous year. Motorcyclist back support is considered an accessory for the motorcycle. A motorcycle accessory may be added at the factory by the original equipment manufacturer or purchased and installed by the owner post-sale as after-market goods. Motorcycle accessories are popularly sold through online stores, e.g. [www.onebikersgroup.com](http://www.onebikersgroup.com), [motor-part4u.blogspot.com](http://motor-part4u.blogspot.com). and [wellyklang.com](http://wellyklang.com). Italian brand GIVI was one of the first European makers of to the motorcycle accessories to set up base in Malaysia. Seventy percent of motorcycle accessory stores in Malaysia have GIVI products and it recorded 15% to 20% year-on-year growth.



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