



Burn Rubber banks on KTM's big bikes



Burn Rubber executive director Bhum Nivatvongs (left) with KTM Southeast Asia sales director Gianluca Lozzi. A 30-million-baht KTM flagship store will open on Rama IV Road in Bangkok this year along with 10 new dealerships and service centres nationwide.

A new authorised importer and distributor of Austria's KTM motorcycles vows to boost domestic sales and spend 30 million baht to open a flagship store on Rama IV Road in Bangkok.

Bhum Nivatvongs, executive director of Burn Rubber, which was appointed by KTM AG last October, said the company would open 10 new dealerships and service centres nationwide this year while importing sufficient spare parts to serve all KTM motorcycles in Thailand.

Burn Rubber has replaced Kunka Corporation as KTM's distributor.

KTM's dealer network will be completed in the first half of this year with the aim of generating monthly sales of 150-200 motorcycles in the second half.

Last year 488 KTM motorcycles were sold, up by 25% from 2014.

As of Dec 31, 1,479 KTM motorbikes had been registered with Thailand's Land Transport Department.

Mr Bhumin said the company expected to sell more than 1,000 motorcycles this year.

“Although many big-bike manufacturers have assembly plants established in Thailand, I’m confident imported motorcycles remain competitive and attractive to brand lovers and high – end customers,” he said.

Burn Rubber will import KTM motorcycles with engines below 390cc from Malaysia with an import tariff of between zero and 10% and bigger engine models from Australia with a tariff of 30%

Mr. Bhumin believes Thailand’s overall big-bike market for motorcycles with engine over 400cc could manage growth of about 18.8% this year from 19,000 motorcycles last year.

The market will grow at a faster pace if the government revs up its spending on infrastructure megaprojects and stimulates domestic consumption, he said.

Thailand’s overall motorcycle market shrank by 1.65% to 1.67 million in 2015; motorcycles sales hit 2.01 million for the first time in history. Sales rose to 2.13 million in 2012 before dropping to 2 million in 2013 and 1.7 million in 2014.

