

**OFFICIAL LAUNCH OF EZZYRIDER PRODUCT RANGE, THE ELECTRICAL
TOOLS FOR THE DISABLED
Wednesday, 14 July 2010
Kuala Lumpur Convention Centre**

**Speech by Executive Director
Kuala Lumpur Electric Vehicles**

Bismillah Hirrahman Nirrahim.

Assalamualaikum warahmatullahi taala wabarakatuh

Yang Berbahagia Dato' Dr Zaliha Omar
Advisor, Welfare and Community Development to the Minister,
Women, Family and Community Development

Yang Berusaha Puan Siti Khadijah Ibrahim
Assistant Director
Training Centre for the Recovery and Industrialization of the Disabled,
Bangi

Yang Berusaha Puan Kameela Abdullah
Chief Executive Officer
Kuala Lumpur Electric Vehicles Sdn Bhd

Management and staff of Ministry of Women, Family and Community
Development

Management and staff of Training Centre for the Recovery and
Industrialization of the Disabled, Bangi

Representatives of Non-Governmental Organizations (NGO)

Members of the Press

Dato'-Dato', Datin-Datin, Ladies and Gentlemen.

First of all, I wish to convey my greatest thanks to *Allah s.w.t.* for His blessings that has enabled us to gather here today and witness the Official Launch of Ezzyrider Product Range, The Electrical Tools for the disabled, as realized by Kuala Lumpur Electric Vehicles Sdn Bhd (KLEV).

KLEV's special appreciation goes to *Yang Berbahagia* Dato' Dr Zaliha Omar, Advisor, Welfare and Community Development to the Minister, Women, Family and Community Development for taking time off from her busy schedule in order to facilitate the ceremony in a moment.

KLEV is indeed touched by the support given for our efforts by Ministry of Women, Family and Community Development, particularly from the Office of *Yang Berhormat* Senator Dato' Sri Shahrizat Abdul Jalil.

Although she is unable to be with us this morning, the mere presence of *Yang Berbahagia* Dato' Dr Zaliha Omar has raised KLEV's spirits and determination to increase our commitment in providing effective and efficient solutions to the disabled and elderly community in particular and all Malaysians in general.

We are also pleased with the presence of *Yang Berusaha* Puan Siti Khadijah Ibrahim, Assistant Director, Training Centre for the Recovery and Industrialization of the Disabled, Bangi. *Insyallah*, this is just the beginning in a long series of close cooperation's between KLEV and PLPP that would be made possible in the future. Thank you, madam.

Our appreciation also goes to everyone here today and members of the Press who will be witnessing one of KLEV's milestones in the history of our organization.

Ladies and Gentlemen.

This auspicious ceremony is indeed a proud milestone for KLEV and it is a witness to the perfection in laying down our foundation towards offering efficient and effective solutions particularly to the disabled and the elderly population.

In a nutshell, although KLEV's Ezzyrider electrical products are perceived as solutions to enhance the mobility of the disabled, from our point of view, it is more than that.

KLEV actually views them as symbols of appreciation and affection towards the ones we love.

With the affordable Ezzyrider range of products, we are not merely presenting an enhancement in mobility to our disabled and elderly family members. We are actually assisting them to increase their self-esteem, confidence and effectiveness levels.

More than that, based on KLEV's own experience to date, there is another factor that has touched us deeply as soon as the Ezzyrider product recipients begin to utilize the tools. Ladies and gentlemen, the factor is in their SMILES and HAPPY FACES, signifying satisfaction and acknowledging that they are being appreciated and loved.

Coupled with the ability to move easier and freer, Ezzyrider tools are also equipped with state-of-the-art technology, ergonomic design and safety features set to meet the strictest requirements of ISO 9001 standards widely recognized in countries like Taiwan, China, Europe and the United States of America.

I also wish to reiterate that Ezzyrider range of products are environmentally-friendly and will not affect the ecosphere.

All these factors have led us to believe that KLEV now possesses the solution currently sought by these target groups in the country. In line with our propelling development in realizing the 1Malaysia vision, KLEV is committed in assisting these target groups to enable them to compete more effectively with the rest of the citizens.

Dato'-Dato', Datin-Datin, Ladies and Gentlemen.

Kuala Lumpur Electric Vehicles or KLEV is incepted in 2009. Apart from offering effective solutions via Ezzyrider, we also hope to expand our collaboration scope with the Government, the NGOs, higher learning institutions, the corporate sector and the mass media.

Our intention for these collaborative efforts is evidenced by the fact that all of us have our own social responsibilities in increasing the public awareness level on the importance of providing basic amenities at the work place and public areas for the disabled and the elderly.

For instance, with this awareness among employers intact, the work place will be more conducive, safe and efficient. It may also widen the job opportunities for the disabled in particular. In my humble opinion, the disabled actually possess high dedication and determination that sometimes may equal or exceed the *'fully-able ones'*.

The construction of ramps and special lanes for the disabled will render an office premises or shopping complex more 'customer-friendly', thus inviting more visitors to the locations.

Therefore, once more KLEV wishes to state our hope and willingness to pool expertise and resources with related agencies in ensuring a successful realization of this aspiration.

Our valued guests.

Finally, KLEV wishes to convey our thanks to *Yang Berbahagia* Dato' Dr Zaliha Omar, Advisor, Welfare and Community Development to the Minister, Women, Family and Community Development for taking her time off to officiate this Event.

Our appreciation also goes to all of you who are here today for your continuous support towards KLEV. May we soon reap the benefits together from these efforts, *Insyallah*.

Thank you, *wabillahi taufik wal hidayah*

Wassalamualaikum warahmatullahi taala wabarakatuh.

Prepared by

Asrul Muzaffar Mohammed
Brand Architect