

FOR IMMEDIATE RELEASE

**MAJLIS PELANCARAN BARISAN PRODUK EZZYRIDER, PERALATAN ELEKTRIK
ORANG KURANG UPAYA (OKU)**

***Disabled registered with the Welfare Department to be offered special
discounts on electric wheelchairs***

Kuala Lumpur, 14 July 2010 – The disabled population (*‘Orang Kurang Upaya – OKU’*) in Malaysia who are registered with the Welfare Department can now afford to purchase Ezzyrider range of products with special discounts, courtesy of Kuala Lumpur Electric Vehicles Sdn Bhd (KLEV).

The incentive is announced by Mustapha Kamal Zulkarnain, Executive Director, KLEV, during the Official Launch of Ezzyrider products today.

“KLEV’s Ezzyrider electrical products are more than mere solutions to enhance the mobility of the disabled. We actually view them as symbols of appreciation and affection towards the ones we love”; said Mustapha.

He added; “Ezzyrider could actually further enhance the OKU’s self-esteem, confidence and effectiveness levels”.

To qualify for this incentive, the disabled only need to produce their Identification Cards (*'Kad Kenal Diri'* – KKD) issued by the Welfare Department when purchasing any Ezzyrider products.

The ceremony is officiated by Dato' Dr Zaliha Omar, Advisor (Welfare & Community Development) to the Minister of Women, Family and Community Development.

In her speech, Zaliha calls for corporate organizations currently employing the disabled as part of their work force to consider offering the electric wheelchairs as staff incentives.

Zaliha said; "These incentives will surely motivate the disabled employees to increase their productivity, thus benefiting the organization as a whole".

In line with KLEV's Corporate Social Responsibility (CSR) efforts, the company also presented one unit of Ezzyrider electric chair to Pusat Pemulihan Pemulihan dan Perindustrian Orang Kurang Upaya (PLPP) located in Bangi, Selangor. PLPP is under the jurisdiction of the Ministry of Women, Family and Community Development.

KLEV is a Malaysian company that owns the chain of retail outlets that sells the imported, locally branded Ezzyrider mobility products from Taiwan.

Ezzyrider products are manufactured to stringent ISO 9001 quality standards and backed by comprehensive warranties, making them the desirable choice for the discerning customers.

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For more information, kindly contact

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