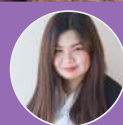


# Electric Motorcycles in Southeast Asia: Market Insights and Strategic Opportunities



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## The Role of Motorcycles in Southeast Asia's Transportation

In Southeast Asia, motorcycles and scooters are deeply ingrained in daily life, serving as the primary mode of transportation for millions. Recent data from the ASEANStats Data Portal reveals that the total number of registered motorcycles in the ASEAN region reached a staggering 72 million in 2022, further emphasizing the region's reliance on two-wheelers.

## The Rise of Electric Motorcycles in Southeast Asia

The shift towards electric motorcycles is being driven by several factors. Concerns about air pollution and climate change are prompting both individuals and governments to seek cleaner transportation options. This aligns with the growing push for "green policies" across the region, with governments setting ambitious targets for net-zero carbon emissions. Furthermore, governments are offering incentives and developing infrastructure to support the adoption of electric motorcycles. Additionally, fluctuating fuel prices make the long-term cost savings of electric motorcycles increasingly attractive to consumers.

Given the vast number of motorcycles in Southeast Asia, the widespread adoption of electric motorcycles has the potential to significantly reduce carbon emissions and improve air quality, contributing to a healthier and more sustainable future.

### HIGHLIGHTS

#### Understanding EV Motorbike Preferences

#### Country-Specific Insights:

- Thailand
- Indonesia
- Vietnam

#### Key Consumer Concerns

#### Country-Specific Concerns

#### Charging and Battery Preferences

#### Market Entry Strategies and Price Acceptance

# Ready for you!

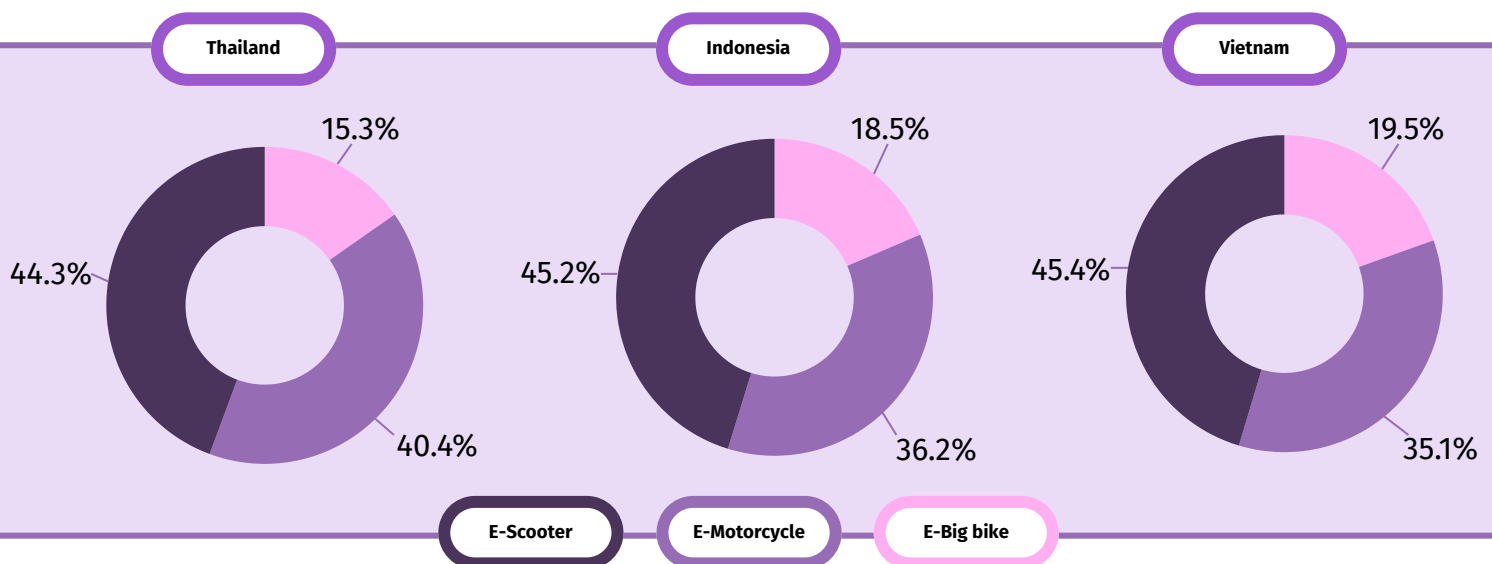
This report will delve into the burgeoning electric motorcycle market, focusing on Thailand, Indonesia, and Vietnam. We'll explore consumer preferences, concerns related to EV scooters, motorcycles, and big bikes, and provide insights into entering these markets.



## Understanding EV Motorbike Preferences

To better understand preferences for EV motorbikes, we categorize them into three types: E-scooters, E-motorcycles, and E-big bikes.

Our research data indicates that across the three countries, E-scooters are the most sought-after, with 66.38% of respondents expressing interest. E-motorcycles follow at 55.09%, and E-big bikes are in third place with 26.25% (note that this was a multiple-response question).



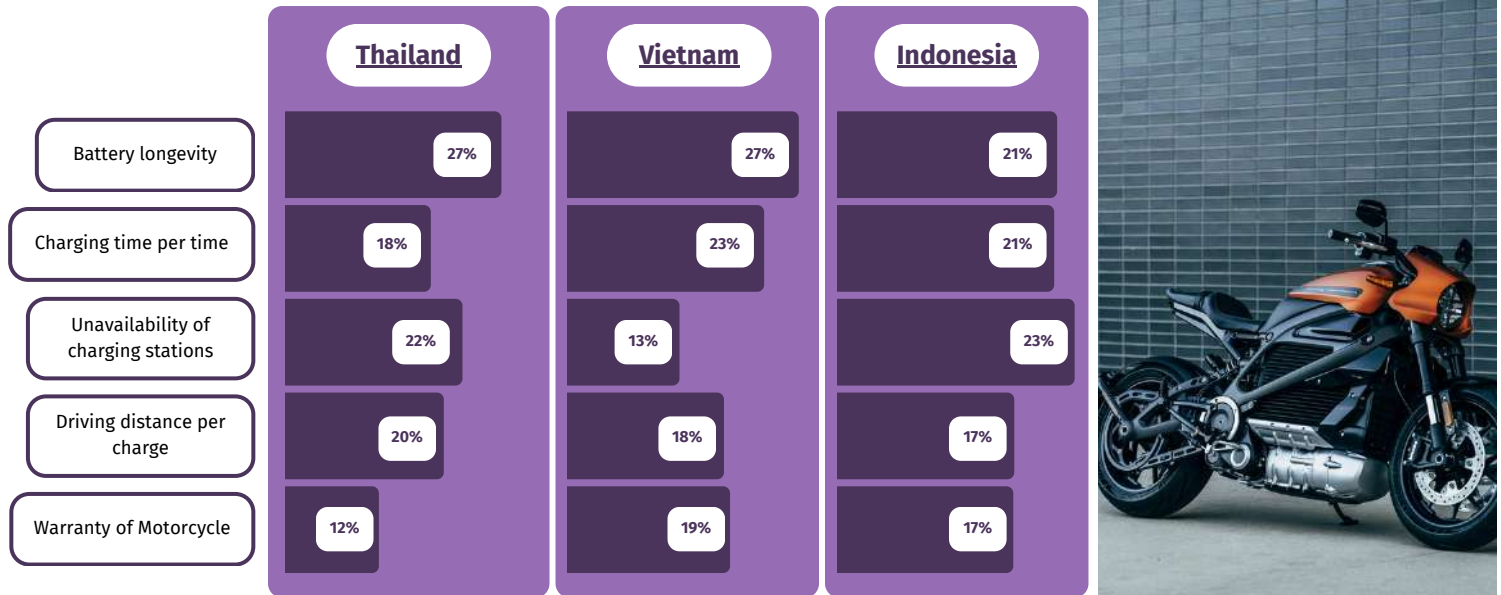
### Country-Specific Insights:

While initial analysis suggests similar interest levels across the three countries, a deeper dive reveals distinct preferences.

- **Thailand** shows a significantly stronger preference for both E-scooters and E-motorcycles compared to Indonesia and Vietnam. This suggests that Thailand might be an ideal market for initial launch or pilot testing. Additionally, when considering the desirability, feasibility, and viability framework, Thailand seems to meet the criteria for desirability and feasibility.
- **Indonesia** demonstrates a significantly higher demand for E-big bikes, making it a prime market for businesses focusing on this category.
- **Vietnam's** preferences align closely with Thailand's, showing a strong inclination towards E-scooters and E-motorcycles.

## PURPOSE OF PURCHASE & CONSUMER CONCERNS

Our study reveals that the primary purpose of purchasing an EV bike in all three countries is as an additional vehicle (65.93%), with consumers already owning a motorcycle. This implies that initial market penetration strategies might involve price reductions or special discounts. For those requiring financing, offering discounts or special interest rates when using their existing motorcycle as collateral could be effective.



To gain further insights, we explored customer concerns related to EV adoption. The top five concerns across Thailand, Indonesia, and Vietnam are:

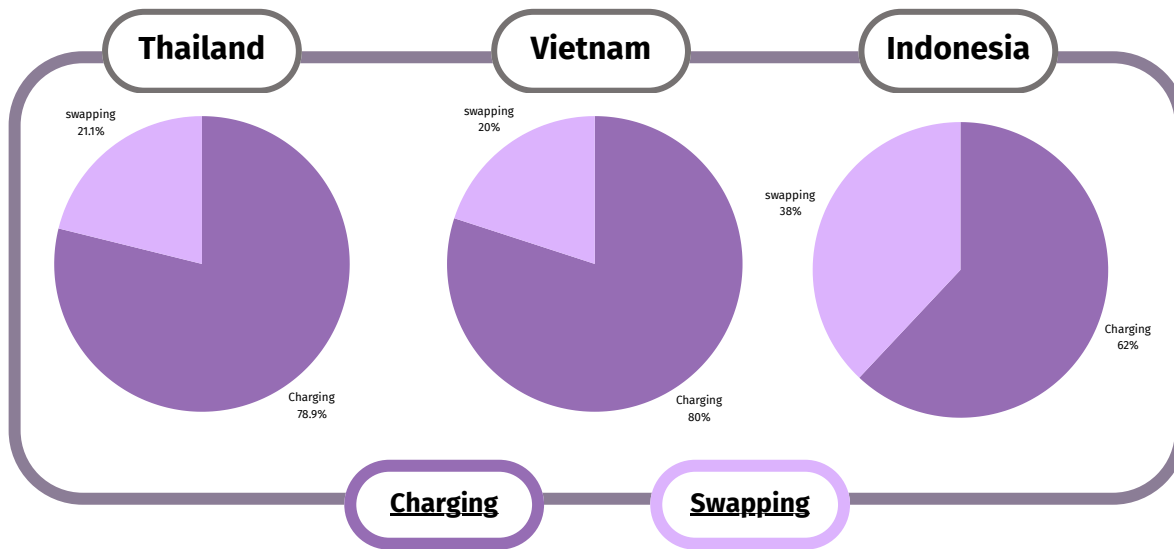
1. Battery longevity
2. Charging time per time
3. Unavailability of charging stations
4. Driving distance per charge
5. Warranty of Motorcycle

However, a closer look at each country reveals unique concerns:

- **Thailand:** Consumers are particularly worried about battery longevity, unavailability of charging stations, and driving distance per charge. Addressing these concerns is crucial for success in the Thai market. The lack of replacement parts is also a notable concern.
- **Vietnam:** Concerns primarily revolve around usage aspects such as driving distance per charge, charging time, and motorcycle warranty. This suggests that the Vietnamese market views EV motorcycles as a practical means of transportation. Therefore, focusing on features like long-range, fast charging, and comprehensive warranties is vital.
- **Indonesia:** Key concerns include charging time, unavailability of charging stations, and motorcycle warranty. Additionally, a significant portion of Indonesian consumers (36%) intend to purchase an EV bike as a replacement for their existing motorcycle, highlighting the potential for trade-in programs.



# CHARGING AND BATTERY PREFERENCES



Regarding charging, all three countries predominantly prefer the "charge" method over "swap," with a 74.09% to 25.91% ratio. However, Indonesia shows a significantly higher preference for battery swapping, especially considering their interest in E-big bikes. Businesses targeting the Indonesian market should consider offering E-big bikes with swappable batteries.



*In terms of battery warranty, most consumers prefer a 4-5 year warranty. However, Thailand shows a strong preference for 5-6 year warranties, further emphasizing their concern about battery longevity.*

*Driving range expectations also vary. All three countries desire a range exceeding 160 kilometers, but Thailand's preference is notably higher at 187 kilometers.*

## Driving Range Expectation by Country

**Thailand**

0 km

**187.82 km  
(Average)**

200 km

**Vietnam**

0 km

**167.53 km  
(Average)**

200 km

**Indonesia**

0 km

**163.82 km  
(Average)**

200 km

# MARKET ENTRY STRATEGIES AND PRICE ACCEPTANCE

Based on our research, here are some suggested strategies and price points for entering each market:



## Thailand:

- Focus on E-scooters and E-motorcycles.
- Prioritize long-lasting batteries, extensive warranties (up to 6 years), and a wide driving range (around 180 kilometers).
- Develop a robust charging infrastructure.
- Consider plug-in charging as the primary method.
- Target a price range of 30,000 to 70,000 baht, with a focus on female Generation Y consumers.
- Explore leasing or collateral-based pricing strategies.

## Indonesia:

- Focus on E-big bikes.
- Offer swappable batteries.
- Ensure fast charging/swapping capabilities and accessible service stations.
- Provide comprehensive warranties.
- Target a price range of 50,000,001 to 100,000,000 IDR or below 50,000,000 IDR
- Consider trade-in discounts.



## Vietnam:

- Focus on E-scooters and E-motorcycles
- Prioritize a driving range of around 167 kilometers, fast plug-in charging, and a 4-5 year warranty
- Target a price range of 18,000,001 to 38,000,000 VND
- Consider a mass marketing strategy initially

## Conclusion:

The electric motorcycle market in Southeast Asia presents significant opportunities, but success requires a nuanced understanding of each country's unique preferences and concerns. By tailoring products, pricing, and marketing strategies to these specific needs, businesses can effectively tap into this growing market and contribute to a profitability and more sustainable transportation landscape in the region.