



BERJAYA SOMPO
INSURANCE

FOR IMMEDIATE RELEASE

BERJAYA SOMPO PARTNERS UP WITH IMOTORBIKE TO LAUNCH THE GOOD RIDERS: MOTOCHECK CAMPAIGN

Campaign aims to increase awareness of motorcycle maintenance and road safety

BERJAYA SOMPO INSURANCE

MotoCheck

Complimentary RM50 voucher for
engine oil replacement & bike inspection

Terms & Conditions apply.

Brought to you by
THE GOOD RIDERS

In collaboration with
iMotorbike

Kuala Lumpur, 11 July 2024 - In a concerted effort to promote the importance of motorcycle maintenance and road safety among Malaysian riders, Berjaya Sompo Insurance Berhad ("Berjaya Sompo") has launched The Good Riders: MotoCheck campaign in partnership with iMotorbike. This initiative is designed to enhance motorcyclists' safety on the road and underscore the importance of regular servicing.

In 2023, the Malaysia Road Transport Department (JPJ) recorded [6,344 fatalities in road accidents, with approximately 63% involving motorcycles](#). In response to these alarming statistics, Berjaya Sompo has introduced The Good Riders: MotoCheck campaign to address the alarming rate of fatal motorcycle accidents through education while emphasising the critical role of motorcycle maintenance.

The Good Riders is an initiative that reinforces Berjaya Sompo's commitment to ensuring road safety for all by highlighting the significance of safe riding practices among motorcyclists in Malaysia. It is also part of The Good Policy, Berjaya Sompo's Environmental, Social and Governance (ESG) initiative that has organically evolved from a foundational ESG commitment into a dynamic catalyst for change, serving as an inspirational call to action that resonates deeply with individuals and organisations alike, igniting a collective passion and urgency to drive meaningful impact towards a more sustainable, equitable, and better Malaysia.



"We believe that through Berjaya Sompo's The Good Riders: MotoCheck campaign, we can educate riders on the importance of regular motorcycle maintenance and safe riding practices, ultimately reducing the number of road accidents involving motorcycles," said **Mr Tan Sek Kee, Chief Executive Officer of Berjaya Sompo.**

Ms Sharmeen Looi, Chief Marketing Officer of iMotorbike added, "Our partnership with Berjaya Sompo for The Good Riders: MotoCheck campaign reflects our shared commitment to enhancing road safety. By providing inspection for customers' motorcycles and oil change, riders can maintain their motorcycle in top condition while ensuring safety. We want to make sure everyone understands the importance of regular maintenance for the safety of all road users."

Campaign Details:

Registration Period: 1 July to 31 July 2024

Redemption Period: 1 August – 31 October 2024, 9AM – 10AM, Monday – Sunday (excluding Public Holidays)

How to Enrol:

1. Download and sign up for the MySOMPO app. Fill in the form via the app to enrol.
2. Redemption Location: iMotorbike HQ, Glenmarie
3. Redemption Amount: RM50 (for engine oil replacement and bike maintenance only, additional costs to be borne by the customer)
4. Exclusively for 250 customers only on a first-come, first-served basis

Verification: Participants must present their IC and driving licence, registered vehicle number (as per the submitted form), and the official email from Berjaya Sompo.

For more information on The Good Riders: MotoCheck campaign, please visit <https://www.berjayasompo.com.my/good-riders-kempen-motocheck>

Caption for Photo 1: Team members from Berjaya Sompo and iMotorbike at the launch of The Good Drivers: MotoCheck

Campaign photo can be downloaded from this link: https://drive.google.com/drive/folders/1Q60gTdMqUtvimlt1s8y7MwEeXW4eLcSc?usp=drive_link

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About Berjaya Sompo Insurance Berhad

Berjaya Sompo Insurance Berhad (“Berjaya Sompo”), is a Malaysian operating entity and part of Sompo Group. Bolstered by the Sompo Group’s 80 years of trusted presence in Asia, spreading across 13 markets in the region, Berjaya Sompo is a leading name in general insurance in Malaysia, with an ever-expanding network that presently comprises 15 offices and 2,614 agents nationwide. Berjaya Sompo provides a comprehensive range of general insurance solutions for individuals and corporations.

For more information, go to www.berjayasompo.com.my.

About iMotorbike

iMotorbike is Southeast Asia's pioneering platform for buying and selling pre-owned motorcycles, currently operating in Malaysia and Vietnam. Its mission is to tackle four pain points of buying and selling pre-owned motorcycles, which are reliability, transparency, market fragmentation, and time consumption. iMotorbike offers a fast, secure, easy, and hassle-free online experience with 170-point motorbike inspections, a 6-day return, a 6-month warranty, countrywide delivery, and a bundle of finance, road tax, and insurance.

For more information about iMotorbike, please visit their website [here](#).

If you have any enquiries or require more information, please contact:

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