

KSR MOTO AUSTRIA the new name for Generic

Say hello to KSR Moto Austria, the latest brand being imported by Moore Large & Co Ltd.

This year, Moore Large & Co Ltd will be celebrating 40 years importing scooters and motorcycles since it first started importing Puch mopeds in the 1970s.

KSR Moto will join Greek brand, Nipponia and Taiwanese brand CPI, in the motorised portfolio of Moore Large & Co Ltd. While the official name change took place at Internot motorcycle show back in 2012, it is only now that the major changes are taking place with a new dealership network being

established and customer facing communications including the new name.

We spoke with sales and marketing manager of the Motorised Division at Moore Large & Co Ltd, Neil Proctor, to find out more.

So, why the change?

"KSR group wanted to emphasise that KSR Moto is their very own scooter and motorcycle brand with the vehicles and engines being developed and designed in Austria. They wanted to draw a distinct difference with those companies who are essentially

rebadging Asian vehicles; plus they realised that Generic is hard to pronounce in many languages!"

It sounds like we have lots to look forward to

"While there's some crossover from models from the Generic range, we shall be bringing in some new models which have never been seen before in the UK. As a result of this we will have a new dealer network, new prices and new levels of support that dealers and customers have been used to from Moore Large. For any of our existing dealers who would like to stock the new

Generic motorcycles is no more; it is now KSR Moto Austria. But what does that mean for you?

brand, we encourage them to get in touch."

But what about those with Generic models already?

"With one importer winding down and the new importer finding their feet, there may be a slight drop in the level of service experiences by customers – but hopefully this is not the case. Generic owners should still contact their current dealers for warranty issues, but for parts and machine upgrades they should talk to the new KSR dealer network."

For more information visit: www.wearemoto.co.uk

