



THE MOST TRUSTED MOTORCYCLE RESELLER

TAY MOTORS (M) SDN BHD IS A RENOWNED MOTORCYCLE COMPANY THAT HAS BEEN SERVING CUSTOMERS SINCE ITS ESTABLISHMENT IN 2009. INITIALLY FOCUSING ON SELLING MOPEDS AND PROVIDING REPAIR SERVICES, TAY MOTORS HAS EXPANDED ITS PRODUCT RANGE AND BUSINESS OPERATIONS OVER THE YEARS. THE COMPANY'S DEDICATION TO CUSTOMER SATISFACTION AND ITS COMMITMENT TO EXCELLENCE HAVE MADE IT A TRUSTED NAME IN THE MOTORCYCLE INDUSTRY.

In 2017, Tay Motors made a significant expansion by venturing into big bikes and superbikes. This strategic move allowed them to cater to a wider range of customers with different preferences and riding needs. Recognizing the potential in other divisions of Sarawak, such as Sibu and Serian, Tay Motors further expanded its business presence to ensure that customers across the region have access to their quality products and services.

The year 2022 marked a milestone for Tay Motors as they proudly opened their first brand shop, the KTM Flagship Store. This fully furnished store offers an extensive selection of motorcycles, ensuring that customers can find their ideal ride. Additionally, in mid-May 2023, Tay Motors celebrated the official opening of the Mforce Best Shop. Both brand shops are the first of their kind in the land of Borneo, showcasing Tay Motors' commitment to providing exceptional services and products to motorcycle enthusiasts in the region.



With a vision to be the most successful and respected industrial specialty motorcycles provider, Tay Motors has established a clear mission: To be a one-stop center for motorcycle sales, repairs, servicing, financing, and insurance services. By offering a comprehensive range of services under one roof, Tay Motors aims to simplify the customer experience and ensure that every aspect of motorcycle ownership is catered to.

Tay Motors prides itself on its diverse range of motorcycles, catering to customers' varying needs and preferences. From smaller 110cc models to more powerful 1300cc bikes, they offer an extensive selection to suit different riding styles and purposes. Alongside motorcycle sales, Tay Motors also provides insurance renewal and claim services, ensuring that customers can easily manage their insurance needs with convenience and peace of mind. Furthermore, the company has a dedicated team of skilled technicians who specialize in motorcycle services and repairs, ensuring that customers' bikes are kept in optimal condition.

Setting themselves apart from competitors, Tay Motors provides a full range of services within the motorcycle industry. They engage in motorcycle retail and wholesale, hire purchase, insurance, and maintenance and servicing services. What sets them apart is their innovative approach to hire purchase loans. Tay Motors is the first in the industry to offer a road tax insurance package as part of their hire purchase scheme. This unique package includes auto-renewal services, providing customers with added convenience and support. By offering low down payment hire purchase schemes, Tay Motors supports local economic growth and assists those in need by helping them acquire a vehicle for work purposes.

One of Tay Motors' key strengths is their focus on after-sales services. They go above and beyond by providing door-to-door or roadside breakdown motorcycle services, ensuring that customers receive prompt assistance when faced with unexpected issues. This commitment to customer support and convenience sets Tay Motors apart as a trusted partner in the motorcycle industry. With a team of 30 experienced mechanics, Tay Motors ensures that customer motorcycle servicing has a quick turnaround time of less than 15 minutes, minimizing downtime and ensuring customers can get back on the road swiftly.





THE KINGDOM OF MOTORCYCLES

Tay Motors also takes pride in their flexibility and willingness to support customers who may have faced financial difficulties. They have the capacity to approve loans for individuals who have been blacklisted or have a history of bad payment records, especially after the Movement Control Order (MCO). This compassionate approach helps individuals overcome transportation challenges and provides them with a reliable means to commute to work or carry out their daily activities.

Looking ahead, Tay Motors has set ambitious goals to provide various international motorcycle brands to the mass market. Their aim is to ensure that everyone has the opportunity to ride and experience the joy of motorcycles. With their comprehensive range of services, customer-centric approach, and dedication to social responsibility, Tay Motors continues to make a significant impact in the motorcycle industry.

Beyond their commitment to their customers, Tay Motors has demonstrated a strong sense of social responsibility. During the MCO period in 2020-2021, they distributed food aid to needy families, recognizing the importance of supporting the community during challenging times. Additionally, Tay Motors has organized the Tay Motors Blood Donation event since 2018, hosting over 20 blood drives to date. These initiatives showcase Tay Motors' ongoing commitment to saving lives and making a positive impact on society.

Their commitment to excellence and their unwavering focus on customer satisfaction position them as a trusted and reputable name in the motorcycle market. Whether customers are seeking to purchase a new motorcycle, require servicing or repairs, or need assistance with insurance or financing, Tay Motors is the go-to destination for all their motorcycle needs.

