

Collaboration with Eric Wainaina



Eric to demystify Riding

Eric Wainaina, one of the leading local musicians, has taken delivery of an LML scooter from Car & General. Partnership with Eric aims at providing solutions to the current transport congestion and high cost of fuel and other means of transport by supporting motorcycles for personal transport.

Motorcycle riding is an economic mode of transport and it offers freedom, convenience, saves time and money.

This partnership will also address riding safety concerns and perceptions - by encouraging safety wear, rider training, road discipline and vehicle maintenance issues.

“Riders need to have safety wear - boots, gloves, reflective vests, riding jackets, glasses and helmets, apart from having a rider’s licence, insurance and obey traffic rules, respect to other road users and keep their vehicles well maintained with genuine parts and service”, said Raphael Atanda, Marketing Manager for Car & General.

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