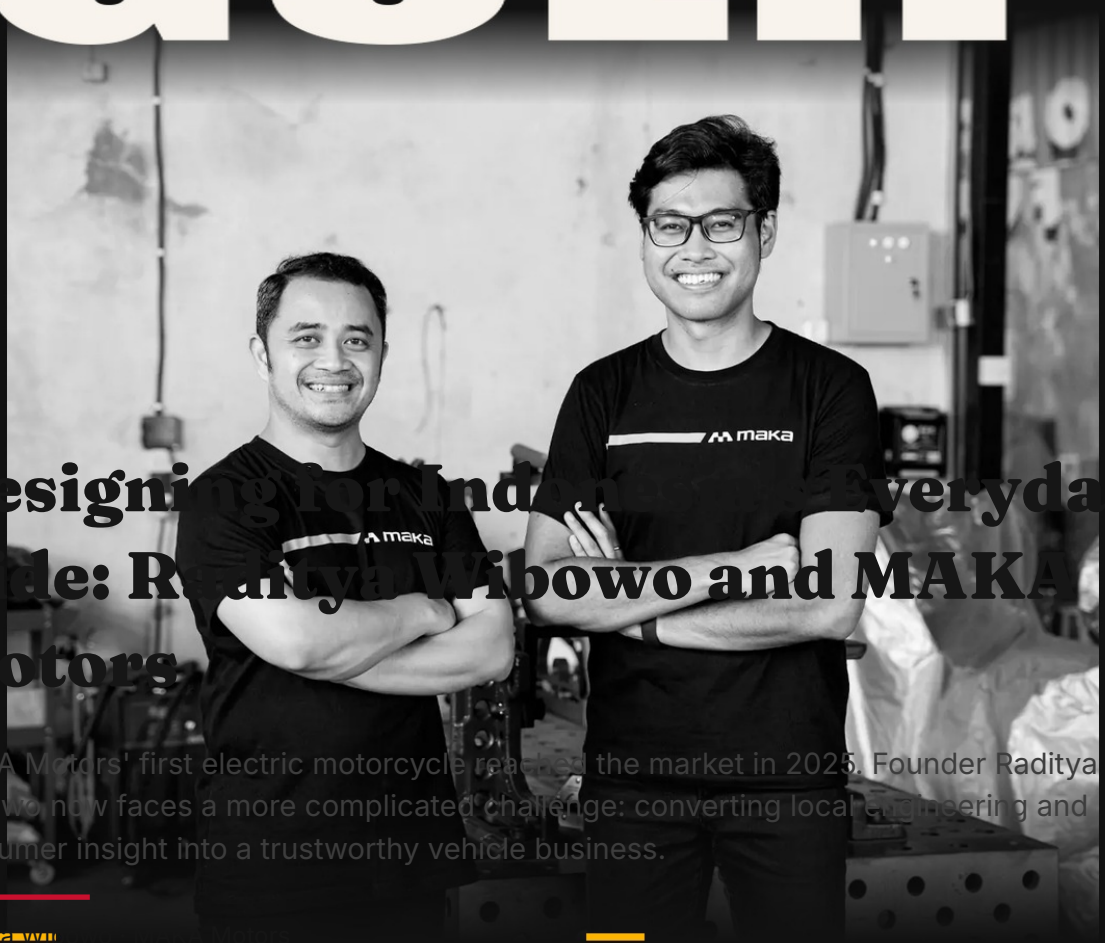
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Designing for Indonesia's Everyday Ride: Raditya Wibowo and MAKA Motors

MAKA Motors' first electric motorcycle reached the market in 2025. Founder Raditya Wibowo now faces a more complicated challenge: converting local engineering and consumer insight into a trustworthy vehicle business.

By GCEIP Editorial Desk · 13 November 2026

The design choices behind the Cavalry

What it takes to sell and service an electric bike

From a Market Insight to a Motorcycle

Indonesia is one of the world's largest motorcycle markets. For many households, the two-wheeler is essential infrastructure: transport to work, family mobility and a tool for earning income. That makes electric motorcycle adoption a question of day-to-day usefulness, not simply environmental preference.

Raditya Wibowo, founder and chief executive of MAKA Motors, recognised that a new electric model would have to compete on the qualities Indonesian riders already value. Range, riding comfort, performance, financing, maintenance and dealer access can be more persuasive than technology alone.

BUILT FOR REAL RIDERS

Raditya Wibowo

MAKA Motors was established in 2022. Rather than entering the market with a purely digital proposition, the team invested in vehicle research and development, supported by co-founder and chief technology officer Arief Fadillah. The company's first mass-market model, the MAKA Cavalry, was unveiled in January 2025.

The Product Is Only the First Test

At launch, MAKA listed the Cavalry at approximately Rp35.85 million in the Jakarta metropolitan market. The company advertised a range of up to 160 kilometres per charge under specified conditions. Both price and range are launch-period figures, not current universal purchase terms or independent real-world performance guarantees.

What matters strategically is the attempt to match a vehicle to the daily routines of Indonesian riders. The firm emphasised product development tailored to local road conditions, drawing attention to acceleration, power delivery and comfort.

But introducing a motorcycle is different from creating a motorcycle company with enduring customer confidence. A vehicle must be financed, delivered, serviced and supported with parts over its operating life. Buyers need to believe that the brand will still be accessible after the initial excitement has faded.

MAKA began addressing that challenge through showroom and service-network development. In September 2025, Indonesia's Antara news agency reported the opening of the company's first showroom in Denpasar, Bali, with a local partner. The location represented an effort to bring the product closer to markets beyond greater Jakarta.

A More Difficult Market in 2026

The company entered a challenging commercial environment. In a January 2026 television interview, Wibowo discussed weak purchasing power, uncertainty around electric-motorcycle subsidies and tighter consumer financing as obstacles to sales across the industry.

His remarks matter because they show a founder confronting the gap between product development and market adoption. Good engineering cannot remove uncertainty about policy or the ability of customers to borrow. Nor does growing consumer interest necessarily translate into completed sales.

Wibowo also discussed strategies aimed at riders with high daily mileage, including app-based motorcycle drivers who may be particularly attentive to fuel and maintenance costs. Those strategies remain commercial approaches to test, not proven evidence that every rider will achieve a particular saving.

GCEIP Analysis

MAKA Motors illustrates the challenge of developing a local industrial brand in a sector where established manufacturers enjoy deep distribution networks and customer loyalty. The startup's ambition is meaningful because it combines engineering, product design and physical operations.

Yet the real transformation will be measured through repeatable delivery, warranty support, financial performance and the quality of the ownership experience. A showroom expansion is a milestone; a reliable service network is an institution. A launch event is a moment; customer confidence takes years to build.

Wibowo has to manage these differences while responding to a market shaped by competition, policy uncertainty and consumer affordability.

GCEIP View

Raditya Wibowo's leadership journey is an example of a founder trying to build for the real demands of an enormous domestic market. The MAKA Cavalry demonstrates that the company has crossed the threshold from concept to commercial product.

The next phase will be less about the excitement of a new electric motorcycle and more about operational consistency: manufacturing quality, accessible service, disciplined expansion and a product that wins repeat trust. That is the demanding transformation at the centre of MAKA Motors' story.