There are about 80,000,000 motorcycles registered in Indonesia, 11,000,000 of them are in Jakarta. This high number of internal combustion vehicle, especially motorcycles, causing a high number of air pollution in Jakarta. With this air pollution urgency it is necessary to limit the use of motorcycle in Jakarta, but the problem is much deeper. Looking at how the city of Jakarta infrastructure was built it's safe to say that motorcycle is the ideal vehicle to support the citizen of Jakarta, therefore the attempt to bring down the air pollution number in Jakarta by limiting the use of internal combustion engine motorcycle is not that easy. In the other side, electric motorcycle that supposed to be the “green” alternative for gas powered motorcycle have not met any succes due to the lack of acceptance from majority of the people in Jakarta.

Electric motorcycle offers the same mobility as gas powered motorcycle without producing any air pollutant. The lack of acceptance that electric motorcycle get these days is caused by the bad image that they made during the introduction to the people. It is mostly regarding to the poorly executed design and a lack of mechanical performance. With this problem it is necessary to make a different approach to introduce electric motorcycle to the people of Jakarta. This project used a diagram of technology adoption life cycle by Geoffrey A. Moore from his book that titled Crossing the Chasm and decided to chose the early adopter group as the market goal. In Jakarta this group is considered as the trend leader and trend setter.

This project output is an electric motorcycle design concept that adopted a neo-retro design style that has modern features such as mobile phone application integration and touch screen head up display. This concept is set to begin and introduce the people of Jakarta to the use of electric motorcycle