

THEY ARE ^{Dr Mahathir} ~~MURAH,~~ ^{car prices} SAYS DR M

NST 28 AUG 1985

KUALALUMPUR, Tues. — The Prime Minister today described the Proton Saga as "very cheap and within the means of the ordinary people".

"The people should buy the national car because they are 'murah'.

"EON should also be able to sell the car (without difficulty)," he said when asked to comment in PENDANG, Kedah, on the prices of the Proton Saga which was announced today.

Datuk Seri Dr Mahathir Mohamad said there was overwhelming response from the rakyat following the sagarama tour of the nation recently.

Proton should exhibit the car at local and international trade fairs but he said it was up to the management of the company.

Dr Mahathir was speaking after addressing a Hari Raya Haji gathering at Bukit Raya Dalam.

He said 7,600 units of the Proton Saga would be produced by the end of the year and production would reach 40,000 units next year.

He advised buyers to be patient as they might have to wait for some time before they could take delivery of the car.

Nineteen Proton Sagas in red, white, blue and metallic blue arrived at the EON office in Alor Star last weekend for buyers in Kedah and Perlis.

However, the cars will not be placed in the showroom until Sept 1.

In IPOH, a cross-section of the public interviewed felt the competi-

← TURN TO P2. Col 7

Good reception to prices of Proton Saga

NST 28 AUG 1985

★ FROM PAGE ONE
tive price of the Proton Saga would ensure good demand.

However, there were some who, though enthusiastic, would want to assess the car's performance before deciding whether to buy.

Mr K. Loghandran, an executive officer with the United Asian Bank here, said there should be a good demand for the vehicle as the prices were low compared with existing models in the market.

Lawyer Gurbachan Singh, a prospective buyer, said the competitive price of the car would ensure good demand which would augur

well for the Malaysian car as it was cheaper than Japanese cars of a similar capacity.

Marketing executive Abdul Rasip Yasin expressed surprise that the price was "so low" for a high-quality car.

"I think sales should be good and I am already thinking of buying the car as it is so cheap."

Company secretary Miss Chung Chooi Wan said she would consider buying one after it had been in the market for some time and she called on the Government and commercial banks to extend loans on more relaxed terms to buyers.

In JOHORE BARU,

the Johore Consumers' Association (JCA) today said the price of the Proton Saga, with accessories, road tax and insurance, was not up to expectations of consumers.

Its chairman, Dr Tibbs Fernandez, said that the price of the Malaysian car was almost the same as others in the same range and it should be lowered to tempt more Malaysians to buy.

The JCA also urged the Government to produce components of the car locally instead of importing them from Japan as the fluctuating Japanese yen would affect the prices of components.