

D651

U E962 AAE

MAHATHIR

BM

EMBARGO: FOR RELEASE AFTER 10.30PM TODAY, FEB 4

KUALA LUMPUR, FEB 4 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMAD TONIGHT CALLED ON THE BUSINESS COMMUNITY TO DRAW UP A CODE OF MANAGEMENT ETHICS TO CREATE HONEST BUSINESSMEN.

ONE OF THE WAYS OF DOING THIS WAS TO FORM EXCLUSIVE BODIES WHOSE MEMBERS MUST BE HONEST BUSINESSMEN, THE PRIME MINISTER SAID.

SUCH EXCLUSIVE ORGANISATIONS COULD ENCOURAGE BUSINESSMEN TO MAINTAIN HIGH ETHICS AND LEAD TO THE CREATION OF HONEST AND RESPONSIBLE BUSINESSMEN, HE ADDED.

HE SAID THE GOVERNMENT WANTED TO RID THE BUSINESS SECTOR OF UNTRUSTWORTHY AND IRRESPONSIBLE PEOPLE SO THE HONEST ONES COULD CARRY OUT THEIR ACTIVITIES WITH EASE.

THE GOVERNMENT DID NOT SYMPATHISE WITH COMPANY DIRECTORS OR MANAGERS WHO HAD TO FACE LEGAL ACTION FOR COMMITTING BREACH OF TRUST IN THE DISCHARGE OF THEIR DUTIES, HE SAID AT A RECEPTION HERE ORGANISED BY EDARAN OTOMOBIL NASIONAL, THE OFFICIAL DISTRIBUTORS OF THE PROTON SAGA. -- MORE
2138MST 04 02 88

D653

U E963 AAE

MAHATHIR 2 KUALA LUMPUR (EMBARGO)

DATUK SERI DR MAHATHIR ALSO SAID COOPERATION WAS A VITAL INGREDIENT IN THE SUCCESS OF ANY BUSINESS.

+EVEN THOUGH DIFFERENCES OF OPINION MAY EXIST IN A JOINT-VENTURE BUSINESS, SUCH PROBLEMS CAN BE RESOLVED THROUGH THE WISDOM OF THE PARTNERS CONCERNED WITHOUT JEOPARDISING THEIR BUSINESS,+ HE SAID.

HE ALSO SAID A GOOD BUSINESSMAN WAS ONE WILLING TO SINK OR SWIM WITH THE PRODUCTS HE WAS SELLING.

HE CITED THE MARKETING OF THE PROTON SAGA AS AN EXAMPLE, SAYING SOME DEALERS WERE RELUCTANT TO ACCEPT DELIVERY WHEN THE DEMAND WAS WEAK.

+NOW THESE DEALERS ARE COMPLAINING THEY ARE NOT BEING GIVEN THE ATTENTION THEY NEED,+ HE SAID.

DATUK SERI DR MAHATHIR SAID MORE THAN 60,000 PROTON SAGAS HAD BEEN SOLD IN THE COUNTRY, REPRESENTING 85 PERCENT OF THE MARKET FOR CARS OF 1600CC AND BELOW. -- MORE
2141MST 04 02 88

D654

U E964 AAE

MAHATHIR 3 KUALA LUMPUR (EMBARGO)

HE CONSIDERED THE MARKET SHARE AS +VERY SATISFACTORY+ AND SAID THE CAR WAS BOUGHT BY NOT ONLY THE MIDDLE-INCOME GROUP BUT ALSO THE RICH.

+THIS SHOWS THE CAR'S DESIGN AND QUALITY MEET THE TASTE AND HAVE THE CONFIDENCE OF ALL SECTIONS OF THE PEOPLE,+ HE SAID.

HE CONGRATULATED PROTON FOR PRODUCING A QUALITY CAR AND EON FOR ITS EFFECTIVE MARKETING STRATEGIES.

THE DOMESTIC SUCCESS OF THE NATIONAL CAR MIGHT HAVE BEEN DUE TO SPECIAL GOVERNMENT TREATMENT, HE SAID, BUT ADDED THAT IF THE PROTON SAGA BECAME A SUCCESS OVERSEAS, IT WOULD BE AN OUTSTANDING ACHIEVEMENT AS THERE WAS NO FAVOURED TREATMENT FROM THE GOVERNMENT IN THIS. -- BERNAMA
2143MST 04 02 88