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PM: EON WILL DIVERSIFY AND BE TURNED INTO A SOGOSOSHA

190 (P)
SHAH ALAM, MARCH 16 (BERNAMA) -- EDARAN OTOMOBIL NASIONAL SDN BHD (EON), THE DOMESTIC DISTRIBUTOR OF THE NATIONAL CAR, PROTON SAGA, WILL DIVERSIFY INTO OTHER ACTIVITIES AND OPERATE AS A +SOGOSOSHA,+ PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD SAID HERE TODAY.

HE TOLD A NEWS CONFERENCE THAT EON WOULD VENTURE INTO OTHER ACTIVITIES SUCH AS FINANCE AND TRADING, AND ITS OPERATIONS WOULD NOT BE RESTRICTED TO THAT OF THE AUTOMOBILE INDUSTRY.

IT WOULD OPERATE AS A +SOGOSOSHA+ (OR A TRADING HOUSE), HE SAID AFTER LAUNCHING THE GROUND-BREAKING CEREMONY OF THE FACTORY SITE OF THE \$100-MILLION ENGINE PARTS MACHINING AND TRANSMISSION ASSEMBLY PROJECT FOR PERUSAHAAN OTOMOBIL NASIONAL SDN BHD, THE MANUFACTURER OF THE NATIONAL CAR.

THE NEW BUILDING COVERS AN AREA OF 8,000 SQ. METRES AND IS SCHEDULED FOR COMPLETION BY FEBRUARY 1991.

THE PRIME MINISTER EXPRESSED CONFIDENCE THAT THE EON MANAGEMENT WOULD BE ABLE TO EXERCISE GREAT PRUDENCE AND NOT RUSH INTO +SPREADING ITS WINGS+.

DATUK SERI DR MAHATHIR SAID EON WAS NOT LIKE PROTON IN THAT THE FORMER HAD NEVER EXPERIENCED LOSSES SINCE IT WAS SET UP TO DISTRIBUTE THE NATIONAL CAR IN THE DOMESTIC MARKET IN 1985.

+I AM ALSO CONFIDENT EON WOULD BE ABLE TO GET ITSELF LISTED ON THE KUALA LUMPUR STOCK EXCHANGE VERY SOON. +

DATUK SERI DR MAHATHIR DESCRIBED EON AS A HIGHLY INNOVATIVE COMPANY, NOTING THAT WHILE SELLING THE CAR AT A LOW PRICE IT WAS ABLE TO MAKE PROFITS THROUGH THE SALE OF CAR ACCESSORIES. -- BERNAMA