

U GE 23-02 00169 EA948

eng

Attention editors: correction

Repetition correcting bus colour in second para

MARA UPGRADES IMAGE OF TRANSPORT SERVICES

Mahathir - MARA '''

bm

92 (19)
KUALA LUMPUR, Feb 23 (Bernama) -- MARA today took several steps to improve its transport services including introducing, among others, its own limousine service, Limora Travel Services using the Proton Limousine.

The agency also introduced a new white and pink livery for its express buses, in-journey video and literature in the form of a magazine named +Image+ for its bus, limousine and ferry passengers.

Prime Minister/Datuk Seri Dr Mahathir Mohamad simultaneously launched the services and the products at Merdeka Square here.

Commending MARA for its efforts, Dr Mahathir told reporters after the launching: +They are developments in keeping with the times.+

The launch was telecast live by TV Malaysia and TV3.

Dr Mahathir said all services especially transportation, needed to be upgraded to keep up with the times. -- more

▼23/02/13-08MST

U GE 23-02 00133 EA946

eng

Mahathir - MARA 2 Kuala Lumpur '''

Mara Holdings managing director Omar Johar, in his speech described the upgrading of the agency's transport services as an attempt to match quality of ground transport with that of air travel.

He gave an assurance that there would be no increase in fares although services had been upgraded.

Limora Travel Services Sdn Bhd, formed early this year, operated 40 Proton Limousines.

The fleet would have 200 limousines by the end of the year, he said.

He said rapid growth of the tourism industry prompted Mara to set up the company.

Omar said it also took into account the increased number of hotels and the more frequent international conferences held here. -- more

▼23/02/12-53MST

U GE 23-02 00127 EA947

eng

Mahathir - MARA 3 Kuala Lumpur '''

Omar said the in-journey video and the +Image+ magazine would be handled by an associate company of Mara Holdings, Dasar Profil (Malaysia) Sdn Bhd.

These were part of Mara Holdings' efforts to provide entertainment to about 50,000 MARA express bus and ferry passengers daily, said Omar.

Such medium would also be used for public health campaigns against Aids and dengue, among others, he said.

The white and pink livery for MARA Holdings express buses was to evolve a corporate identity for all such vehicles owned by 21 of its subsidiaries, he said.

The white-pink tone contrast was chosen by the Prime Minister himself, he said. -- more ▲

▼23/02/13-06MST

U GE 23-02 00112 EA950

eng

Mahathir - MARA 4 (last) Kuala Lumpur '''

Later the Prime Minister boarded one of the 20 Mara buses for a tour of the city.

Starting from Merdeka Square, he was taken to Jalan Raja Laut, Jalan Sultan Ismail, Jalan Kuching, Jalan Hishamuddin and back to Merdeka Square followed by 19 other buses and 40 Proton Limousines.

Earlier the Prime Minister took part in aerobic workout at the square together with 1,000 staff of Mara and its subsidiary companies.

Also present at the launching ceremony were Public Enterprises Minister Datuk Dr Yusof Nor and Mara chairman Tamrin Ghafar. -- Bernama

▼23/02/13-24MST