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RUSA GETS ALMOST 3,000 BOOKINGS

KUALA LUMPUR, March 6 (bernama) -- Perusahaan Otomobil Kedua Sdn Bhd (Perodua) received almost 3,000 pre-launch bookings for the newly-launched Perodua Rusa, said its chairman, Raja Tun Mohar Raja Badiozaman, here tonight.

Speaking at the launch by prime minister Datuk Seri Dr Mahathir Mohamad, he said 80 percent of the bookings were for the deluxe model.

Raja Mohar said the Perodua Rusa was the first of such vehicles to be produced locally and Perodua would now enter a market segment which had up to now had been untouched by local car manufacturers.

He said the attractive design of Perodua Rusa was a result of modifications suggested by the prime minister on the original designs of Daihatsu of Japan, the technical partners of Perodua.

Daihatsu, he said, had acknowledged that the modifications suggested by Dr Mahathir had enhanced the attractiveness of the Perodua Rusa.

Raja Mohar said Perodua has initiated action to produce 660 cc and 850 engines locally for the Kancil and Rusa and for other potential users following Dr Mahathir's pre-condition for approving the production of the Perodua Rusa.

He said said the modern aerodynamic design of the Perodua Rusa was in line with market trends and consumer tastes. -- BERNAMA

MSL SHY