

16/12/1997

First ventures

NOWHERE has a number of `firsts' being notched with regular frequency than the automotive industry in recent months. Following the launch of the first Malaysian Truck - the MTB's Hicom Perkasa came the first Malaysian Van - the Inokom Permas. Now comes the first Malaysian electric car - the Poem Elek-Suria.

All three ventures are being undertaken in collaboration with established foreign partners using proven technology and tried and trusted methods. The technology net is also being cast far and wide and with the emphasis not exclusively on `Looking East'. The Permas van is based on the Renault Trafic of France while the Elek-Suria is hybrid British technology. Befitting its `national' status, all three ventures had elaborate launch ceremonies officiated by none other than Prime Minister Datuk Seri Dr Mahathir Mohamad himself.

(END)