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PERODUA ROLLS OFF 100,000TH KANCIL

KUALA LUMPUR, Jan 13 (Bernama) -- Perusahaan Otomobil Kedua Sdn Bhd (Perodua), which recently rolled off the 100,000th unit of the Kancil minicar, said it would produce 68,000 units of the Kancil and 20,000 units of the Rusa van this year.

It said in a statement that the 100,000th unit was produced after only 29 months since its launch by Prime Minister Datuk Seri Dr Mahathir Mohamad in August 1994.

It is estimated that as at the end of last year, there are about 96,000 units of the Kancil on the road.

Perodua said its sales for 1996 totalled about 51,000 units or 17.3 percent share of the local passenger car market.

Speaking at a recent special ceremony to mark the 100,000th unit, Perodua's Managing Director, Abdul Rahman Omar, said its roll out was a significant achievement for the company for two reasons. Firstly, he said the Kancil had identified its own niche and place in the local passenger car segment.

Secondly, he said without the full commitment of the management and staff, the record achievement would not have been possible.

Not only has Perodua secured a growing domestic hold but it has also successfully penetrated the export market by exporting to Brunei, Cyprus, Malta and Mauritius.

"We are continually exploring the overseas market and are now looking seriously at the United Kingdom before the third quarter of this year, subject to our compliance with their specifications on safety systems and production procedures," said Abdul Rahman.

Perodua had so far sold 7,240 units of the Rusa which had become a popular multi-utility vehicle carrying both passengers and goods.

"We aim to put out another 20,000 units of the Rusa this year. The improvements made at our plant have considerably enhanced our production capacity to 120,000 units of vehicles," said Abdul Rahman.

The Perodua plant located in Serendah has added new production lines and press facilities which in the long run will fulfill vehicle orders quickly and more efficiently.

"The public can look forward to receiving their Rusa vehicle about two months after their booking," Abdul Rahman said.

He said the company's plans for this year would include customer care activity and an encompassing quality-driven programme.

For instance, as a reward to Rusa's first 6,000 customers, Perodua has offered to replace the carpets in their vehicles and they should contact their nearest service dealers for the offer.

Abdul Rahman also said Perodua was working towards achieving certification on Conformity of Production (COP) and the ISO 9000 this year.

-- BERNAMA

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