

24 AUG 1998

Mahathir-Kembara

DR MAHATHIR LAUNCHES PERODUA KEMBARA (with pix)

KUALA LUMPUR, Aug 24 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad today launched Malaysia's first national four-wheel-drive (FWD) vehicle, the Perodua Kembara.

Kembara is a multi-purpose sports utility vehicle that combines the styling and recreational advantages of a sports/utility FWD with the handling and comfort of a passenger car.

The vehicle, produced by the second national car manufacturer Perusahaan Otomobil Kedua Sdn Bhd (Perodua), offers both an energetic spirit and superb ease of use around town.

Since its inception in 1994, Perodua has introduced two models into the market, namely the Kancil and Rusa. Both have received tremendous response.

Kembara comes in three variants, the EX, GX and EZ, with on the road prices ranging from RM45,898.00 to RM52,276.19.

The FWD is the first Perodua model to use its new corporate logo that represents the company's evolvement from a domestic car manufacturer to one with international ambitions.

Dr Mahathir also launched the new Perodua corporate logo. Present was Perodua chairman Raja Tun Mohar Raja Badiozaman.

Dr Mahathir and Raja Tun Mohar also witnessed the presentation of the ISO 9001 certificate by Derek Harvey, chief executive officer of the Vehicle Certification Agency (VCA) of the United Kingdom, to Perodua managing director Datuk Abdul Rahman Omar.

Perodua is awarded the internationally acclaimed ISO 9001 for the design of interior and exterior trim parts and accessories for motor vehicles.

The certificate is the first to be awarded to a passenger car and utility van manufacturer in the country.

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