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EON opens biggest branch office in Ipoh

Mimi Syed Yusof

EDARAN Otomobil Nasional Berhad opened its biggest branch office in Ipoh yesterday in an effort to further improve its services to customers.

Located in Jalan Kuala Kangsar, the branch office, which was officially opened by Perak Menteri Besar Tan Sri Ramli Ngah Talib, is a one-stop centre for sales and services.

Apart from selling Proton cars, it also acts as a service centre, Proton spare parts and accessories centre, and EON Motor Ria mart specialising in sales of car care products.

EON Motoria also sells refurbished Proton cars.

EON managing director Datuk Adzmi Abdul Wahab said the new branch was part of the on-going exercise by EON to improve its marketing effort and upgrade customer services.

He said the RM8.56 million centre was the first of its kind for EON.

"Existing EON centres in Kuala Lumpur and Selangor are only two-service and three-service centres. One such three-service centre is in Glenmarie, Shah Alam, which sells Proton cars, provide workshop services and sells parts and accessories.

"But the one here sells refurbished Proton cars as well," he told reporters after the opening by the Menteri Besar.

Adzmi said EON planned to turn the existing branch office and service centres in Kota Kinabalu and Johor Baru next year into a four-service centre.

Earlier, Adzmi said the Ipoh branch office now sells the Proton Perdana V6, the latest model in the Perdana series launched by Prime Minister Datuk Seri Dr Mahathir Mohamad at Stadium Bukit Jalil on Thursday night.

Adzmi said the launch of Proton Perdana V6 reflected EON's confidence in the measures implemented by the Government to revitalise the economy.

He said the economic upturn as indicated by the current demand of new and used cars had benefited EON greatly.

EON, he said, which registered sales of 2,300 new units in February, had increased the sales to between 6,000 and 7,000 new units in recent months.

In conjunction with the opening of the office, an EON Motor Ria Carnival will be held until Sunday. The carnival will offer sales of Proton parts, accessories and refurbished Proton cars.

EON is also offering for the next three days a special low interest rate of 7.9 per cent (current rate is 8.35 per cent) for loans from EON Finance to customers who purchase new Proton cars from the centre.

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