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Inokom aims to sell at least 30 Permas vans a month

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INDUSTRI Otomotif Komersial (M) Sdn Bhd (Inokom) hopes to sell at least 30 units of the Inokom Permas vans a month, its managing director Mr Lim Khoon Yee said yesterday.

He said, so far 70 units have been booked although Inokom's RM100 million factory in Kulim has an annual production capacity of 24,000 vehicles.

"For the time being we are still targetting the local market. We will eventually move into the export market.

"We are also developing a diesel version of the van which will be launched in mid 1999," Lim said at a press conference after the official launching of the van in Kuala Lumpur.

The Permas van is assembled at the Inokom factory which is located on an 81-ha site in Kedah. The factory was officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on November 15 1997.

Inokom is also developing automotive vendors in the northern region to supply it with parts and components by providing them with technical assistance, assisting them to attain ISO certification and to venture into new markets overseas.

The Inokom Permas will be distributed by Quasar Carriage Sdn Bhd and Hyumal Motor Sdn Bhd. With the launch of Permas, Quasar expects to increase its dealer network - both sales as well as parts and service - in the country.

The Inokom Permas, based on the Renault Trafic, comes in long wheelbase, short wheelbase, high roof, standard roof, basic and deluxe variants, with seating for two to 11 passengers.

The one-tonne van is priced at between RM41,746 and RM45,864 for the panel vans, and between RM53,909 and RM65,228 for the window vans. The Permas is powered by Renault's 2,165cc multipoint injection 4-cylinder engine.

As a commercial vehicle, the van features a high roof design which provides standing room and allows for easy loading, a low loading height, sliding side loading door, load anchorage points, and twin rear doors that open 90 or 180 degrees.

Permas is also available as a panel or window van. In the panel vans, a protective tubular steel bulkhead behind the driver's seat protects the driver from any cargo that might be thrown forward.

For the driver and passengers, the Permas features a user-friendly dashboard, car-like seats, courtesy lights in the front and rear cabin, and a fold-down writing table. The dashboard layout includes a clock, tripmeter, two-speed wipers and swivel air vents.

The front wheel drive five-speed Permas is also equipped with power steering, and an environment-friendly engine.

Incorporated in October 1992, Inokom has an authorised capital of RM500 million and a paid-up capital of RM100 million. A joint-venture between Malaysia, France and South Korea, Inokom's local partners are Berjaya Group Bhd (35 per cent), Polic DiRaja Malaysia Cooperative subsidiary Pesumals (M) Sdn Bhd (30 per cent) and Hyumal Motor Sdn Bhd (5 per cent).

Its foreign partners are motor vehicle manufacturers Renault from France and Hyundai Motor Company (15 per cent) from South Korea.

Berjaya Group Bhd and Pesumals (M) Sdn Bhd have two representatives each on the board of directors, while Hyumal Motor Sdn Bhd, Renault and Hyundai

Motor Company are represented by a director each.
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