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Perodua to secure 30pc of car market

PERUSAHAAN Otomobil Kedua Sdn Bhd is confident of securing a 30 per cent share of the passenger car market despite the current economic downturn, its managing director Datuk Abdul Rahman Omar said on Saturday.

He said although there had been a sharp drop in sales in March and last month, this month's sales were expected to increase following the introduction of the new variant of Perodua Kancil - Kancil EX extra.

"We hope to sell between 4,000 and 5,000 units monthly starting this month compared with 2,000 units for January and February respectively this year."

In February, Perodua captured 46 per cent of the market but its market share dropped to 25 per cent in March.

He said Perodua received more than 3,000 bookings last month after launching its limited edition of EX-B model, which was sold at RM19,980 per unit.

The new EX-extra, a 660cc manually-operated car, is priced from RM21,770 (without optional accessories) to RM25,540 (with optional accessories like air-conditioner, radio, alarm system, central locking system, wheelcaps and anti-rust).

Between 7,000 and 8,000 units of Kancil cars were sold a month before the economic downturn.

Abdul Rahman was speaking at the opening of the Perodua Alor Star branch and the unveiling of the new Kancil EX-extra in Alor Star.

Abdul Rahman said although vehicle sales in the local market had dropped by almost 60 per cent for the past six months, Perodua's overseas market had been promising.

The first 80 units of Kancil shipped to Egypt in March were sold out within a week. While, the next shipment of 280 units had been delayed due to shipping problems.

Prime Minister Datuk Seri Dr Mahathir Mohamad will launch the Kancil during his visit to Egypt this month.

He added that Perodua was also looking into other overseas markets.

"The decision to introduce the new variant is to offer customers with a better and more affordable choice in times of economic slowdown," Abdul Rahman said.

He added that despite the downturn, demand for a reliable and affordable car was still high.

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