

24 AUG 1998

MAHATHIR-KEMBARA

PM LAUNCHES PERODUA KEMBARA

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 sport utility vehicle that combines the styling and recreational advantages of a sport/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. Boths have received tremeondous respond.

Kembara comes in three variant, 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 respresents the company's evolvement from a domestic car manufacturer to one with international ambitions.

Dr Mahathir also launched the new corporate logo and witnessed the presentation of the ISO 9001 certificate to Perodua managing director Datuk Abdul Rahman Omar from the chief executive officer of the vehicle certification agency from the United Kingdon, Derek Harvey.

ISO 9001 certifiaction was wrded for the design of the interior and exterior tyrim parts and accessories for Perodua motor vehicles and is the first of its kind to be awareded to a passenger car and utility van manufacturer in Malaysia. -- BERNAMA

AD MR