

13 NOV 1998

PULAU PINANG, THIRD BIGGEST DOMESTIC MARKET FOR PROTON CARS

PULAU PINANG, Nov 13 (Bernama) -- Pulau Pinang ranks as the third biggest domestic market for Proton cars with 87,005 units sold and registered as at last August, Chief Minister Tan Sri Dr Koh Tsu Koon said today.

There were only 616 units of Proton in the state in 1985 when the national car made its debut compared to 13,344 units last year, he told reporters after opening RM10 million Pulau Pinang branch office of Edaran Otomobil Nasional Bhd (EON), here.

He commended EON for its success in marketing Proton cars in the state.

Kuala Lumpur remains the biggest domestic market for Proton, followed by Johor. Perak is ranked fourth.

EON managing director Datuk Adzmi Abdul Wahab said EON anticipated a 10 per cent increase nationwide in sale of Proton cars next year following economic recovery steps taken by the government as well as relaxation given for car purchase. Sale in Pulau Pinang is expected up between one and seven per cent.

He said EON had received 100 bookings for the Proton Perdana V6 which was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad in Kuala Lumpur yesterday.

In conjunction with the opening, EON is holding a three-day carnival where Proton users can get spare parts and accessories as well as inspection for their cars.

-- BERNAMA

ZU ABG