

07/12/1999

Keys for first Perodua e-shoppers

PERUSAHAAN Otomobil Kedua Sdn Bhd presented keys to its first four e-shoppe customers during a ceremony held at its Desa Pandan branch recently.

Ahmad Najib Ahmad Dahalan, Soo Eng Kan and Ong Aieen Lan bought a Perodua Kancil each while Zaliha Mohamad bought a Perodua Kembara.

The keys were presented by Perodua managing director Datuk Abdul Rahman Omar.

Also present were Guardian Royal Exchange Assurance (M) Berhad director Graham Brown, Mayban Assurance Berhad manager Mohamed Ramli, Perodua information system director Hisham Ahmad and sales and marketing deputy general manager Mahadi Affendi.

Mahadi said the Perodua e-shoppe was the first in the country that offered Internet surfers information on Perodua cars, service centres and dealers in the country.

He said to date 8,000 people had visited the website at www.perodua.com.my and 40 prospective buyers had made bookings.

Ong said other automobile companies should follow the Perodua lead.

She said it was a great effort by Perodua as the nation entered the new millennium.

"It is very convenient. It has all the information that we would like to know, including that on insurance companies. We only need to click," she said.

She added that the response from Perodua after the booking was made was also very swift.

E-shoppe was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad during the opening of the Kuala Lumpur Motorsports Show '99 last October.

As part of the e-shoppe promotion, Perodua is offering a special package.

The first 1,000 customers who place their bookings on-line for any Perodua car before March 31 next year will be given a discount of RM200.

Mayban Finance Berhad and Arab-Malaysian Finance Berhad are offering a 90 per cent loan with an interest rate of 6.5 per cent and up to seven years' repayment period.

Participating insurance companies Guardian Insurance, Mayban Assurance and Malaysian Alliance Berhad are also offering mystery gifts to eligible customers.

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