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Pekema members to have 50 cars at auto expo

KUALA LUMPUR, Wed. - The Malay Vehicle Importers and Traders Association (Pekema) today announced the participation of 50 cars from its members for the KL Motorsports Show '99 next month.

The association has so far confirmed the participation of four companies which are agents for several European car makers.

These companies include Milan Auto (M) Sdn Bhd (Alfa Romeo), Sisma Auto Sdn Bhd (Jaguar) and Torino Motor Sdn Bhd (Fiat).

Also confirmed to be participating is Edaran Pekemas Sdn Bhd which deals in Ducati and Cagiva motorcycles.

Executive secretary Haslina Mohamed said the association is expecting more companies to participate in the show which will be held between Oct 14 and 28 at the Putra World Trade Centre.

"We are in the process of getting up to six more companies," she told a press conference.

The association have been allocated 800 sq. metres of exhibition space of the total floor space available of 8,500 sq. metres.

Association president Abdul Hamid Ibrahim said Pekema's participation was largely due to the positive economic outlook which has encouraged members to market their cars aggressively.

"Our participation is not only to support the efforts of the organisers Le Proton Lima Sdn Bhd, but also a move for our members to explore new markets."

Le Proton Lima executive chairman Datuk Mohd Radzi Manan urged the association to enter into a long term arrangement with the company for involvement in future Motorsport shows.

Pekema, which was set up in 1984, now has 208 members consisting of Completely Built Up vehicle importers, franchisers and car dealers.

Mohd Radzi announced today that Prime Minister Datuk Seri Dr Mahathir Mohamad would open the event at Dewan Merdeka, PWTC, on Oct 14.

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