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Perodua poised to achieve 30pc market share

PRIME Minister Datuk Seri Dr Mahathir Mohamad yesterday launched Perusahaan Otomobil Kedua Sdn Bhd's new-look Kancil.

The Prime Minister also launched the company's website or Perodua e-shoppe.

Both events were held in conjunction with the opening of the KL Motorsports Show '99 at the Putra World Trade Centre in Kuala Lumpur.

The e-shoppe or on-line facility will allow customers to book any of Perodua's products by visiting the website at [www.perodua.com.my](http://www.perodua.com.my) without having to visit a showroom.

The new look Kancil comes with new seat fabrics, door trimmings, electric door mirrors, re-designed signal lights, attractive sports rims and new grille, front door armrests, two-tone side skirting and a roof spoiler with third brake light.

This is the second facelift for the car since it was first launched in 1994.

However, despite the new package of accessories, there is only a minimal increase in price ranging from RM120 to RM250 depending on the model and colour of the car.

The Kancil's new price ranges from RM25,138 to RM25,512 for the 660cc model and from RM29,468 to RM34,362 for the 850 model.

Perodua, the manufacturer and distributor of Perodua Kancil, is close to capturing 30 per cent of the local car market - a target it had set in 1996 to achieve in 2001.

Describing this as "fabulous", Perodua managing director Datuk Abdul Rahman Omar said Kancil's stake in the local car industry grew from 17 per cent in 1997 to 22 per cent in 1998.

Its market share in September this year stood at 28.9 per cent, he said.

"In that month alone, 8,019 units of Kancil were sold from our total production of 8,400," he told Bernama when met after the launch.

Based on this outstanding trend, Perodua is now in a comfortable position to meet its 87,000 vehicles sales target this year. Perodua can produce up to 120,000 vehicles a year.

"To achieve this means we are poised to reap a total sales value of RM3.2 billion to RM3.3 billion," he said. Apart from the Kancil, Perodua also markets the Kembara 4x4 and Rusa van.

Abdul Rahman also forecast the local motor industry, which started to recover from early this year, to be in a much better shape next year following the full-steam growth of the local economy.

"Currently, the monthly sales volume (for the local vehicle market) stands at about 26,000 units. If this trend continues, the year 2000 sales can easily surpass the 300,000 level," he said.

Although this figure is much lower than the peak of 403,000 units reached in 1997, Abdul Rahman said it signalled the strong comeback of the local motor vehicle industry.

The Prime Minister also officiated two other functions at the motorshow - the launching of the "Million Faces of Carricature" by cartoonists Don & Zallie and the Simex Rainforest Challenge 1999, the biggest 4x4 event in Malaysia.

Twenty three countries will participate in the event from Nov 28 to Dec 8. The trails runs through jungles in Selangor, Perak, Pahang, Kelantan, Terengganu, Johor and Negri Sembilan.

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