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PM launches new look Perodua Kancil

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PRIME Minister Datuk Seri Dr Mahathir Mohamad yesterday unveiled the new look Perodua Kancil and launched Perodua e-shoppe during the opening of the KL Motorsport Show 99.

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

Also present at the launch were Perodua managing director Datuk Ab Rahman Omar and Motorsport Show 99 organiser Le Proton Lima Sdn Bhd executive chairman Datuk Mohd Radzi Manan.

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-toned side skirting and a roof spoiler with third brake light.

With this new package of accessories, there is a minimal increase in price ranging from RM120 to RM250 depending on the model and colour of the Kancil.

The Kancil's price now ranges from RM25,138.04 to RM25,512.04 for the 660cc model between RM29,468.52 and RM34,362.95 for the 850cc model.

The Kancil is available in solid Kristal White, Bunga Raya Red, Tropical Green and metallic Kilauan Silver. Perodua is also offering attractive new metallic colours Juita Gold, Samudra Blue, Siber Blue and Elegan Green.

The public will be able to view the new look Kancil during the KL Motorsports Show 99 at the Putra World Trade Centre from October 14 to 24 1999, or at any of Perodua's 138 sales outlets nationwide.

In the last five years, Kancil has received tremendous response from customers with sales of 48,919 units as at September 1999.

The Perodua e-shoppe meanwhile, provides customers with an alternative to the traditional sales and marketing approach. They can now book any of Perodua's products by visiting its website at www.perodua.com.my.

With a click of a button at the e-shoppe icon in the website, customers have a choice of placing their bookings online and do not need to visit Perodua showrooms to place their orders.

Perodua's Ab Rahman said the e-shoppe project represents the company's next move into computerisation activities.

"With the introduction of Perodua's website and e-shoppe, Internet users will be able to access the website to obtain further information on Perodua and its products, and place orders online," he said.

Ab Rahman said Perodua intends to go on a wider scale within the e-commerce environment, and eventually provide integration of linkages with supply chain management, governmental bodies including Customs and the Road Transport Department, financial institutions and customers.

For the first 1,000 customers placing their bookings online before or on March 31 2000, Perodua is offering a special package as part of its e-shoppe promotion.

Customers will be given a discount of RM200 for every purchase of any of Perodua's vehicles. A 90 per cent loan with an interest rate of 6.5 per cent and up to seven years of repayment period will be offered to customers by two of Perodua's participating finance partners, Mayban Finance Bhd and Arab Malaysian Finance Bhd.

Eligible customers will also receive mystery gifts from the participating insurance partners, Guardian Insurance, Mayban Assurance Bhd and Malaysian Assurance Alliance Bhd.

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