

Perodua may cut back on some models to support Kenari

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PERUSAHAAN Otomobil Kedua Sdn Bhd (Perodua) will scale down on the production of some of its existing models to accommodate production of its soon to be launched 1000cc Kenari multi usage mini wagon.

Perodua plans to produce between 1,600 units and 2,000 units of the Kenari a month but if the demand is overwhelming then the company plans to cut down on the production of its other models.

Apart from Kenari, Perodua currently produces vehicles ranging from passenger cars (Kancil), 4WDs (Kembara) and vans (Rusa).

Perodua's managing director, Datuk Abdul Ruhman Omar, admitted that production capacity is a worry as even without the Kenari the capacity is close to full.

"For April our production rate was 97 per cent," Abdul Rahman said noting that the carmaker produced 97,000 vehicles from its full capacity of 100,000 units.

He added that for this year he expects the company to increase its production capacity to 120,000 units through the upgrade of its existing facilities.

"There will not be an expansion in our production line, only an upgrade of the existing facilities," Abdul Rahman said. He added the carmaker only expects to expand its production line in the middle of next year.

For this year, Perodua which is the third fastest selling car in the region, expects to sell between 108,000 units and 110,000 units of automotive vehicles.

"Our production output will be likewise," he said adding that Perodua only produces cars, based on the demand in the market. He added in 1999, Perodua sold 98.8 per cent of the units it manufactured.

In 1999, Perodua's total production output was 87,000 units and it managed to sell about 86,000 units.

This year, Abdul Rahman said the demand for cars is expected to be in the range of 350,000 and 380,000 units, and Perodua hopes to capture a minimum 29 per cent share of the market.

Meanwhile, the managing director also said that the Kenari will be sold between RM37,000 and RM42,000. He also said that the multi mini wagon is equipped with electronic fuel injected 12 valve DOHC engine to provide better driving power and fuel efficiency.

The multi usage mini wagon will come in three variants, namely, the one litre standard (EX) model and the one litre deluxe (GX) model which comes with a five speed manual transmission, and the one litre automatic (EZ) model which comes with a four speed automatic transmission.

The Kenari will be officially launched by Prime Minister Datuk Seri Dr Mahathir Mohamad on June 14 this year but it will be available for booking at all Perodua sales outlets and e-shops starting today.

At the news conference Abdul Rahman said that Perodua will also have an e-auction in conjunction with the launch of Kenari.

"The e-auction is the first electronic charity auction for an automotive in Malaysia and the proceeds will be donated to various charitable organisations through BAKTI."

The Kenari on auction will be unique as it will be specially fitted with leather seats, steering wheel and door trim, and the centre cluster will be laminated in a special colour of light grey. In addition it will bear a special registration number of WHP 9.

Those who are interested in making a bid for the Kenari will have to log on to www.perodua.com.my/Kenari. A sneak preview on the Kenari would be available online. To bid, the interested party would have to hit on the banner that says "Click to bid" and the site will move to www.lelong.com.my/kenari for registration before bidding for the vehicle.

The successful bidder will be presented with the pearl white automatic Kenari at the launching ceremony of the car on June 14.