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MAHATHIR-PERODUA

DR MAHATHIR TO LAUNCH LATEST PERODUA MODEL ON JUNE 14

PETALING JAYA, May 31 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad will launch Perusahaan Otomobil Kedua Sdn Bhd (Perodua)'s latest model - the Kenari, a family multi usage mini wagon, on June 14.

Perodua managing director Datuk Abdul Rahman Omar said the company expects to sell between 1,600 and 2,000 units of the Kenari per month.

The 1000 cc Kenari is equipped with electronic fuel injected 12-valve DOHC (Double Overhead Camshaft) engine to provide better driving power and efficiency and will be sold at between RM37,000 and RM42,000 per unit.

The car will be available in both metallic - gold, purple and blue - and in existing Perodua colours, Abdul Rahman told reporters at the launching of Perodua's e-auction here today.

Targetted at young families, the Kenari is available in three variants, a one-litre standard (EX) and a one-litre deluxe (GX), both with a five-speed manual transmission and a one-litre automatic (EZ) with a four-speed automatic transmission.

Abdul Rahman said the company has currently reached its maximum output capacity of 120,000 vehicles a year at its plant in Serendah.

As such, he said production of the Kenari model and similarly any future increase in the output of the model would have to be produced at the expense of its other models.

"If Kenari's demand is very good, we have to reduce production of the other models," he said, adding that the most likely candidate would be the Perodua Rusa van.

He also said that the increase in production for all Perodua vehicles would only be done in the middle of next year when the company's plant expansion programme is completed.

On the e-auction, Abdul Rahman said to commensurate with the launching of the Kenari, Perodua had decided to put a specially fitted Kenari up for auction, with the proceeds to be donated to various charitable organisations through BAKTI (the Association of Wives of Ministers and Deputy Ministers).

The car which comes with a special registration number of WHP 9 is expected to be sold at around RM100,000.

Those interested to make a bid for the Kenari, put up for auction, can surf Perodua's website www.perodua.com.my/kenari.

The successful bidder will be presented with a pearl white automatic Kenari on the launching day.

Abdul Rahman said another three Kenari vehicles have been bought for RM320,000 by Perodua's associates, proceeds of which would be given to charity.

In addition, the associates who purchased the three cars would also donate the cars to BAKTI.

Meanwhile, Abdul Rahman said the company which has already launched its electronic shopping (e-Shoppe) is now trying to link up with the Royal Customs and Excise Duties Department and the Road Transport Department in trying to implement a paperless car registration system for Perodua vehicles.

He also said the company is linking up with a bank to provide car financing electronically and when the system is fully implemented, Perodua expects to sell 500 of its vehicles using this method. -- BERNAMA

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