

13 JUNE 2000
PERODUA - KENARI
PERODUA KENARI TO ENTER UK MARKET FROM OCT

SHAH ALAM, June 13 (Bernama) -- Perusahaan Otomobil Kedua Sdn Bhd (Perodua) plans to export the Perodua Kenari, the new addition to company's product mix, to United Kingdom in October, its managing director, Datuk Abdul Rahman Omar said.

He said the Kenari to be launched by Prime Minister, Datuk Seri Dr Mahathir Mohamad tomorrow, would replace the earlier Kancil model in that market.

The Kenari, he said would be Perodua's new "baby" selling in the UK market, as replacement to Kancil, as the latter model would no longer be allowed to enter the market from October as it did not conform to the latest UK safety standard.

Powered by the one-litre 12-valve electronic fuel injection engine, he said, the Kenari was produced to include all the safety features outlined in the new Standard Euro (2) 1998 collision safety standard.

Speaking to reporters during the press preview of the new family mini wagon here last Saturday, Abdul Rahman said the company planned to ship the first batch of 100 Perodua Kenaris to UK from November.

"The Kenari will also make its first international appearance at the Birmingham Motor Show, to be held on Oct 17," he revealed.

On Kenari's prospect, Abdul Rahman was confident of selling 1000 units a month by year-end and hoped to increase it to between 1,200 and 1,600 units next year.

"The response so far is good. From the first booking day on June 1 up to June 7, we already received 784 orders," he said, adding that the Kenari would be available at all 20 Perodua showrooms and 120 authorised sales dealers in the country from tomorrow onwards.

Abdul Rahman attributed the good sales to increase in demand for motor vehicles in the country.

"As for April, Malaysia registered motor sales of more than 30,000 units, the highest monthly figure since the economic recession in September, 1997," he said.

Abdul Rahman said that the motor vehicles industry had grown steadily from the lowest of about 6,000 units in February 1998 to 30,000 units in April 2000.

"I hope the the industry can achieve total (motor vehicles) sales of more than 350,000 units this year," he said, adding this was compared to the all-time high sales at 404,000 units in 1997.

According to Abdul Rahman, since its inception in 1994, Perodua has successfully introduced Kancil, Rusa and Kembara models into the market, with all models receiving tremendous response.

"With the introductory market share of 4.4 percent in 1994, Perodua is expanding and expected to capture 30.0 percent of the market share this year," he said.

Regarded as the right choice of vehicle for the new millennium, Perodua Kenari is a family multi usage mini wagon, which combines an adventurous spirit with ease of use in town.

Coming in three variants, a standard EX, deluxe GX and automatic version EZ, the Kenari will be available in Kristal White and Bunga Raya red, Siber Blue, Elegan Green, Bara Red, Prisma Purple, Milenia Gold and Harmoni Blue, both in solid and metallic paint. -- BERNAMA

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