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Waja proves to be a runaway success as thousands turn up to look and book

PUBLIC response to the Proton Waja shows no signs of abating, with large crowds continuing to surge at Edaran Otomobil Nasional Berhad (EON) and Usahasama Proton-DRB (USPD) outlets to take a closer look or to make further enquiries about the car.

At present, two versions of the car are available - the 1.6 manual and 1.6 automatic which retails for RM58,963.30 and RM62,840.69 respectively.

A spokesman from EON said that up to 8pm on Thursday, about 2,700 bookings were made for the car at all 52 EON sales branch offices nationwide. About 70 per cent were for the automatic version.

USPD's senior sales manager (operations) Rosli Said said 2,500 bookings were made at the company's 100 sales outlets nationwide on Thursday.

Rosli said most of those who turned up at the outlets went there to book instead of just taking a closer look.

"This is because the Waja has been on display at the showroom since after it was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad last May," he said.

In Penang, USPD's outlets were crowded with people taking a look at the car or looking to book it.

In Johor Baru, people continued to throng EON and USPD outlets.

About 150 bookings were made at three outlets in the city.

A manager of one of the outlets said that most of those who booked the car said they liked Waja's sleek design and spacious interior.

"Many buyers are also taking the opportunity to upgrade their cars to the Waja from Proton's other models such as the Iswara or Wira," he said.

In Malacca, two EON outlets have received more than 200 bookings for the Waja.

Most customers were of the opinion that Waja was underpriced in view of its sleek design and state-of-the-art accessories.

Edaran Auto Mobil in Batu Hampar, Peringgit, meanwhile, has recorded 180 bookings.

In Kuala Terengganu, EON's sales representatives and authorised dealers are optimistic that the Waja will become a big hit.

Sales representative Zainuddin Yusof said since Thursday the outlet at Jalan Bukit Kecil had received 60 bookings. Buyers could expect their car in a month.

In Kuantan, the seven car dealers selected to sell the Waja have reported a total booking of up to 50 units with many more potential customers expected to place their orders within the next few days.

Pesat Auto Sdn Bhd manager Tee Keh Hock said the outlet had so far received 12 bookings.

"Our 10 salesmen have their hands full with enquiries since the car was launched by the Prime Minister last May," he said.

Jelai Holdings Sdn Bhd sales manager Nordin Hasib said his outlet had received at least 20 bookings so far.

"I have yet to collect the exact number of orders from my salesmen but I expect it to reach 50 by the end of the day," he said.

Three USPD outlets in Kuantan have also received bookings for the car but the total number so far is less than 50.

"However, we expect it to increase soon," a USPD spokesman said.

In Ipoh, bookings for the Proton Waja continue to come in by the dozen at the various EON and USPD outlets in Perak.

From midnight Aug 30 until yesterday afternoon, serious buyers and curious have thronged in non-stop to the outlets to have a closer look at the car.

The EON outlet at Jalan Sultan Iskandar said about 150 units have been booked since the opening yesterday, while the USPD outlet in Taiping received about 50 bookings so far.

At the USPD outlet in Teluk Intan, about 40 units have been booked while its outlets in Jalan Kampar and Menglembu each received about 50 bookings.

All USPD outlets in Perak said they expect more bookings will be made within the next few days, especially over the weekend.

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