

# Perodua plans to export Kelisa to Britain soon

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PERUSAHAAN Otomobil Kedua Sdn Bhd (Perodua) plans to export the recently-launched Perodua Kelisa to Britain in October this year.

Perodua managing director Datuk Abdul Rahman Omar said the Kelisa was currently undergoing tests and he expected the process to be completed next month.

"Britain is our priority market. We are expecting to see the first shipment of the Kelisa to Britain by early October," Rahman told reporters after a press preview and test drive of the car in Sepang yesterday.

Perodua has stopped exporting the Kancil to Britain after the car failed to meet British standards.

According to Rahman, the Kelisa would also be exported to Perodua's other overseas markets, including Egypt, where *Kancil* cars were a success.

The Perodua Kelisa was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad in Sungai Choh, Selangor, earlier this month. According to Rahman, Perodua has already received bookings for about 1,200 units since the launch.

Rahman also said the Kelisa was more price competitive than the 850cc Perodua Kancil.

"Our worry is that the Kelisa sales may bog down sales of the Kancil EX850 and EZ850," he said.

Perodua has targeted to produce between 3,000 and 4,000 units of the Kelisa a month. The company is selling the four-door, 1,000cc twin-cam vehicle for between RM36,000 and RM39,000.

On the performance of Perodua's other models, Abdul Rahman said that between 8,000 and 10,000 units of the Kancil were being sold monthly, accounting for about 75% of the total Perodua sales.

He said Perodua was selling about 1,000 units of the *Kenari* a month.