

24 JUL 2001

JASERI-PORSCHE

JASERI AIMS TO SELL 60 PORSCHE CARS OVER THE NEXT ONE YEAR

SHAH ALAM, July 24 (Bernama) -- Jaseri Auto Sdn Bhd, the sole licensed importer of Porsche cars in Malaysia, hopes to sell 60 units of the German-made luxury cars, ranging from the "Boxter" to the "Carrera GT 2" models over the next one year.

Its chairman, Datuk Mokhzani Mahathir, said the company also aimed to sell 50 units the Swedish-made Saab cars as well as Rover and General Motor macques over the same period.

Jaseri is also the distributor of the Porsche macques in the country.

Since been appointed Porsche distributor last month, Jaseri has sold five Boxters and two Carrera GTs, Mokhzani told newsmen after the opening of Auto Eurokars Sdn Bhd's RM4 million showroom by the Regent of Selangor, Tengku Idris Shah, here today.

"Although the targeted number of cars of both Porsche macques to be sold is quite a lot, we are confident of achieving the target," he added.

Mokhzani said that the sales target was based on a quota fixed by Porsche AG, determined after a strict study of the country's market acceptance.

Jaseri has two showrooms -- one at the Temasya Industrial Park in Shah Alam and the other at Jalan Tun Razak in Kuala Lumpur.

Both showrooms are managed by Auto Eurokars, which operates a full-fledged after-sale service and maintenance workshop in Shah Alam. --

BERNAMA

RIZ MFJ KTC