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PERODUA-KELISA

PERODUA EXPECTS TO CAPTURE BIGGER MARKET SHARE WITH KELISA

RAWANG, Aug 4 (Bernama) -- Perusahaan Otomobil Kedua Sdn Bhd (Perodua) expects to capture a bigger share of the local car market share with the introduction of Perodua Kelisa, said its managing director Datuk Abdul Rahman Omar, today.

"We will increase our market share. Last year, our market share was 28.3 percent and for this year we expect to reach 30 percent," he told reporters after the roll-off of the 500,000th unit produced by Perodua which was also the first unit of Kelisa, at Perodua's plant in Sungai Choh here.

The first Kelisa's roll-off was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad who personally did the five points inspection on the car before signing and putting a seal on the certification form.

Abdul Rahman said the engine and platform of Kelisa is equivalent to Kenari, and it is equipped with a 1,000 cc twin cam engine.

The booking for the Kelisa which was expected to be priced between RM36,000 and RM39,000, would start this Monday and the official launch would be on Aug 24, 2001, said Abdul Rahman.

The Kelisa which has about 57 percent local content would come in three variants, EX, GX and Easy, like its predecessor Kancil and about 1,700 units would be available during the launch day.

Asked about the sales target, he said Perodua expected to sell between 3,000 and 4,000 units a month.

Abdul Rahman said following the introduction of Kelisa, the sales volume for Kancil might be affected but not that much.

He also said the 660 Kancils currently represented about 40 percent of the Kancil sales, while the one with 850 cc was about 60 percent. --

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