

# Inokom sets 1st year sales target for Atos

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By HONG BOON HOW

INOKOM Corp Sdn Bhd is expecting 1st year sales of between 15,000 and 20,000 units for its Atos multi-function vehicle (MFV).

Inokom managing director Datuk Ho Tet Kheong said the 1-litre vehicle, which was developed from the Hyundai Atos, was competitively priced at RM43,000 and would be officially launched next month.

"We are confident of obtaining good sales as the model on which the Atos was based was well accepted locally," Ho said after the signing on the certification for the mass production of the Inokom Atos (Aksi Terunggul Otomobil Serbaguna) in Putrajaya yesterday.

The ceremony was witnessed by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Inokom was represented by its chairman Amer Hamzah Ahmed at the signing while Hyundai Motor Corp of Korea was represented by its vice-president Park Byung Jae.

Amer said Inokom was looking into the possibility of assembling one or two more models of Hyundai vehicles in the future.

"For now, our focus is to ensure that vehicles produced by us are of top quality and not just in selling large volumes," he said.

Amer also said Inokom would take advantage of reduced tariffs under the Asean free trade area (Afta) and would consider exporting the Atos to regional markets.

Dr Mahathir, who was briefed on Atos' features, said local companies could learn from Korean automobile makers on how to reduce the cost of producing and manufacturing cars.

He said that besides having the ability to produce cars at a lower cost cars made by Korean automobile companies were also of high quality.

Besides being the national manufacturer of light commercial trucks and vans, Inokom also contract manufactures other vehicles at its 200-acre plant in Kulim, Kedah.

The Atos would be distributed locally by Hyundai-Berjaya Sdn Bhd which also distributes other Hyundai cars in Malaysia.