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PROTON-SALES

PROTON EDAR EXPECTS VEHICLE SALES TO INCREASE NEXT YEAR

KOTA BAHARU, Dec 2 (Bernama) -- Proton Edar Sdn Bhd expects to see an increase in sales of all vehicles it marketed beginning January next year, its Chief Executive Officer Datuk Maruan Mohd Said said.

He said that the forecast was made based on the company's initiatives and promotional moves.

"We are confident that these initiatives would bring in results in January and February next year," he told reporters after presentation of aid for school students at the Malaysian Information Department, Kelantan here last night, where he also broke fast with them.

Proton Edar markets various types of Proton cars like Waja, Satria, Wira Aeroback and Arena.

Maruan said that Proton Edar registered sales of 8,000 units for all models of vehicles it marketed throughout November 2002 compared with 7,200 units in October.

"According to our sales, we experience a slight drop in September and October but in November sales already increased," he said.

On the Proton Arena, Maruan said that the latest locally manufactured car, received encouraging response since it was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad in Putrajaya on Nov 7.

To-date, 500 units have been ordered and Proton Edar has started delivering the vehicles to customers in stages, he said.

He said that Proton Arena comes in three models namely "Freestyle", "Sportdeck" and "Fastback" priced at RM37,250.21, RM39,552.22 and RM41,332.55, respectively.

He said that the vehicle was suitable for small businesses like companies dealing in wiring and installation of pipes.

Although most of Proton Arena's buyers and potential buyers were those from the small business category, the model has also attracted the professionals like doctors and engineers, he said.

To-date, Proton Edar has 133 sales centres nationwide and of this, 100 centres are distributors' agents while the balance branches. -- BERNAMA

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