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Proton Arena production to increase to meet heavy demand

IPOH, Thurs. - The monthly production of Proton Arena will reach 600 units next year to cater to the increasing demand of the new utility vehicle.

Proton Edar Sdn Bhd senior manager (Branch Operations Division) Rosli Said said the bookings for the two-seater pick-up had exceeded 250 units by Tuesday, five days after it was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad at Putrajaya on Thursday.

Proton Edar is a wholly-owned subsidiary of Proton Berhad, which has the exclusive right to distribute Satria GTI, Putra and Arena and co-distribute other models, including Waja.

At present, Rosli said, Proton only produced about 300 Proton Arena a month and the first delivery to buyers was expected to be made next week.

"By increasing the production, we hope to reduce the waiting time to between one and two months only," he told reporters after the launching of the `Raya Bersama Proton Edar' carnival by Datuk Bandar Datuk Talaat Husain here yesterday.

He said the bookings for another model, Proton Waja 1.8, launched by Dr Mahathir, had reached 350 units and the first batch would be delivered to buyers from next week.

For the new Waja model, which uses Renault engine, the targetted sales would be 400 units per month, he said.