

14 NOV 2002
PROTON-ARENA
LATEST PROTON MODELS MOVING FAST

IPOH, Nov 14 (Bernama) -- The latest models of the Malaysian made car, Proton Arena 1.5L and Waja 1.8L have reported tremendous response nationwide with already more than 600 orders for the cars since their launch earlier this month.

Senior manager for Proton Edar Branch Operations Division, Rosli Said, said that within a week of being introduced, a total of 250 orders were received for Proton Arena and 350 orders for Waja 1.8.

In view of the high demand for both cars, he said the delivery period of the cars to buyers would be from one to two months.

"We are very satisfied with the good response for both the models. The first batch of delivery would probably start next week. However, if the demand continues to go up, customers would probably have to wait for two months, the latest, to get their cars," he told reporters after a sales and promotion launch here today for the cars. The event was officiated by Datuk Bandar Ipoh, Datuk Talaat Husin.

On November 7, Prime Minister Datuk Seri Dr Mahathir Mohamad had launched the two cars made by Perusahaan Otomobil Malaysia (PROTON) at Dataran Putrajaya in Putrajaya.

Waja 1.8L is the upgraded sedan version of the Waja 1.6L which was launched two years ago while the Proton Arena is the first local pick-up vehicle.

Waja 1.8L comes in two makes namely Premium A with an on-the-road price of RM77,249.42 while the Premium B which is equipped with more accessories is sold at RM78,674.42.

The Proton Arena 1.5L, developed along the line of the Wira 1.5L, has a price tag of between RM37,250.21 and RM41,332.45.

Rosli said that business people involved in the agriculture and small time retail sector formed the largest group of buyers for the Proton Arena 1.5L.

Executives earning from RM3,000 to RM4,000 a month meanwhile went for Proton Waja 1.8L, he said.

He said that currently a total of 300 Proton Arena units were produced monthly and this was expected to go up to 600 units per month from next year onwards.

"We expect to record sales of between 500 and 600 units of the Proton Arena per month. As for the Waja 1.8, we are projecting 400 units," Rosli said.

He said Proton Edar would continue to offer good packages for the car buyers including a low interest rate of 3.29 percent and also increase its promotional activities from town to town in view of the cars' unique attraction. -- BERNAMA

KAY OS SD