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Perodua offers quality compacts

PERUSAHAAN Otomobil Kedua Sdn Bhd (Perodua) may be known for producing small and compact cars, but the local carmaker is no small company when one considers its contribution to the local motor industry since it was set up in October 1992.

Although small in size, Perodua sold 9,162 cars in March 2002, from 7,090 cars in February. And that's in Malaysia only.

The carmaker also exports its cars to countries such as Egypt, Jordan, Syria, Lebanon, Cyprus, Brunei, Comoros Islands, Mauritius, Malta, Nepal, Qatar, Singapore, Sri Lanka and the UK.

The establishment of Perodua to undertake the second national car project is an extension of Prime Minister Datuk Seri Dr Mahathir Mohamad's vision for the nation to emerge as a major car manufacturer, capable of competing in the global market.

Three companies are entrusted with the operations of the second national car: Perodua as the holding company, Perodua Manufacturing Sdn Bhd as the manufacturer and Perodua Sales Sdn Bhd as the sales and distribution arm.

Through proper planning and focus, Perodua has provided Malaysians with the opportunity of owning compact, affordable and reliable vehicles whose standard and quality are second to none.

Moving ahead, Perodua continues to invest in technologies to enhance its acquisition of core competence in engineering and manufacturing process and research and development, within a strategic information technology framework.

This creates the ideal environment for developing efficient production systems and enhancing its cost competitiveness in the car industry. These technological investments are also utilised in enhancing after sales service.

The move towards trade liberalisation comes when Asean Free Trade Area 2003 would truly test the industry's resilience and Perodua said it is confident that Malaysia in general and the company in particular will pass the test.

Perodua recognises that its success to date, notwithstanding the best equipment and technologies, would not have been possible without its staff and workforce.

Realising this, the company will continue to invest in its workforce by way of training, constant motivation and establishing a conducive and supportive work environment, coupled with a fair and equitable scheme of employment and benefits.

#### PERODUA MILESTONES

August 1 1994 - The car plant was officially opened by the Prime Minister

August 29 1994 - Official launching of Perodua Kancil by the Prime Minister

October 28 1995 - Official launch of Kancil ERA by the Prime Minister at the Langkawi International Motor Show

December 22 1995 - The 50,000th Kancil roll-out was officiated by the Prime Minister

March 4 1996 - Send-off ceremony for first batch of Kancil to Brunei, first export destination

March 6 1996 - Launch of 1.3 litre Perodua Rusa, Malaysia's first multi-utility vehicle

January 7 1997 - The 100,000th Kancil rolls out of the plant  
April 28 1997 - Launch of the new Rusa line  
Perodua receives the European Community Whole Vehicle Type Approval Certificate and Conformity of Production Certification from the Vehicle Certification Agency, UK  
May 15 1997 - Launch of Perodua Rusa 1.6 litre  
August 27 1997 - Media preview of the new-look Kancil  
January 20 1998 - Perodua receives the ISO 9002 Certification from the Vehicle Certification Agency, UK  
August 24 1998 - Launch of Kembara, the nation's first four-wheel-drive vehicle.  
Perodua receives the prestigious ISO 9001 certification from the Vehicle Certification Agency, UK  
September 22 1999 - The 250,000th Kancil rolls-out of the plant  
September 23 1999 - Perodua celebrates 5th anniversary.  
October 14 1999 - Launch of Kancil facelift.  
June 14 2000 - Launch of Kenari  
August 24 2001 - Launch of Kelisa