

EON gears up for super dealer role

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EDARAN Otomobil Nasional Bhd (EON) is geared up to meet the stiffer competition brought on by its new role as a super dealer of Proton Edar. said chairman Tan Sri Mohd Saleh Sulong.

He said EON had sold more than 1.8 million Proton cars since the roll-out of the first Proton Saga in Sept 1, 1985.

Over the 18-year period, EON had sold an average of 100,000 cars annually.

"We have been successful as the largest car distributor in the country over the past 18 years and will never cease to express our appreciation to our customers," Saleh said at the Institute of Public Relations Malaysia

(IPRM) Crystal Awards Appreciation dinner in Shah Alam on Tuesday.

EON won three IPRM honours - the overall IPRM Crystal Award 2002, the Best Consumer Relations Award and the Best PR Savvy CEO 2002 - which was given to EON managing director Datuk Adzmi Abdul Wahab.

EON's external public relations consultant, Ghazalie Rafeah Ali & Associates, also received an award for its public relations role and for preparing the winning submissions on EON's behalf.

Saleh said EON's success had been due to the support, co-operation and patronage of its principal, Perusahaan Otomobil Nasional Bhd, business associates, dealers, government agencies, shareholder and

staff.

He also said EON owed "immeasurable gratitude" to Prime Minister Datuk Seri Dr Mahathir Mohamad, who had the vision and courage to implement and realise the national car project.

Adzmi said EON staff had provided many innovative ideas to drive the success of its corporate, financial and market brands.

EON, he said, would continue to enhance its employees' skills as the implementation of the Asean Free Trade Area in 2005 would bring more challenges and competition.

"The company has invested heavily in its employee development and we provide the opportunities for growth and necessary training to sharpen their skills," he said.