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Best-selling models help mark 10th anniversary

PERUSAHAAN Otomobil Kedua Sdn Bhd, or Perodua, as it is more commonly known celebrates its 10th anniversary this year.

To date, the national automaker has rolled out five models, all of which are among the country's best-selling cars which are a class of their own.

Perodua was founded in 1993, but it was not till early 1994 that the company began its operations and started on its journey in pursuit of excellence.

It was on Aug 1, 1994 that Perodua notched its first milestone, the first of many. Tun (then Datuk Seri, the Prime Minister) Dr Mahathir Mohamad officially opened the Perodua plant and within its first month of operation, the first Perodua Kancil was rolled out.

One year later, Perodua had rolled out its 50,000th Perodua.

In the subsequent years, Perodua steadily launched its range of automobiles:

- * Perodua Rusa, a multi utility vehicle in March 1996
- * Perodua Kembara, a 4WD vehicle, in August 1998
- * Perodua Kenari, the mini MPV, in June 2000
- * Perodua Kelisa, the sporty, fun car, in August 2001

Perodua is jointly owned by UMW Corporation (38 per cent, Daihatsu Motor (20 per cent), MBM Resources (20 per cent), PNB Equity Resources Corporation Sdn Bhd (10 per cent), Mitsui & Co (7 per cent) and Daihatsu (Malaysia) (5 per cent).

In 2001, Perodua began its restructuring exercise, to prepare it for the challenges of a more liberalised market under the future Afta conditions.

In December the same year, Perodua announced the successful completion of a group restructuring.

The outcome of the restructuring led to the birth of Perodua Auto Corporation Sdn Bhd (PCSB) whilst the two other Japanese joint venture partners of Daihatsu Motor and Mitsui remained. PCSB manages the entire Perodua Group manufacturing operations.

Under PCSB, two separate entities were formed. Perodua Manufacturing is the company responsible for the manufacturing of the Perodua vehicles and selected vehicle component parts.

Perodua Engine Manufacturing on the other hand undertakes all the assembling of the vehicle engines as well as overlooking the manufacturing of selected engine component parts.

The Sales and Service Operations, the marketing arm of all Perodua vehicles, while remaining unchanged, has spread its wings.

It began with 88 outlets and today has 174, scattered throughout the country.

Perodua operates from its headquarters in Sungai Choh, Rawang, Selangor.

The 200-acre land houses, among others, the Perodua corporate building, the R&D testing labs and styling studio, the test track, the manufacturing plant, the engine plant, the pre-delivery inspection area, the vehicle distribution stockyard and the parts warehouse.

Presently, Perodua's factory area spans a massive 64,000 square metres and its production capacity is 120,000 units per annum working on a two-shift cycle.

In terms of research and development, Perodua focuses on a plethora of automotive technologies ranging from basic automotive testing, design and styling engineering to manufacturing engineering skills.

Perodua has a workforce of about 6,600 employees nationwide.

Up to the end of October 2003, Perodua has sold a total of 738,000 units of vehicles at home and in 13 countries abroad.

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