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Firm sees sales of 80 Brabus cars this year

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THE Naza-Brabus Gallery in Bangsar was opened on Saturday with the launch

of three Brabus cars highlighting the event.

Naza-Brabus Motor Sdn Bhd expects this year total sales of 80 units of the three flagship models - the SL55-K8, E270 CDI-D4 and S350L-B9.

The cars, all customised from the Mercedes Benz models, cost between RM515,000 (E270 CDI-D4) and RM1.54 million (SL55-K8). The S350L-B9 sells at RM1.12 million.

Naza-Brabus, the franchise holder of Germany's Brabus Group in Malaysia

and Brunei since October 2001, currently has eight Brabus models. The company has delivered 18 units the since the beginning of this year.

The gallery itself has received three bookings so far including from a high-profile businessman for an SL55-K8.

Brabus is the world's largest automobile tuner. Founded in 1977, Brabus

does a wide range of customisations for Mercedes Benz cars, among other sophisticated marques.

The Naza group - which started out as a used and reconditioned cars concern over 30 years ago - is a renowned importer of luxury vehicles and

performance cars, among other businesses.

The gallery consists of several rooms - the main showroom, the multimedia room for discreet discussion and presentation, and a mini-bar room.

The gallery's friendly and warm atmosphere sets a new trend in car buying and customising experience, said Naza-Brabus executive director Datuk Mokhzani Mahathir.

"Brabus is not a mere brand. It's a symbol of lifestyle. Hence, the gallery must also reflect this.

"Furthermore, the Brabus range is not limited to only cars but also a wide assortment of products from clothes to watches, and even stickers," he said.

More than 20 per cent of the company's sales turnover are expected to come from the "super high-end" models such as the SL55-K8, Mokhzani said.

The rest will come from the sales of mid-range models and Brabus merchandise.

Naza-Brabus officials said the gallery was the first Brabus showroom in

Asia to have the powerful 5.4-litre SL55-K8.

"Brabus produces only about 10 to 20 units of this car for worldwide sales," one of them said.

The SL55-K8 develops an extra 74bhp (brake horse power) than the 476bhp of the standard SL55 built by Mercedes Benz.

Yesterday, Naza-Brabus also launched its official website - www.naza-brabus.com.my.

Complete information of the company and the models available are showcased in the site in a highly interactive and interesting style.