

## **Perodua launches all-new Axia**

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Perodua officially launched its all-new Axia model today, with 5,700 units expected to be sold monthly.

Powered by a 1.0-litre three-cylinder engine paired to a new dual-mode continuously variable transmission (D-CVT) gearbox, the new Axia is available in four variants, namely the G, X, SE, and AV.

All four variants come with vehicle stability control and traction control, an anti-lock braking system with electronic brakeforce distribution, and hill start assist.

Perodua president and chief executive officer Zainal Abidin Ahmad in a statement said following the official launch that Perodua's focus for the new model is two-fold, namely to maximise deliveries to its customers and to convert previous generation Axia bookings to the all-new Axia.

He said out of the 44,000 existing orders, Perodua was able to convince 13,600 of

its customers to convert to the latest model and had received over 6,500 new bookings since Jan 31.

“The value-added features (when compared with the previous generation Axia model) are worlds apart as the all-new model refines all aspects of comfort, space, safety, and aesthetics,” he said, adding about 2,900 customers would be receiving their brand new Axia soon.

For the SE and AV variants, Axia 2023 comes with power mode, LED daylight running lamp, solar and security film, and semi-bucket type seats with detachable headrests.

The Axia AV variant comes with exclusive features such as a seven-inch thin-film transistor multi-info display, nine-inch display audio, semi-leather seats, and six airbags.

During the media preview of the car codenamed D74A in Sepang last week, Zainal Abidin said the latest entry-level model is a complete evolution from its predecessor in terms of fuel efficiency, which the model can potentially travel up to 27.4km per litre based on the new Malaysian driving cycle mode.

The tentative price range for the car in Peninsular Malaysia without insurance is

between RM38,600 and RM49,500.

For 2023, Perodua is targeting to register sales of 314,000 units and produce 330,000 units.

The car manufacturer also sets a target to attain 45 percent market share this year.

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