

**Perodua contributes RM500,000 to Perdana Leadership Foundation**  
**Motor Trader News**  
**October 28, 2011**

Perodua Chairman Tan Sri Asmat Kamaludin said the RM500,000 contribution was derived from a pledge made by Perodua to contribute RM1,000 from the sale of each limited edition ALZA M2 variant it sold last January. This was in commemoration with the former Prime Minister's long-awaited visit to Perodua.

Tan Sri Asmat added that Perodua's choice of the Perdana Leadership Foundation was based on its objective of collecting, disseminating and hosting events on understanding the actions of our past leaders for the betterment of all.

"We have chosen the Perdana Leadership Foundation as the recipient of this contribution as it highlights the legacy of our past leaders so that future generations would benefit from their wisdom," he said in his speech at the handing-over ceremony yesterday.

He said that Perodua has held steadfast to the former premier's hopes and aspirations of Perodua when it first launched its iconic Kancil in August 1994 to reduce cost, increase local content, grow its export markets and make customer satisfaction a main priority.

With regards to exports, the Perodua Chairman said that the company is looking to double its export volumes this year to 8,000 units, and plans on growing that number to 20,000 units by 2015.

"I am also very happy to note that local content for our products have shown vast improvements. Since we first started local content was at about 45% but now, our Alza has 90% local content!" he said proudly. "But we did not stop there; we now export our engine components to international carmakers which totalled RM45 million last year, and we are set to grow that number even further this year."



Perodua has contributed a total sum of RM500,000 to the Perdana Leadership Foundation as a token of appreciation to Tun Dr. Mahathir Mohamad's role in the founding of the second national car company.

Source: <http://www.motortrader.com.my/Cars/NewsHeader/News-in-2011/Local-News/Perodua-contributes-RM500,000-to-Perdana-Leadershi.aspx>