

Taking voters on an election drive
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The Pakatan Rakyat has dangled another popular carrot – giving Malaysians cheaper cars.

KUALA LUMPUR: The pre-election campaign for the 13th general election is hotting up, with Pakatan Rakyat unveiling another “populist” election promise – reducing taxes on cars.

Being an essential item and no longer a luxury, cars are needed by most working Malaysians given the state of public transport.

The public transport is simply unreliable for workers and uncomfortable for weekend shoppers.

For the voters, mostly middle-income earners, any suggestion that helps increase their disposable income would be welcome news.

With the rising cost of food items and other essentials, reducing their monthly bank loans on cars would help them in the long run because the extra cash would mean more can be spent on other necessities.

Pakatan leaders seem to be sensitive to the needs of the people when it proposed slashing taxes on cars if it comes to power. Never mind how the proposal will be implemented and how a Pakatan government can make up for the losses from the reduced taxes. The important thing is they have got the attention of the voters.

Besides this new proposal, Pakatan has also trained its guns on several Barisan Nasional leaders who have failed to do their job responsibly.

It is as though the Pakatan strategists have got a long list of things that can bring down BN leaders in the eyes of the public.

For the BN, only Prime Minister Najib Tun Razak is on the move with his transformation programmes and “handouts”, while leaders of other BN component parties seem to be stationery, not daring to put their foot out for fear of being shot.

The intensity of the pre-election campaign has also diverted the people’s attention away from the many problems connected to Opposition Leader Anwar Ibrahim.

Like it or not, BN has to admit that Pakatan’s strategy of attacking those BN leaders linked to business scandals and the proposal to cut excise duties and sales tax on cars have put the opposition in a favourable light.

DAP and PAS have managed to shore up support for the Pakatan coalition despite BN onslaught and as the general election draws nearer, BN needs to come out with new strategies to stop the “erosion”.

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