

PKR eyes swing voters in cheaper cars campaign
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By Ida Lim

KUALA LUMPUR, Sept 11 — PKR is banking on its promise to lower car prices to win support from fence-sitting voters ahead of what is expected to be tight race for power in the next general elections.

The party has promised to make cars cheaper by slashing the triple tax burden imposed on cars if the Pakatan Rakyat (PR) opposition pact takes power after the next elections that must be called by April next year.

“From what we see, online or when we go down (to the ground)...you see the crowd is not normally political or partisan being very interested ... making queries ...” said PKR communications director Nik Nazmi Nik Ahmad.

“It shows that we reach to a new audience, a new group, which is the fence-sitters.”

“We get people who openly claim they are Umno, (but) in this campaign, they are fully behind us.”

PKR will have its first ‘Turunkan Harga Kereta’ forum at the Kuala Lumpur and Selangor Chinese Assembly Hall at 8pm this Thursday.

The forum will be moderated by Nik Nazmi and will feature PAS’ Dr Dzulkefly Ahmad, DAP’s Tony Pua, PKR’s Rafizi Ramli and think tank IDEAS’ Wan Saiful Wan Jan.

PKR will also launch an online store selling T-shirts and car stickers bearing the ‘Turunkan Harga Kereta’ logo at www.kempenrakyat.com.

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