

Nasim Upbeat Over 7,000 Peugeot Car Sales Target For 2014
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KUALA LUMPUR, March 25 (Bernama) -- Nasim Sdn Bhd, the official distributor of Peugeot cars in Malaysia, is upbeat over realising its sales target of 7,000 units for this year, an eight per cent increase from 2013.

Chief Operating Officer Datuk Samson Anand George said the sales growth is expected to be driven by the establishment of more sales, service and spare parts (3S) centres.

Last year, Peugeot recorded a six per cent sales increase vis-a-vis 2012, he told reporters at the launch of Nasim's Desa Pandan outlet here Tuesday.

The company has invested up to RM1.5 million to upgrade the outlet from just a sales centre to embrace the 3S concept, and is the fifth in the city.

Nasim has targeted the Desa Pandan outlet to contribute five per cent to the total sales of 30 units monthly. The outlet's service centre is well equipped and can cater up to 15 cars daily.

According to Samson, the outlet's expansion is to meet the growing demand of customers within Kuala Lumpur and the company plans to launch 10 additional 3S centres nationwide.

This year, the company would introduce new SUV and MPV models to meet customers preference.

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