

Nasim Launches Peugeot Muar Outlets

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JOHOR BAHRU, June 26 (Bernama) -- Nasim Sdn Bhd's nationwide network expansion exercise continued today with the launch of its latest outlet, Peugeot Muar.

The outlet is Nasim's fourth launched this year and among five Peugeot outlets in the state, the company said in a statement here today.

With the new launch, the total number of Peugeot outlets nationwide stands at 32.

The Peugeot Muar outlet, a 13,500 square-foot facility, is a 3S (sales, service and spare parts) centre owned and operated by Ang Leng Motor Trading Sdn Bhd.

It will serve customers in Gerisek, Muar, Pagoh, Panchor, Parit Jawa, Sungai Mati, Tangkak, Bukit Gambir and Bukit Pasir.

"In 2013, the European auto market in Johor grew 17 per cent, making it an important one for us.

"This is in fact the second outlet launched in the state this year, after Peugeot Johor Baharu last month," said the company.

Nasim, the official distributor of Peugeot brand in Malaysia, aims to sell 7,000 cars this year.

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