

Gallant Efforts

Competitive Supreme has been toiling hard to promote SsangYong vehicles. The Rexton has been a hit.

By Balbeer S Jessy

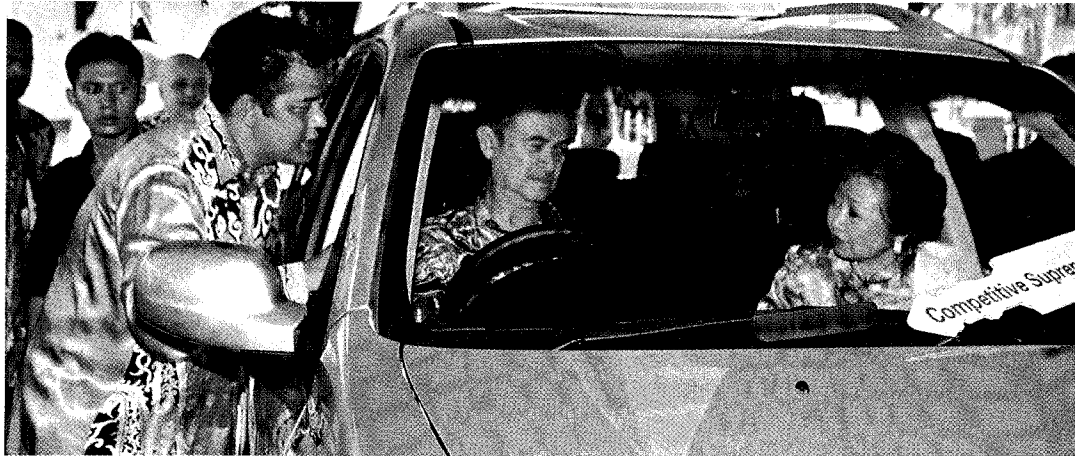
SSANGYONG vehicles are beginning to gain a strong foothold in Malaysia. The credit, without doubt, goes to the gallant efforts undertaken by its sole importer and distributor, Competitive Supreme Sdn Bhd (Competitive Supreme).

The company celebrated its second anniversary in Malaysia recently with a grand bash, appointing singing sensation Ning Baizura as its ambassador. Ning's role will be to promote the Ssangyong range, which is certainly taking the market by storm in just less than two years.

Since being appointed the sole importer and distributor of CBU units in mid-2002, Competitive Supreme has penetrated the Sports Utility Vehicle (SUV) market. Under the leadership of managing director Muhammad Fadhil Ahmad, the company has definitely given a new image to the SsangYong marque in Malaysia.

The sales figures attests to this. Last year, it sold 1,500 units, mostly Rexton SUV. In fact, the Rexton, providing attractive lifestyle features, is the fastest growing SUV in the Malaysian market. To date, Competitive Supreme has sold 3,000 units of the Rexton.

The Rexton was launched in Korea in September 2001 and in Malaysia soon after when Competitive Supreme started business operations. "Today, the Rexton is the number three SUV in Malaysia in terms of sales, mainly due to its value for money, good marketing strategy and after



A HELPING HAND: Muhammad Fadhil (left) explaining some features of the Rexton RX270xdi to Abdullah and Endon. The SUV was a donation from Competitive Supreme to Penyayang.

sales service by Competitive Supreme,' say Muhammad Fadhil.

Competitive Supreme recently launched the new 2.7-litre 5-cylinder 20-valve engine Rexton RX270xdi, which is equipped with the third generation common rail direct injection fuel delivery system. 'It's SsangYong's own engine and built with many components supplied by the same companies that provide components to luxury car makers such as Mercedes-Benz and BMW,' he says.

He added that the new Rexton RX270 Xdi will help Competitive Supreme boost its sales to at least 2,500 this year. 'We are right on target. Although the new Chairman was introduced in February and has met good response, it is still the Rexton accounts for the bulk of sales,' he says.

To ensure that the growing number of customers receive full after-sales support, Competitive Supreme has been opening its own 3S (sales, service and spares) branches to supplement the network which consists of 46 dealers with some 60

showrooms nationwide.

"We are also looking at East Malaysia. One of the places we will be using as a starting point will be Miri, where our latest 3S center has opened this July," he added.

To further improve its branding, Competitive Supreme recently sponsored the Perak football team to the tune of RM400,000 in the ongoing Malaysia Football League as well as the AFC Cup.

And, as part of its social responsibility, the company has been very active in donating to various charities, representing all communities. Its most recent recipient was charity organisation Yayasan Budi Penyayang Malaysia (Penyayang).

Competitive Supreme donated a Rexton RX270xdi to the organisation. Penyayang chairman Datin Seri Endon Mahmood received the SUV. Also present at the ceremony was her husband Prime Minister Datuk Seri Abdullah Ahmad Badawi.

The company was also a major donor to Gurpuri Foundation, a home for less fortunate children. **mb**