

Proton to unveil Exora basic model tomorrow

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The 1.6-litre Exora basic model with manual transmission, is available in three colours at two different prices.

The solid white model will be sold at an on-the-road price of RM57,548 in Peninsular Malaysia. For the genetic silver and tranquility black metallic models, both are priced at RM57,998 in the peninsula.

In comparison, rival Perusahaan Otomobil Kedua Sdn Bhd (Perodua) - the country's largest car company in sales term - will sell its first MPV, since its inception about 15 years ago, from RM57,000 to RM65,000.

Senior company executives have expected sales of about 4,000 units a month of the 1.5-litre MPV.

Proton managing director Datuk Syed Zainal Abidin Syed Mohamad Tahir said the new entry-level MPV should account about 5 per cent of the total Exora sales volume in the year ending March 30 2010.

The seven-seater MPV will be available at all Proton Edar Sdn Bhd and EON branches nationwide from tomorrow. Customers can book the vehicle for a RM500 fee, Syed Zainal said yesterday at a briefing in Shah Alam, Selangor, on "Proton 4 You" customer appreciation event to be held tomorrow and Sunday.

The Exora basic has only one airbag for the driver and one seat belt pretensioner only for the driver. It will not have, among others, rear power socket luggage lamp, third row rear seat headrest, which are standards in the Exora medium and high lines.

The Exora has made a strong start since its launch in April 15 this year. Monthly sales are now estimated at 2,200 to 2,400 units.

It has made its debut in Indonesia and Singapore. It was reported that Proton plans to launch the MPV in Thailand by next month.