

Perodua says level of imitation on products and parts 'alarming'

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KUALA LUMPUR (July 2): Perusahaan Otomobil Kedua Sdn Bhd (Perodua) has acknowledged the circulation of non-genuine products bearing its brand name, citing it as alarming and needed to be addressed.

"Perodua is aware of the circulation of non-genuine products and parts that bear Perodua branding in the market, some of which are almost indistinguishable from the originals. These include lubricants, oil filters, shock absorbers and brake pads. This is very alarming as they are critical items," Perodua Sales Sdn Bhd managing director Datuk Zahari Husin said in a statement today.

Zahari said customers may be misled into buying and using such items, which have not been tested by Perodua, on their vehicles.

"Besides voiding warranties, this could greatly jeopardise the safety and running condition of their vehicles," Zahari added.

To stifle the growth of imitation products and parts in the market, Perodua said it hosted an engagement session with enforcement officers from the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), at its Sungai Choh headquarters yesterday.

Together with select service dealers and stockists, it delivered a comprehensive briefing to some 120 KPDNHEP enforcement officers in attendance, acquainting them with Perodua's range of products and parts, where they are sold, the logistics flow and how to tell real and fake items apart.

"We urge the public not to be lured by unscrupulous traders selling imitation Perodua items, and to only buy and use genuine products and parts from authorised Perodua stockists or any of our 179 authorised Perodua service centres nationwide.

"Genuine Perodua products and parts are fairly priced and most importantly, they give you total peace of mind. As an alternative, we have the ProGanti range of parts that's easier on the wallet but still tested and approved by Perodua," it said.

