

PERODUA MOVES TO CURB IMITATIONS

As the most popular automotive brand in Malaysia with over 105,000 vehicle sold as of May this year, it is not surprising that Perodua after-market and replacement parts have become the target of imitations.

In a move to tackle the growing number of these products and parts in the market, the national car maker took the initiative to engage with enforcement officers from the Domestic Trade and Consumer Affairs Ministry at its headquarters on Monday.

Perodua Sales Sdn Bhd managing director Datuk Dr Zahari Husin said: "Perodua is aware of the circulation of non-genuine products and parts that bear the Perodua brand in the market, some of which are almost indistinguishable from the originals. These include lubricants, oil filters, shock absorbers and brake pads.

"This is alarming as they are critical items. Customers may be misled into buying and using such items, which have not been tested

by Perodua. Besides voiding warranties, this could jeopardise the safety and running condition of their vehicles."

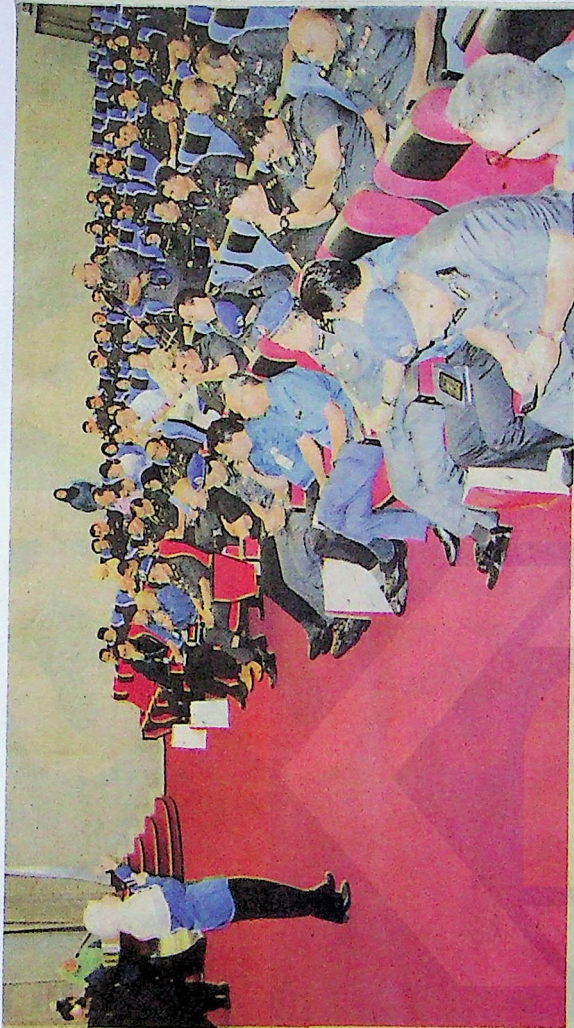
At the engagement session, Perodua together with select service dealers and stockists delivered a comprehensive briefing to some 120 ministry officers.

The officers were briefed on the range of Perodua's products and parts, where they are sold, the logistics flow and how to tell if the items are genuine or fake.

Zahari urged the public to not be lured by traders selling fake Perodua items and that they should only purchase and use genuine products and parts from authorised Perodua stockists or any of its 179 authorised Perodua service centres nationwide.

He said genuine Perodua products and parts were fairly-priced and gave customers total peace-of-mind.

He added that, "as an alternative, we have the ProGanti range of parts that is easier on the wallet, but still tested and approved by Perodua".



Perodua conducting a question and answer session with the ministry's enforcement officers.



Perodua Sales Sdn Bhd managing director Datuk Dr Zahari Husin and Domestic Trade and Consumer Affairs Ministry deputy director of enforcement (prevention) Suhaini Mat Sari exchanging mementos.