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Kelisa can 'rally' to prove Clarkson wrong

THE Perodua Kelisa has achieved the next best thing to being placed on the top of British motoring correspondent Jeremy Clarkson's list.

No, Clarkson did not name the Kelisa the second-best car in the world. The irreverent writer identified it as the 'worst car in the world' (*The Star*, April 5).

Perodua should waste no time in grabbing this unique opportunity to make a name for itself in the motoring world.

If the manufacturer truly believes the Kelisa is a quality product undeserving of Clarkson's disdain, it should engage a top driver (our own Karamjit Singh comes to mind) to race the car in British motor rallies.

Should the Kelisa win – in its category, if not overall – just think what a talking point such success would create. A motor rally won by the 'worst car in the world' would bring instant brand recognition to Perodua that no amount of paid advertising can achieve.

YY, Kuala Lumpur.