#### **SMARTER**

## OKA FLOAT SUCCESS PAVES THE WAY FOR PUBLIC LISTING

"Initial response was nothing short of spectacular. 1995 now promises to be a brilliant year for OKA's domestic and export markets".

Mike Walker...Managing Director

Applications for Shares and Options by investors in OKA Motor Company Limited closed on November 30 with in excess of the underwritten amount of \$5,150,000 received. Oversubscriptions up to the maximum permitted were also accepted prior to closure of the issue.

Quotation of OKA shares on the Australian Stock Exchange was anticipated as this issue of OKA News went to press.

Last month in Perth, Senator the Hon. Robert Ray, Minister for Defence, was present for the hand over of the first military specification OKA export vehicle destined for the United Arab Emirates.

Easily adapted to many roles.

OKA Motor Company Limited have submitted a strong proposal for consideration by the Australian Army under Project Bushranger.

The basis of OKA's

Bushranger Intention To
Register (ITR) is a modular
four wheel drive that is
easily adaptable to various
military roles.

Utilising a well known brand of composite armour the OKA

Project Bushranger-specification vehicle should have many advantages over other participants, according to OKA's Export and Military Product Manager, Les James.

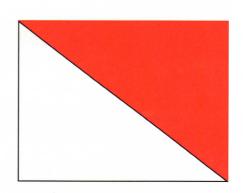
"Our high Australian content and OKA's Australian ownership are important values when Government policy in Australia is now going the way of Self-Reliance".

First Australianmanufactured 4WD military vehicle handed over for export.



incentive for Project Bushranger".

The Navy are currently using an OKA personnel carrier on the bombing range at Lancelin (WA) and OKA has also undergone successful military testing in Malaysia.



## OKA® N E W S

#2 DECEMBER 1994

#### Malaysian Automotive group buys shares in OKA:

**Hicom Commercial Vehicles** Sdn.Bhd. is a wholly owned subsidiary of the Malaysian public listed company, Hicom Holdings Berhad and has subscribed to 4,000,000 shares and 2,000,000 attaching options. Hicom is 48% owned by the Malaysian Government and has a market capitalisation of Aus.\$3.46 billion, making it Malaysia's largest industrial enterprise. Hicom's subsidiary, Scott & English (Malaysia) Sdn.Bhd. is

OKA's agent in Malaysia.

The first OKA military vehicles dispatched to the Middle East will be used for long range desert reconnaissance and as general troop or cargo carriers.





## **NEW OKA FIREFIGHTER POTENTIAL ACROSS AUSTRALIA**



The first "Technifire Fast Attack" model is now in service with Gosnells City Council. (WA), following the handover ceremony by OKA Marketing Manager, Paul Owen.

Future deliveries of similar units are anticipated for other local government bodies and also the RAAF, Pearce (WA).

Unlike import-based fire fighter variants, the OKA is a self-contained module fitted to OKA's universal rolling chassis and assembled on a production line basis alongside other model variants.

The "Technifire" package features a moulded, fire-resistant fibre-composite tray back which provides tanker, crew shelter and equipment stowage facilities within a single unit. A tank of up to 1,800 litres can be specified, along with the latest generation of Australian-made pump offering delivery of up to 400 litres per minute.

#### The entire cab structure complies to the highest **Rollover Protection Standards** (ROPS).

According to Paul Owen; "There are some 6.000 bushfire brigades around Australia and many of them are desperately in need of equipment which will give them added flexibility and the capacity to fight catastrophe in isolated and rugged locations".

"We provided driver training for the Gosnells fire volunteers and regular employees and this was conducted in and through areas which were not accessible by other makes of vehicle. It simply reinforced what we already knew about the OKA's superiority as a fire fighting platform".

**Esquire** takes on Distributorship for A.C.T.

Two of Canberra's leading business identities, Tony Brennan and Lindsay Roberts, have taken on distribution rights for OKA 4WD vehicles via their Esquire Classic Cars dealership in Phillip.

Esquire Classic Cars is the ideal choice

for OKA's key dealership serving the ACT. and nearby regions, according to Paul Owen.

"Esquire Classic Cars is now part of a small and specialised dealer network where the emphasis on service and customer support outrides the need to simply build sales by numbers."

"Esquire is the type of dealership OKA really needs".

According to Lindsay Roberts OKA was appealing for a number of reasons.

"For starters the OKA is Australian made by a company which employs Australian labour and uses Australian raw materials, however, there were also other far more pragmatic considerations".

"We looked at the OKA reputation for longevity, low running costs and broad

applications and could quickly see a number of niche markets in and around the ACT area".

"We will be backing up OKA with a specialist salesperson who will be trained in all aspects of practical driving by OKA Motor Company in Perth along with other members of our staff and management team".

To reinforce OKA's presence in the ACT, Esquire Classic Cars have purchased a 13 seat OKA bus which will be used on a daily basis as a courtesy vehicle as well as in its role as a demonstrator.

### "OKA distributorship is a great investment in our future growth"

#### OKA's the choice for the Big Bird Bus

Kevin Barry of Australian Ostrich Carriers in Mulwala (NSW) is working on a specially built OKA which will carry ostriches from east to west. Watch for our piece in the next issue of OKA News

#### Goldfields Expo huge success for OKA dealer:

For OKA Kalgoorlie dealer, Robin Wade the recent Goldfields Mining Expo proved to be far more than just a flag waving exercise." We had over 15,000 people through Expo in three days and with the help of Les James and Greg Napier from OKA Motor Company we now have a number of strong leads for new sales" Robin said.

#### Who's who at OKA Motor Company.

Meet the people on the team which builds Australia's smarter 4WD:

Arthur Gold: Factory & Production Manager. Also heads up OKA Seats.

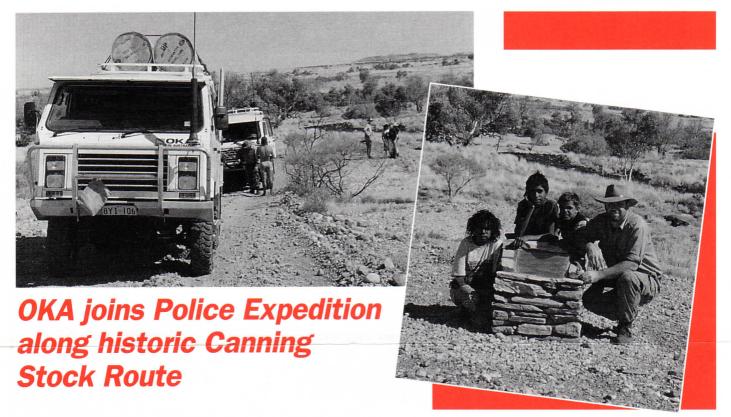
#### Background:

Came to Australia from UK in 1990 after ten years with Rolls Royce in Quality Control and Production Engineering. Arthur also worked on several projects for other major vehicle manufacturers, implementing and upgrading plants for mass production operations. He joined OKA in 1991.

#### Role at OKA:

Arthur wrote OKA Motor Company's Quality Manual and implemented all systems to support OKA's accreditation to AS3901/ISO9001.

After two years as OKA's QA (Quality Assurance) Manager, Arthur took over his current position.



OKA Motor Company recently teamed up with a nine man crew of the West Australian Police Canning Stock Route Expedition to retrace this historic route which links Halls Creek to Wiluna through remote desert country.

OKA backing for the expedition was by way of two OKA vehicles, equipped for conditions where food and water simply do not exist.

OKA's Marketing Manager, Paul Owen joined the expedition.

"We had to carry enough food and water on board the two vehicles to last the whole trip, because you can't rely on the wells along the Canning".

#### "The Police brought our fuel in to Rudell River from Telfer and both vehicles simply ran like clockwork...they didn't miss a beat".

A cameraman also joined the expedition and the footage shot along the way is now being edited and seems destined for a documentary early next year.

We'll keep you informed through future issues of OKA News.

The 1400 kilometre Route was initially surveyed by Alfred Canning in 1906. At that time some 52 wells were plotted and these were established by 1910 at which time the Route was deemed officially open.

Paul Owen adds,"There are 976 big sand dunes along the Canning Stock Route and our OKAs were absolutely in their element".

#### OKA CUTS COSTS AFTER TWO YEARS UNDERGROUND

OKA is gaining ground against imports working in the Aussie mining industry thanks to reduced maintenance costs.

The appeal of a specialist vehicle became apparent just over two years ago when Coolgardie Gold N.L placed its first order for an OKA.

According to Coolgardie Gold's Ian Sheppard. "OKA's innovative technology appealed to us greatly, as we could see a benefit in terms of reduced operating costs over a long period". "Safety credentials, such as OKA's ROPS safety cab structure, are also a major consideration in the mining industry".

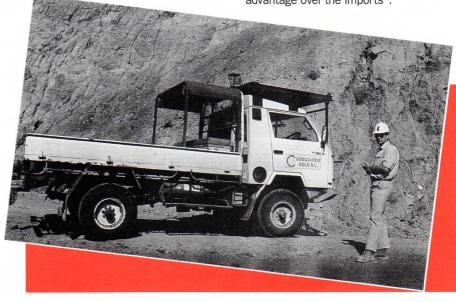
"Our two years with this first OKA have proved the durability of the Perkins-Spicer engine/drivetrain combination and it continues to deliver the performance and reliability we need".

"Sure,it's not without some criticisms, but OKA Motor Company have always backed us up and that attitude is very important to us".

OKA's inherent simplicity and ruggedness are features which Coolgardie Gold "now virtually takes for granted."

"A few early problems needed to be sorted when we first took delivery of the vehicle", lan reflects, "but OKA's support was first class and we're now finding that our maintenance costs are very low".

"That's where the OKA shows a real advantage over the imports".





#### **Late News:**

#### A&M brings OKA to WA's South West:

Based in Bunbury for more than 30 years, A&M Trucks have been appointed as OKA distributor for the south west region of WA. We'll have full details on the new A&M dealership in our next OKA News

#### **OKA backs Road Works** safety campaign:

All OKA vehicles sold in W.A. over the next few month will carry a distinctive vellow and black bumper sticker with the words.

#### "SLOW DOWN...Drive safely through road works".

The initiaitive is being co-ordinated with Main Roads Western Australia as part of the government body's ongoing programme to focus driver awareness on the safety of roadside work crews.

# **OKA** is choice for Speno's Million Dollar

Speno Rail Maintenance Pty.Ltd.,based in the Perth suburb of Belmont, is the Australian subsidiary of a European industrial group which leads the world in the high technology, acoustic testing of railway lines.

\$1M we must use a base model which satisfies a number of broad criteria."

"Our needs are unique. We require a vehicle with exceptional ride qualities and a GVM in the region of 5,000 kg., plus we have specific parameters for vehicle track dimensions in order to adapt our own rail guidance systems". Ironically after trying various vehicles from multinational manufacturers, it was the Australian-built OKA heavy duty four wheel drive which provided the rolling cab/chassis platform for Speno Rail's newest "million dollar van".

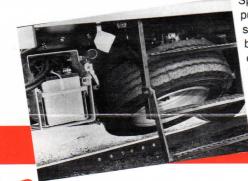
The rugged OKA, powered by the 110



Speno Rail's testing vehicles are purpose built in their Belmont workshops. "No one manufacturer actually builds a complete vehicle like the ones we use", says Richard Nolan, Technical Services Manager of Speno Rail", and with a value of each fully fitted test vehicle at over

horsepower Perkins Phaser turbo diesel engine, utilises a common drive train specification in all variants.

OKA's modular design also allows the easy adaptation of any number of cabin or load area variants; a benefit which is essential to Speno Rail, according to Richard Nolan.



For your free copy of **OKA News please phone** (+6 19) 434 1300 or fill in the reply coupon and fax us on (+6 19) 434 1659.

We'll put you on the mailing list for all future issues.

OKA News is published 8 times per year by OKA Motor Company Limited, 45 Miguel Road, Bibra Lake, Perth Western Australia 6163 A.C.N. 009 144 503

All editorial enquiries to Les James or Paul Owen at OKA.

Please complete and mail to OKA Motor Company Limited, P.O. Box 1238, Fremantle, Perth, Western Australia 6160

Please put me on the mailing list for OKA News:

Name:			
Company:			
Title:	· · · · · · · · · · · · · · · · · · ·		
Address:			
Postcode:	Tel:	Fax:	