

Fortune cookie says new car for R99,990

A good few years ago Chinese carmaker Geely rattled the entry-level car market in this country by offering an entry level city car for only R9,999. Now they have done it again by adding a zero to that figure and by putting its small, rather well-specced sedan on dealer floors for just R99,990

 By [Henrie Geyser](#) 14 Feb 2013



(Image extracted from the Geely SA website)

Way back in the '90s a few other dealers took up the Geely challenge and responded by stripping their entry-level models to the bare bones, renaming them and then re-launching them as new models. However this time round it may not be as easy to match the Chinese 1.5 MK sedan or to bamboozle the public.

"It is an informal, light-hearted challenge from us to other manufacturers to offer the same great value for money vehicles we do - in terms of specification, size and price," says Henri Mestre, Managing Director of Geely South Africa, importer of China's biggest private vehicle manufacturer.

Meistre says Geely will not be ordering more of its MK series and will be running out the current model. "We are expecting the MK's hatchback replacement late this year," says Meistre. "The new model replacing it will be a 'global' car, designed by Italy's Giugiaro. It promises higher quality and equipment levels, putting it in a more upmarket segment."

Geely's end of model offering is equipped with ABS brakes with EBD, dual airbags, aircon, electric windows, CD/radio, rear park assist and alloy rims, at the special sales price while stocks last.

ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through iafrica.com, where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. henrieg@iafrica.com
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