

PM launches Proton Satria in grand ceremony

By
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KUALA LUMPUR, Fri. — Prime Minister Datuk Seri Dr Mahathir Mohamad tonight launched the Proton Satria (Warrior) in a grand ceremony at the Putra World Trade Centre (PWTC) here.

Five units of the three-door variant of the Satria were displayed during the spectacular launch which

included a multimedia presentation complete with laser show.

The show depicted Malaysia's rapid progress in the heavy industry field and its success with privatisation and its achievements in the automobile industry.

Moments later, five units of the Proton Satria were unveiled to loud applause from the 2,000-strong crowd at the Merdeka Hall.

Among those present were Datin Seri Dr Siti Hasmah Mohd Ali, Cabinet Ministers, Deputy Ministers and

other VIPs including Proton chairman Tan Sri Mohamad Jamil Jan, EON managing director Datuk Nadzmi Mohamed Salleh, Usahasama Proton-DRB Sdn Bhd (USPD) chairman Datuk Yahya Ahmad and chief executive officer Abdul Rashid Rahim.

Dr Mahathir was later invited to inspect the cars which included the Satria in five metallic colours — red velvet, turkish delight, cherating green, amethyst and kasturi gold.

The cars are being sold at

RM34,914.12 for the 1.3 manual model, RM43,958.74 for the 1.6 manual and RM47,125.20 for the 1.6 automatic version.

Satria is a result of collaboration between two major Malaysian companies — Perusahaan Otomobil Nasional Bhd and Diversified Resources Bhd (DRB).

Rashid in his speech said he was confident that the company would be able to achieve success and live up to the challenges in the highly competitive international automobile industry.

"We are confident that we have the expertise and the know-how to face the challenges in the industry.

"To be able to succeed we will have to be dynamic, proactive and reactive in order to be able to face the challenges that lie ahead of us."

Rashid also thanked the staff and employees of USPD for their co-operation and added that the company still had much to acquire in

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500 units of Proton Satria will be available

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terms of the technology involved.

Speaking to reporters later, Yahya said the Satria would be on display at all USPD showrooms from tomorrow and that about 500 units would be initially available. Most of them are 1.3 manual and a number of 1.6 manual and automatic versions.

He said the company would also increase its production to meet the expected demand and added that its target group were the young professionals and executives.

He said prices and dealerships would be advertised in all newspapers. The company, which has about 10 dealerships, hopes to increase the number.

Yahya added that the company hoped to sell about 1,200 units a month. For the first 450 buyers, the company has promised immediate delivery.

Initially the Satria will be available in a dozen colours for both the solid and metallic version.

He said Credit Corporation of Malaysia (CCM) would provide financing for those wishing to make purchases and that the first 1,000 units will have special registration number plates.

Yahya said they were working towards an agreement with French auto manufacturer Citroen to acquire its technology and hoped the cars would be marketed by the end of next year.

"The size of the new car will be between the Kancil and Wira. Its engine will be between one and 1.4 litres. It will also have the capacity for sophisticated diesel engines equivalent to petrol engines."

The Satria's popularity was almost immediately evident as there was overwhelming response with customers who attended the launch making on-the-spot bookings minutes after the launch.

The large crowd which attended the event was also entertained by the rap group KRU and singer Salamiah Hassan.

	1.3 GL	1.6 GLi manual	1.6 GLi automatic
Overall length	3950mm	3950mm	3950mm
Overall width	1680mm	1690mm	1690mm
Overall height	1365mm	1365mm	1365mm
Wheelbase	2440mm	2440mm	2440mm
Minimum ground clearance	150mm (unloaded)	150mm (unloaded)	150mm (unloaded)
Maximum speed	168km/h	188km/h	176km/h
Standing start			
0 to 100km/h	13.0s	10.9s	12.9s
Fuel tank capacity	50 litre	50 litre	50 litre
Gear box	5-speed	5-speed	4-speed
Steering - lock to lock	2.8 turns	2.8 turns	2.8 turns
Brake type - front	Disc 13"	Vent disc 14"	Vent disc 14"
- rear	Drum 7"	Solid disc 14"	Solid disc 14"
Suspension - front	MacPherson struts with coil springs and stabilizer bar	MacPherson struts with coil springs and stabilizer bar	MacPherson struts with coil springs and stabilizer bar
- rear	Multilink	Multilink and stabilizer bar	Multilink and stabilizer bar
Tyre - front	155/70R13 82H	185/60R14 82H	185/60R14 82H
- rear	155/70R13 82H	185/60R14 82H	185/60R14 82H
Colours	1.3GL Solid red Solid White	1.6GLi/XLi Metallic Gold Metallic Green Metallic Grey	
Price (On the road)	RM34,914.12	RM43,958.74	RM47,125.20

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