

21 JULY 2001  
Mahathir-Juara  
PM LAUNCHES PROTON JUARA

KUALA LUMPUR, July 21 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad launched national car maker Proton's latest edition, the Proton Juara, today.

Categorised as a mini multipurpose vehicle (MPV), the Juara is the 11th edition to Proton's stable of cars.

Proton's previous models include the Saga, Iswara, Wira, Tiara, Putra, Satria, Satria Gti, Perdana, Perdana V6 and the Waja.

Dr Mahathir initiated the launch of the MPV by firing a starter gun which signalled the appearance of a yellow Juara which was pulled into view by the Mighty Man of Malaysia, strongman R. Letchemunah.

The colourful launching ceremony was held at the Kuala Lumpur City Centre with exciting live display of wushu and artistic gymnastics.

Proton also paid tribute to Malaysia's most recent sports champion, body builder Sazali Samad who is Mr Universe and master bowler Shalin Zulkifli.

Among the Juara's design features are clear halogen lamp, sporty front bumper, attractive side moulding, and six-spoke alloy wheels.

Because it is designed to be easily driven by anyone, Proton and Lotus have engineered the mini MPV to handle like a car during manoeuvring and parking.

For complete driving convenience, the Proton Juara features a four-speed automatic transmission and is powered by an economical 1.1 litre 16-valve SOHC engine which provides a maximum power output of 53 kWatts at 6,000 RPM.

The juara will be available immediately only at showrooms and dealers of Proton wholly-owned distributor, Proton Edar Sdn Bhd.

The on-the-road sales price is RM49,203.62 inclusive of standard accessories.

Safety features built into the Juara include side-impact bars together with front side member extensions, oversized rear bumper, and collapsible steering wheels.

-- BERNAMA  
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