

Success is your only choice, Abdullah tells Proton

PETALING JAYA: Failure is not an option for national car company Proton Holdings Bhd, Prime Minister Datuk Seri Abdullah Ahmad Badawi said.

"There is only one choice for Proton ... that choice is to succeed; success is your only choice, failure is not an option," he said at the launch of the new Satria Neo model at the Proton Centre of Excellence here.

Abdullah said this should always be remembered because Proton was the country's most prominent automotive company.

Abdullah said Proton was expected to be able to overcome various challenges in the increasingly competitive global automotive industry.

"Proton has to prove its spirit, excellence and capability to produce quality

cars for both the domestic and foreign markets," he said.

He also said that to make Proton more competitive, all the necessary steps should be taken to ensure that the cars produced are of high standard and quality, and available at reasonable prices. In related news, Proton said it expected to sell a modest 2,000 to 2,500 units of the Satria

Neo per month as the new model was tailored for a niche segment of the market.

"This is a long-awaited car. We hope the car will put more excitement in the market and hopefully change the image of Proton," managing director Syed Zainal Abidin Syed Mohamed Tahir told the media preview on Wednesday.

The Satria Neo is the replacement model for the Proton Satria.

Among the upgrades are better soundproofing and a stronger shell.

The Satria Neo, which is sold in six variants with engine capacities of 1.3 and 1.6 litres, is priced between RM43,500 and RM54,800 (including insurance in peninsular Malaysia), depending on specifications.