

Newspaper	THE STAR
Date	15 JUNE 2016

Enter the fourth-gen Perdana

The Star - 15/6/2016

Carmaker launches new model with two variants, priced from RM113,888

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PUTRAJAYA: National carmaker Proton Holdings Bhd looks set to start a new chapter in its 32-year history with the launch of its fourth-generation Proton Perdana.

“This launch symbolises Proton’s and the Government’s determination to put the company on the path to success, to become an automotive business that not only generates profit but also produces many benefits for the country,” said Prime Minister Datuk Seri Najib Tun Razak.

Proton unveiled the fourth-generation Perdana sedan yesterday after months of anticipation, with 900 bookings in the pocket.

Available in 2.0 and 2.4 litre variants, it is priced at RM113,888 and RM138,888 respectively.

The 2.0-litre Perdana produces 154hp and 189Nm of torque while the 2.4-litre Perdana pumps out 178hp and 222Nm of torque. Both variants have a five-speed automatic transmission.

The sporty executive sedan fea-



Revvng for success: Najib launching the new Proton Perdana in Putrajaya. With him are Proton chairman Datuk Seri Syed Faisal Albar (left), Mustapa (third from right), Ong (second from right) and chief executive officer of Proton Datuk Ahmad Fuaad Kenali (right).

tures a bold aerodynamic exterior, HID projector headlamps, LED rear combi lamps, dual-zone air conditioning, all round sensors

and reverse camera, among others. A reverse camera, paddle shifters, full leather upholstery and navigation are exclusive to the 2.4-

litre variant.

The Perdana launch marks Proton’s re-entry into the D-segment market. It stopped production of

the flagship model in 2010.

The new Perdana was officially launched by Najib accompanied by Proton chairman Datuk Seri Syed Faisal Albar and chief executive officer Datuk Ahmad Fuaad Kenali.

“We took great care to ensure that the car is ready to be launched as the new Perdana signifies a new Proton – we want to give a new experience to our customers.

“The new Perdana symbolises a new aspiration for Proton to give the best to its customers – best value for money and after-sales service,” said Ahmad.

He added that Proton had received around 900 bookings and it expects to sell 3,000 units by the end of the year.

The Perdana is available in six colours – Ruby Red, Sterling Silver, Graphite Grey, Cotton White, Midnight Black and Citrine Gold. Customers can book the new Perdana with a RM1,000 deposit.

Test-drive units are available at selected Proton showrooms.

The new Perdana was developed by Proton in collaboration with Honda Japan Ltd.