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Proton Holdings Bhd chairman Tun Dr Mahathir Mohamad (left) and CEO Datuk Abdul Harith Abdullah with the company's new 24-hour Mobile Breakdown Assist at the media preview of the new Proton Perdana in Shah Alam yesterday. Pic by Muhammad Sulaiman

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## Proton on track to launch new Perdana in first quarter

CHERYL YVONNE ACHU

**SHAH ALAM:** Proton Holdings Bhd is on track to launch its new Proton Perdana in the first quarter of this year.

Chief executive officer Datuk Abdul Harith Abdullah said the new Perdana, which would tentatively be priced between RM100,000 and RM150,000, was now open for booking.

He said the new Perdana would help the national carmaker achieve last year's sales target of between 100,000 and 150,000 units, as well as capture a larger share of the local automotive market with its competitive prices and innovative features.

"With the new Perdana coming in

(to the market), along with other models in the pipeline (to be launched this year), we believe we can achieve our sales target this year," Harith said at the media preview of the new Perdana, here, yesterday.

Also present was Proton chairman Tun Dr Mahathir Mohamad.

"The new Perdana is extremely gorgeous. We already have a sexy car like the Suprima S and Iriz, and now we will have the sexiest car, the Perdana," Harith said.

On the development cost, he said it was quite low, at about RM200 million to RM230 million, as it used the existing platform.

In an effort to rebrand itself, Proton yesterday unveiled a new logo and tagline — "It's in the drive!"

Proton's new black-and-white logo is almost identical to the one before it, but the words "PROTON" have been removed and the tiger emblem enlarged.

Harith said the company aimed to improve after-sales services and customer experience through activities and engagement sessions with existing and potential customers.

Proton also yesterday flagged off its new 24-hour Mobile Breakdown Assist Team, which will provide its customers with road assistance and vehicle troubleshooting 24 hours a day, seven days a week across the nation.

"The company's relationship with customers takes priority," Harith said.