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REKINDLING EXPORTS ABROAD: (From left) Abdul Harith, Proton director Datuk Syed Mohamad Syed Murtaza, Proton chairman Tun Dr Mahathir Mohamad and Embassy of Chile in Malaysia Charge D'affaires Francisco Mason during the symbolic sending of the 1st batch of Proton cars to Chile at Proton Centre of Excellence Complex in Subang Jaya.

Proton aims to sell 1,000 cars in Chile this year

by MOKHRIZ MOKHTAR

PROTON Holdings Bhd expects to sell about 80% of the 1,280 cars planned for the Chilean market this year as the local car manufacturer tries to rekindle its brand overseas.

The export of Proton cars to Chile marks a significant return of the local car manufacturer into the South American country after a near 18-year absence.

CEO Datuk Abdul Harith Abdullah said the company is exporting left-hand drive completely built-up units of Preve, Exora and Saga to the Chilean market due to the demand for compact and family car.

The CEO said the sales launch for the Preve and Exora in Chile has been slated for May this year, followed by the Saga in November.

"Based on our initial business module, we plan to export 500 units of Preve, 80 units of Exora and 700 units of Saga this year," he told the media in Subang Jaya yesterday.