

50,000 turnout 'a vote of confidence in Proton'

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By EUNICE AU

PROTON POWER: Minister praises national car firm for its success

KUALA LUMPUR: THE huge turnout at the Proton Power of 1 exhibition is evidence of public's confidence in the national car.

International Trade and Industry Minister Datuk Mustapa Mohamed said the exhibition showcasing Proton's cars and innovations saw a turnout of more than 50,000 people since it began on Wednesday.

"This is the first time Proton has held an exhibition on such a grand scale.

" It is a good idea and it has been well-received judging from the attendance.

"Proton has succeeded so far despite strong competition from other car models. It is enjoying great sales and I am sure it will be able to face future challenges successfully," he said.

Mustapa also commended the company for achieving high levels of productivity and efficiency.

Earlier, Mustapa toured the exhibition site accompanied by Proton's group managing director Datuk Seri Syed Zainal Abidin Syed Mohamed Tahir.

He was also treated to a ride in a Satria Neo S2000, driven by rally driver Alister McRae, at the temporary mini circuit constructed next to Bukit Jalil National Stadium.

Meanwhile, the Campro Charged Fuel Efficiency (CFE) engine, developed by Proton Holdings Bhd is designed to meet all requirements needed in the markets.

Its engineering director, Tajul Zahari Abu Bakar, said it took 24 months to develop the engine.

He said besides developing the engine and transmission, the design of the car was made part of the package, too.

"More than 170 vehicles were tested and cumulatively, not more than 1,000,000km tested. We also did testing in relation to miles per hour, heat and cold weather."

Tajul said Proton also sent out its team to targeted markets to understand their specific needs.

"For example, we have sent our people to Indonesia so that they could understand what it takes for customers to drive around Puncak (hilly) areas. We sent people to China, India and the Middle East to study their driving habits.

"For bigger markets, we have sent our people to perform customer correlation data analysis of the various modes of driving because different regions have different driving patterns. That had to be understood."

The Campro CFE is basically a high performance variant of Proton's Campro engine that is capable of giving power without having to use a larger engine.

With a 1.6-litre displacement volume, the engine is capable of producing a torque output similar to a 2.0L engine.

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