

Proton Drives A New History With Preve
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KUALA LUMPUR, April 16 (Bernama) -- Proton Holdings Bhd has opened the doors to a new era with the launch of its Proton Preve which has been geared to meet the needs of a global client, Prime Minister Datuk Seri Najib Tun Razak said.

He said the launch of the new "global car" reflected the transformation of Proton towards scaling new heights after having led the country's automotive industry for 27 years with the national car model.

"It is also a significant development. With the passion shown by Proton staff, the government support and leadership of Tun Mahathir as advisor, as well as a management which is a merger between DRB-Hicom and Proton, Proton is set to record a greater future."

Najib said this at the launching ceremony for the latest model from the national car company, held at the Malaysian International Conference and Exhibition Centre in Seri Kembangan near here Monday night.

Also present was Proton Advisor Tun Dr Mahathir Mohamad.

DRB-HICOM Bhd is now the major shareholder of Proton after acquiring a 42.74 per cent equity from the government's investment arm, Khazanah Nasional Bhd.

Commending the achievement of the new car, with global standards of engineering and performance and other value additions including 4G Internet, Najib said Preve was a class above many other cars.

The passion of Proton staff in producing this car will make it a source of joy and pride for all Malaysians, he said.

Najib also said DRB-Hicom, which has taken over Proton, will be capable of bringing Proton to greater heights considering the synergies offered by the conglomerate.

The selection of DRB-Hicom was through an objective process and we had done the assessment," he said, adding that DRB-Hicom also offered the best corporate plan for Proton's future.

It is a marriage that will bring benefits to both Proton and the country, he added.

On another development, Najib said the government was also looking at enhancing the National Automotive Policy to cover a wider scope and the interest of all players in the industry and to ensure that local car makers are able to compete with car producers from other countries.

He said the Minister of International Trade and Industry, Datuk Seri Mustapa Mohamed will

be heading the review.-

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