

Proton To Emerge Stronger As Global Car Company
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KUALA LUMPUR, April 16 (Bernama) -- Proton Holdings Bhd, which today unveiled its latest world standard sedan model, Preve, aims to emerge stronger going forward as a global car company, its Executive Chairman Datuk Seri Mohd Khamil Jamil said.

He said the national car manufacturer also planned on redefining its product and brand in the realm of a rapidly evolving and highly competitive global automotive industry.

"There is already an acceptance of Proton cars regionally and globally, but we must respond more aggressively in order to expand abroad by becoming more technology-advanced," he said at the launching of the new model here.

Mohd Khamil said Proton would continue to offer customers desirable vehicles, while strengthening its sales and after sales networks internationally, with the intent of evolving into a reputable, preferred and competitive car manufacturer.

The new model, also Malaysia's first 4G Internet equipped car, was launched by Prime Minister Datuk Seri Najib Tun Razak. Also present was Proton advisor Tun Dr Mahathir Mohamad.

Being the new generation of Proton cars built with the intention of expanding its prowess in the global market, Preve has utilised up to 94 per cent components sourced from local vendors, its Group Managing Director Datuk Seri Syed Zainal Abidin Syed Mohamed Tahir said.

Preve, which will be available at all authorised Proton showrooms nationwide tomorrow, is offered in three variants: the Premium with 1.6 CFE engine mated with Proton's seven-speed ProTronic CVT, and two Executive variants utilising the six-speed CVT transmission, and five-speed manual transmission; both coupled with the IAFM+ engine.

This model is also the first Proton model to receive the five-star Malaysian Vehicle Assessment Programme (MyVAP) rating by the Malaysian Institute of Road Safety (MIROS).

The Preve is priced from RM72,990 for Premium variant, RM62,990 for the Executive CVT and RM59,990 for the Executive with manual transmission.

Its available in six colours -- blue lagoon, fire red, tranquility black, solid white, genetic silver and elegant brown.

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