

Proton GEN.2 sales set to double to 60,000 units, says CEO

BY IZATUN SHARI IN PUTRAJAYA

PROTON Holdings Bhd expects to double local sales of its GEN.2 model to 60,000 units by the end of the year as it has resolved its engine supply constraint, said group chief executive officer Tengku Tan Sri Mahaleel Tengku Ariff.

He said Proton had sold 30,000 units of the model since its launch last year.

"When it was launched, we faced engine supply problems, but now the supply is coming in. With the engine supply constraint resolved we hope to double sales," he told reporters after the launch of a series of commemorative stamps featuring GEN.2 by former Prime Minister Tun Dr Mahathir Mohamad in Putrajaya yesterday.

He said Proton had spent at least RM500mil on research and development for the GEN.2 and over RM900mil on the development of four new platforms this year.

"With the platforms, we plan to



Tun Dr Mahathir Mohamad looking at some commemorative stamps featuring GEN.2. On the right is Pos Malaysia chairman Tan Sri Adam Kadir.

reduce costs as development and royalty fees no longer exist," he said.

The platforms, he said, would allow Proton to produce between 20 and 25 different products at its plant

in Tanjung Malim, Perak.

On Proton's plan to introduce three new models this year, Mahaleel said the company was working with Germany's standards

certification body TUV for final inspection. He was earlier reported as saying that one of the models would be a sports car while it had been speculated that Proton would launch a 1.2-litre model, dubbed the Tiara Replacement Model, and the Satria Replacement Model soon.

Asked if Proton planned to develop a sports car, he said: "We own Lotus. Lotus designs complex structure cars. We are already doing it."

Mahaleel said the commemorative stamps, in three denominations of 30 sen, 50 sen and RM1, were good for advertising the GEN.2. "GEN.2 is a physical proof of Malaysia's capability to manufacture a new generation of Proton cars."

Pos Malaysia Bhd has sold RM100,000 worth of the limited edition stamps since March 7.

The stamps are also available on a first-day cover as well as in a RM4 presentation pack and a RM3 booklet. There are also special presentation folders priced at RM5 each at selected post offices.

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