

UCAPAN
YAB DATO' SERI ABDULLAH BIN HAJI AHMAD BADAWI
SEMPENA PELANCARAN MODEL BARU PROTON 'BLM'
DI PUSAT KONVENSYEN KUALA LUMPUR, KLCC
18 JANUARI 2008

BISMILLAHIR RAHMANIR RAHIM

ASSALAMUALAIKUM WARAHMAHTULLAHI WABARAKATUH DAN SALAM SEJAHTERA

YANG BERTHORMAT MENTERI-MENTERI

Y.BHG. DATO' MOHAMED AZLAN HASHIM
PENGERUSI, PROTON HOLDINGS BERHAD

Y.BHG. DATO' SYED ZAINAL ABIDIN SYED MOHAMED TAHIR
PENGARAH URUSAN, PROTON HOLDINGS BERHAD

DIF-DIF KEHORMAT

SAUDARA-SAUDARI YANG SAYA HORMATI SEKALIAN

1. ALHAMDULILLAH, SAYA BERSYUKUR KE HADRAT ALLAH S.W.T. KERANA DENGAN IZIN DAN LIMPAN KURNIANYA, KITA DAPAT SAMA-SAMA HADIR DI MAJLIS YANG BEGITU CERIA DAN BERMAKNA INI.

2. PELANCARAN MODEL TERBARU PROTON INI MERUPAKAN SATU LAGI DETIK BERSEJARAH DALAM PERKEMBANGAN DAN KEMAJUAN INDUSTRI AUTOMOTIF NEGARA. IANYA MERUPAKAN SATU KEBANGGAAN MALAYSIA YANG TERUS MEMBUKTIKAN KEMAMPUANNYA MENEROKAI TEKNOLOGI CANGGIH DI DALAM INDUSTRI AUTOMOTIF. TAMBAHAN LAGI, KEJAYAAN INI TELAH DICAPAI MELALUI SATU PROSES PERANCANGAN, PENYELIDIKAN DAN PEMBANGUNAN KEPAKARAN YANG MELIBATKAN ANAK-ANAK TEMPATAN MALAYSIA.

3. PERSEKITARAN INDUSTRI AUTOMOTIF DI PERINGKAT GLOBAL SEMAKIN MENCABAR, MANAKALA CITARASA DAN KEHENDAK PELANGGAN PULA SEMAKIN BERANEKA RAGAM. OLEH ITU, STRATEGI SERTA OPERASI PROTON PERLU DITAMBAHBAIK SECARA BERTERUSAN. HANYA MELALUI USAHA GIGIH DAN KOMITMEN PADU DAPAT PROTON MENJADI SEBUAH SYARIKAT YANG BERDAYA MAJU DAN MAPAN, BERUPAYA UNTUK MENEMPA KEJAYAAN SEHINGGA KE PERSADA ANTARABANGSA.

4. KERAJAAN TERUS KOMITED UNTUK MENYOKONG PEMBANGUNAN PROTON KE ARAH MENCAPI OBJEKTIF TERSEBUT. MELALUI PROGRAM TRANSFORMASI SYARIKAT BERKAITAN KERAJAAN (G.L.C.), PROTON TELAH MELAKSANAKAN PENSTRUKTURAN SEMULA OPERASI KE ARAH MENJADI ORGANISASI YANG LEBIH KOMPETITIF, EFISIEN SERTA INOVATIF. PEMBANGUNAN MODEL BARU SEPerti INI MERUPAKAN ANTARA LANGKAH UTAMA YANG SEDANG DILAKSANAKAN. PEMBANGUNAN MODEL BARU SECARA BERTERUSAN ADALAH AMAT PENTING UNTUK MENINGKATKAN DAYA SAING PROTON, BUKAN SAHAJA DI DALAM PASARAN DOMESTIK MALAHAN DI PERINGKAT ANTARABANGSA. INI AKAN MEMBOLEHKAN PROTON MENCAPI SKALA EKONOMI YANG LEBIH OPTIMAL, DAN PADA MASA YANG

SAMA MEMENUHI CITARASA PELANGGAN YANG SENANTIASA BERUBAH.

LADIES AND GENTLEMEN,

5. TODAY IS YET ANOTHER SIGNIFICANT CHAPTER IN PROTON'S DEVELOPMENT. THE LAUNCH OF THIS NEW MODEL REFLECTS PROTON'S CONTINUOUS EFFORTS TOWARDS BECOMING A FULL FLEDGED AND GLOBALLY COMPETITIVE AUTOMOTIVE MANUFACTURER. I CAN'T HELP BUT RECOLLECT AT THIS JUNCTURE THE BEGINNINGS OF PROTON, WHICH SET IN MOTION THE NATIONAL CAR PROJECT AND SAW THE BIRTH OF A VIBRANT AUTOMOTIVE INDUSTRY IN MALAYSIA.

6. I STAND HERE WITH PRIDE TODAY THAT MALAYSIA NOW PRODUCES AUTOMOTIVE PARTS AND COMPONENTS, NOT ONLY FOR PROTON BUT FOR OTHER GLOBAL ORIGINAL EQUIPMENT MANUFACTURERS, AS WELL AS PRODUCING QUALITY MOTOR VEHICLES AND MOTORCYCLES FOR DOMESTIC AND EXTERNAL CONSUMPTION. OUR NATIONAL CARS ARE ON THE ROADS OF MORE THAN 40 COUNTRIES THROUGHOUT THE WORLD. PROTON HAS ALSO ACTED AS A CATALYST TOWARDS THE DEVELOPMENT OF HUMAN CAPITAL AND TALENT IN THE AUTOMOTIVE INDUSTRY, BE IT IN DESIGN, ENGINEERING, MANUFACTURING, SALES OR MARKETING. PROTON IS ALSO DIRECTLY INVOLVED IN THE CREATION OF A THRIVING AUTOMOTIVE SUPPLY CHAIN, WHEREBY WE SEE TODAY MANY SUCCESSFUL DEALERSHIPS AND GLOBALLY COMPETITIVE VENDORS.

7. NOTWITHSTANDING THESE ACHIEVEMENTS, THE AUTOMOTIVE INDUSTRY IN MALAYSIA IS OPERATING IN AN INCREASINGLY CHALLENGING ENVIRONMENT. THE DYNAMICS AND LANDSCAPE HAVE CHANGED WITH THE GLOBAL AUTOMOTIVE INDUSTRY GOING THROUGH A CONSOLIDATION PHASE, DICTATED BY THE NEED FOR GREATER ECONOMIES OF SCALE FOR SURVIVAL AND SUSTAINABILITY. MOREOVER, THE INCREASING FORCES OF LIBERALISATION – SUCH AS THE ASEAN FREE TRADE AREA (A.F.T.A.) STIPULATIONS – ARE ALSO EXERTING GREATER COMPETITIVE PRESSURES ON ALL MANUFACTURERS.

8. THE AUTOMOTIVE INDUSTRY IN MALAYSIA, WHICH HAS BEEN DEVELOPED AT GREAT COST AND WITH GREAT EFFORT, IS OF COURSE COGNISANT OF SUCH CHALLENGES. INDEED, THE NEED FOR HIGHER SCALE OF PRODUCTION IS ONE OF THE MAJOR TENETS OF THE NATIONAL AUTOMOTIVE POLICY (N.A.P.). THIS HAS BEEN MADE APPARENT TO US GIVEN THAT MALAYSIA IS A RELATIVELY SMALL MARKET. THUS, IT IS IMPERATIVE FOR US TO GROW OUR EXPORT MARKETS IN A STRATEGIC AND INNOVATIVE MANNER.

9. IT IS THEREFORE CRITICAL FOR NATIONAL CAR MANUFACTURERS, IN PARTICULAR, TO RESPOND TO SUCH INCREASINGLY INTENSE AND OPEN COMPETITION. IN THIS CONTEXT, I AM PLEASED TO NOTE THAT PROTON HAS PAID HEED TO THIS AND HAS TAKEN CONCRETE STEPS TO REORGANISE AND RESTRUCTURE ITS OPERATIONS TOWARDS BECOMING MORE COMPETITIVE AND EFFICIENT.

10. OF SIGNIFICANCE IS PROTON'S IMPLEMENTATION OF THE CARRY-OVER PARTS PRACTICE IN THE DEVELOPMENT OF ITS TWO NEW CARS, WHICH ARE THE PERSONA AND NOW THIS NEW MODEL – WHICH HAS RESULTED IN GREATER ECONOMIES OF SCALE. THIS HAS GIVEN PROTON THE DISTINCTION OF SIGNIFICANT SAVINGS IN THE DEVELOPMENT COST OF THE NEWLY LAUNCHED MODELS.

11. PROTON HAS ALSO PROGRESSED FROM A TECHNOLOGY RECIPIENT TO A TECHNOLOGY PROVIDER, BY OFFERING NOT ONLY ITS PRODUCTS BUT ALSO ITS TECHNOLOGICAL KNOWLEDGE AND EXPERTISE. THE COLLABORATION BETWEEN PROTON AND JINHUA YOUNGMAN FROM CHINA IS TRULY A MARK OF PROGRESSION.

LADIES AND GENTLEMEN,

12. GOING BACK IN HISTORY, THE VERY FIRST CAR ROLLED OUT BY PROTON IN 1985 WAS A SAGA. THE FIRST SAGA FULFILLED OUR DREAM OF HAVING A CAR WHICH WE COULD CALL MALAYSIAN. THAT SAGA BECAME OUR NATIONAL PRIDE WITH ABOUT 1.2 MILLION UNITS SOLD TO DATE.

13. TODAY, 23 YEARS LATER, PROTON HAS COME FULL CIRCLE WITH THIS NEW MODEL, AND I BELIEVE IT WILL BE A WORTHY SUCCESSOR. I AM SURE IT WILL LIVE UP TO THE STANDARDS AND EXPECTATIONS SET BY THE SAGA, AND IT WILL BECOME THE PEOPLE'S CAR, AS WELL AS THE PEOPLE'S PRIDE AND JOY. THIS NEW MODEL IS TIPPED TO GO TO EVEN GREATER HEIGHTS, AS IT WAS DEVELOPED WITH NOT ONLY THE DOMESTIC MARKET IN MIND BUT ALSO PRIMARILY, THE EXPORT MARKET.

14. I AM MADE TO UNDERSTAND THAT OTHER THAN TRANSFORMING THE DESIGN INTO REALITY, THERE WERE A LOT MORE ACHIEVEMENTS GAINED FROM THE DEVELOPMENT OF THIS NEW MODEL. THE WHOLE DEVELOPMENT PROGRAM WAS ACCOMPLISHED WITHIN 17 MONTHS, A FEAT WHICH NO OTHER CAR COMPANY HAS ATTAINED. IT WAS ALSO ACCOMPLISHED VERY MUCH WITHIN THE TARGET BUDGET AND TIMELINE. IN TERMS OF KNOW HOW, PROTON HAS UTILISED MORE APPLICATIONS OF THE LATEST MODERN TECHNOLOGY FOR THIS NEW MODEL. THIS INCLUDES THE I.A.F.M. SYSTEM (INTAKE AIR FUEL MODULE) AS WELL AS AN IMPROVED CAMPRO ENGINE.

15. WITH THIS NEW MODEL, PROTON HAS AMPLY REWARDED MALAYSIANS WITH WHAT THEY TRULY DESERVE. THIS IS A CAR THAT OFFERS A SIMPLE AND CONTEMPORARY DESIGN WHICH COMBINES FUNCTIONALITY AND PRACTICALITY, AND YET IS AVAILABLE AT AN AFFORDABLE PRICE RANGE. I AM PROUD THAT PROTON HAS DEVELOPED JUST THE CAR THAT THE MARKET WANTS.

SAUDARA-SAUDARI YANG DIHORMATI SEKALIAN,

16. PERJALANAN PROTON KE ARAH MENJADI SEBUAH SYARIKAT YANG KOMPETITIF DI PERINGKAT GLOBAL MASIH JAUH DAN PENUH DENGAN RINTANGAN. SAYA MENYERU SEMUA PIHAK, TERMASUK WARGA PROTON, VENDOR PROTON DAN PENGEDAR PROTON, UNTUK BERUSAHA KERAS UNTUK TERUS MAJU KE HADAPAN. KERAJAAN AKAN TERUS MENYOKONG USAHA PROTON DALAM MENCAPAI OBJEKTIFNYA, DEMI MASA DEPAN INDUSTRI AUTOMOTIF NEGARA YANG LEBIH CERAH.

17. DENGAN ITU, SAYA BERBESAR HATI MENGUCAPKAN TAHNIAH KEPADA SEMUA WARGA PROTON SEMPENA PELANCARAN MODEL TERBARU INI, YANG DIBERI NAMA PROTON SAGA. SAYA DIFAHAMKAN INI MERUPAKAN MODEL KE-16 SEMENJAK KELUARAN SULUNG DAN ASAL "PROTON SAGA". OLEH ITU, TEMA PELANCARAN "BERMULANYA SAGA BARU" PADA HARI INI ADALAH AMAT TEPAT SEKALI.

18. SAYA BERHARAP MODEL BARU SAGA INI JUGA AKAN MENIKMATI PERMINTAAN DAN JUALAN YANG BAIK, SEPERTIMANA MODEL PERSONA SEBELUM INI. SAYA DIMAKLUMKAN MODEL PERSONA TELAH MENERIMA LEBIH 30,000 TEMPAHAN SEJAK PELANCARANNYA PADA OGOS 2007 YANG LALU, YAKNI SATU PERKEMBANGAN YANG AMAT MEMBANGGAKAN. SAYA BERDOA SEMOGA MODEL SAGA BARU INI AKAN TURUT MEMPEROLEHI KEJAYAAN YANG MEMBERANGSANGKAN. SEMOGA PROTON SAGA BARU INI AKAN MENJADI PEMANGKIN UNTUK MEMBAWA PROTON KE TAHAP YANG LEBIH TINGGI LAGI, DI SAMPING TERUS MEMACU INDUSTRI AUTOMOTIF TEMPATAN DENGAN JAYANYA.

19. MAKA DENGAN ITU, DENGAN LAFAZ BISMILLAHIR RAHMANIR RAHIM, SAYA DENGAN SUKACITANYA MELANCARKAN MODEL BARU PROTON SAGA.

SEKIAN, TERIMA KASIH.