

Perusahaan Otomobil Nasional Sdn Bhd  
(100995-U)  
Persiaran Kuala Selangor,  
Seksyen 26, 40400 Shah Alam  
Selangor Darul Ehsan, Malaysia.

T (+603) 5102 6000  
F (+603) 5191 9120



# News Release

## PROTON LAUNCHES THE 2019 SAGA

- Updated styling, touch-screen infotainment system and four-speed auto headline changes
- Priced below RM40,000 and equipped with packages delivering up to RM3,700 in value

**Kuala Lumpur, 6 August 2019** – PROTON has launched the 2019 Saga during an event held at the Malaysia International Trade and Exhibition Centre (MITEC) and officiated by Yang Berhormat Dato' Darell Leiking, Minister for the Ministry of International Trade and Industry (MITI). Also present at the event were Dato' Mohammad Zainal Shaari, Chairman of DRB-HICOM, Dato' Sri Syed Faisal Albar, Chairman of PROTON, Dr. Li Chunrong, CEO of PROTON and Dato' Radzaif Mohamed, Deputy CEO of PROTON.

Priced at RM32,800 (Standard MT), RM35,800 (Standard AT) and RM39,800 (Premium AT), the updated version of PROTON's iconic and best-selling model has received styling revisions, a brand new four-speed automatic gearbox and first-in-class smart features that not only set it apart from its competitors but also raises its value proposition. The Company also identified three unique selling points (USP) that when combined, form its model tagline of *An Intelligent Proposition*. The three USPs are Supreme Style, Smart Savings and Superb Stability.

### Supremely styled inside and out

The story of the Proton Saga is synonymous with that of PROTON, stretching back 34 years and three full model changes. The 2019 Saga has been given styling updates that pays homage to its roots but also brings it in line with the rest of the Proton range.

Externally, the 2019 Saga receives a new and more aggressively styled front bumper with integrated daytime running lamps. The grille also features the *infinite weave* pattern that was introduced on the Proton X70 and can also be found on the 2019 Iriz and Persona. An equally aggressive rear bumper matches the tone set by the front and the styling at the back is complemented by a new integrated rear spoiler and the PROTON script located on the boot lid. A set of 15-inch alloy wheels featuring a new design adds the finishing touch on the premium variant.

Inside, the most noticeable change is the floating 7-inch touchscreen monitor found on the premium model. Used to control the infotainment system, it has Bluetooth connectivity, 16GB of internal storage and smartphone connectivity for Android phones. Other changes include new seat upholstery, a new centre panel, new meter combination display with Eco Drive Assist and up to 3 USB ports.

Convenience features new to the 2019 Saga include a remote trunk release, a sun visor with a ticket holder and mirror, LED map lamps and new assist grips to match the new headlining material.

### Superbly stable with uncompromised safety.

Mechanically, the biggest change is the fitment of a new four-speed automatic in place of the CVT previously used. PROTON's engineers then concentrated on improving braking performance, Noise, Vibration and Harshness (NVH) levels and the ride and handling balance while adding a class-leading level of safety equipment.



## **PROTON LAUNCHES THE 2019 SAGA**

The brakes for instance are now the same as those fitted to the bigger Proton Iriz and Persona while the use of a new four-speed automatic gearbox affords drivers better manual control of the gears during spirited driving.

Safety equipment consists of Antilock Brakes (ABS) with Electronic Brake force Distribution (EBD) and Brake Assist (BA) for all three variants together with twin front airbags, rear parking sensors and ISOFIX mounting points with top tethers. The Premium variant adds Hill Hold Assist, front parking sensors, a reversing camera and Electronic Stability Control (ESC) with a Traction Control System (TCS). By fitting the last two items, the 2019 Saga becomes the only car priced below RM40,000 to be fitted with ESC and TCS.

### **Packages deliver extra value to Saga buyers**

Similar to the Proton X70 and 2019 Iriz, Persona and Exora, the 2019 Saga is offered with Extra Value packages. There are three standard Extra Value packages beginning with the service package that offers free labour services three times or for one year. Next is the interest rate package with financing rates as low as 2.98% per annum. Finally, the 2019 Saga also gets an insurance package that offers a number of benefits to customers who insure their new purchase with PROTON's panel on insurers.

Combined with the price reduction and the value of the new features introduced in each variant, the 2019 Saga 1.3L Premium AT delivers RM3,747 worth of additional benefits compared to its predecessor. The 2019 Saga 1.3L Standard AT gets RM2,043 of additional benefits while the 2019 Saga 1.3L Standard MT has RM2,291 worth of additional benefits for those who buy it.

-End-



## PROTON LAUNCHES THE 2019 SAGA

### About PROTON

PROTON Holdings Berhad is 50.1% owned by DRB-HICOM Berhad and 49.9% by Zhejiang Geely Holding Group Co. Ltd. Established in 1983, it is the only full-fledged OEM car manufacturer that is complete with research and development (R&D) facility in South-East Asia and was established with three primary national policy objectives, which are, to spearhead the development of component manufacturing industries, to acquire and upgrade technology and industrial skills within the automotive manufacturing industry and to strengthen the international competitiveness of Malaysia's industrial capability.

1985 marked a momentous year in Malaysia's history when the country's first national car, the Proton Saga, rolled out for the masses. Since then, its offerings include versatile and reliable four-door family vehicles such as the Saga and Persona, stylish executive sedans such as Prevé, the elegant executive D-segment Perdana as well as spacious and affordable multi-purpose vehicles like the Exora and Ertiga. There is also the sleek sporty Suprima S that is packed with performance and the bold and stylish Iriz than emphasises safety and is the most affordable 5-Star ASEAN NCAP car.

PROTON is more than just a car company as its inception as a key driver of national development has seen the brand accelerate its learning curve through technology transfer with strategic partnership and technical collaborations. There is no doubt that it has helped grow the Malaysian economy through its progress and success in the automobile industry.

By listening to the needs of customers, PROTON cars are now steadily on track to achieve the mission for the future, with PROTON set to become a marque which builds quality and safe cars with passion and soul; cars that are enjoyable to drive - and a pleasure to own. For more information, visit <http://www.proton.com>.

### For further information please contact:

#### **Group Corporate Communications Division, PROTON**

- Faisal Shah at hp: 019-321 8897 / tel: 03-8026 9389 / [faisalshah@proton.com](mailto:faisalshah@proton.com)
- Lim Ai Mee at hp: 012-698 9189 / tel: 03-8026 9670 / [aimee@proton.com](mailto:aimee@proton.com)
- Julaiha Jamaldin at hp 011-2885 4300/ tel: 03-8026 9697 / [julaiha@proton.com](mailto:julaiha@proton.com)