



# News Release

## PROTON LAUNCHES SAGA ANNIVERSARY EDITION

- **Special model featuring bespoke colour, limited to 1,100 units**

**Subang Jaya, 9 July 2020** – PROTON today commemorated the 35th anniversary of the Proton Saga in the company's first ever virtual launch over social media with the Saga Anniversary Edition marking the 4,150,035th car to roll off the line.

Over the past 35 years, PROTON has been a catalyst of industrialisation for the national economy, spurring the development of an entire automotive ecosystem making Malaysia one of the few countries in the world to produce its own vehicles.

"The Proton Saga is the car that put Malaysia, and therefore our economy on wheels and, it is still doing so" shared PROTON Chairman, Dato' Sri Syed Faisal Albar.

### **An exclusive birthday gift**

Unveiled as part of the celebrations, the Saga Anniversary Edition commemorates and celebrates the first Proton Saga delivered in 1985. Limited to 1,100 units only, and available exclusively in black with yellow highlights on both the exterior and interior of the car, the Saga Anniversary Edition is priced, RM39,300, the same as the current Saga Premium AT after the zero sales tax rebate.

Also unveiled during the launch was the 35th Anniversary Accessories package which includes Front Skirting, Side Skirtings, Door Visors, Hood Insulator, Trunk Lid Cover and Boot Tray priced at RM2,035. Available for purchase separately and compatible with the 2019 Saga model, the anniversary package offers significant cost savings of RM315 as purchasing the parts individually totals RM2,350.

"The Saga Anniversary Edition is a special gift for a special occasion to all Malaysians. It is our way of saying thank you for supporting the Saga for the past 35 years. Plus, you can order it today by visiting our showrooms or booking it online" said PROTON CEO Dr. Li Chunrong.

### **A breath of fresh air for all Proton owners**

A further anniversary gift to mark the occasion was the announcement that Proton's N95 Cabin Filter, previously only available on the Proton X70 will be made available for Saga, Persona, Iriz and Exora models registered after 9 July 2020. Current owners will have the option to purchase the N95 Cabin Filter for RM59, excluding labour charges. For a limited period until 9 October 2020 there will be a 15% discount on the price of the filter.



**PROTON**  
INSPIRING CONNECTIONS

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Combined with the current tax holiday, Malaysian motorists can celebrate 35 years of the Proton Saga Driving Malaysians with an **Intelligent Proposition** that has been made more iconic.

PROTON Deputy CEO Dato' Radzaif Mohamed enthused that "The past 35 years have been a testament to Proton's dedication towards producing products the 'rakyat' desire. For the decades to come, we are focused on delivering products, services and experiences of even higher quality."

- End -

### **About PROTON**

PROTON Holdings Bhd began as Malaysia's first national car project, founded with the aim to accelerate Malaysia's economic development and lay the foundations for the local automotive industry. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding Group. Today, PROTON continues to delight its customers with cars anchored on its brand promise of Inspiring Connections, and founded on its core values of always delivering Innovative Technology, Reliability and International standards.

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