



**MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY**

SPEECH

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MINISTER OF INVESTMENT, TRADE, AND INDUSTRY

MALAYSIA

FOR

LAUNCHING OF NEW GENERATION PROTON SAGA

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MITEC KUALA LUMPUR

(SALUTATIONS)

Assalamualaikum Warahmatullahi Wabarakatuh, salam Malaysia MADANI.

1. Pertama sekali, terima kasih kepada PROTON kerana menjemput saya untuk melancarkan PROTON Saga baharu ini.
2. Saya yakin, ramai di antara kita yang mengingati model Saga – **kereta buatan Malaysia yang pertama, khususnya mereka yang membelinya pada tahun 80-an**. Saga pertama yang keluar dari kilang PROTON kita pada tahun 1985, pada masa itu saya masih di sekolah rendah. Ia juga menandakan permulaan impian negara kita untuk menjadi sebuah negara perindustrian.
3. This is the model that, as they said, put “Malaysia on wheels” and **gave many of the Rakyat their first opportunity to purchase their own car**. I am glad, some **40 years later, the model is still loved by Malaysians** regardless of their age and generation.
4. Saga began humbly by **adopting Mitsubishi Lancer Fiore as PROTON’s first production line model** and entered the market in 1985.

5. **Since then, several variants of Sagas have been introduced** to the marketplace, and **each fresh model carried many improvements and upgrades** with features that are appealing to the Malaysian public. So, congratulations PROTON, for continuing the Saga's production, maintaining the nostalgic value of the model to the nation.
6. In November last year, I had the honour of attending the **commencement of operations at a car assembly plant in Egypt, which now assembles the PROTON Saga**. Since 2018, roughly **7,000 units of PROTON vehicles have been exported to Egypt**, including 2,250 units this year alone.
7. **Since 2020, PROTON has exported more than 20,000 vehicles to 18 countries**, and is ambitiously **targeting a tenfold increase in the next 5 years**. I am confident this is achievable, particularly with models like the Saga – **offering great value, reliability and great performance**.
8. With the launch of the New Saga today, I am **equally confident PROTON will expand its footprint in Egypt and beyond**, strengthening Malaysia's presence and reputation in the global automotive market.

9. Truly, the Saga model represents what *kebanggaan* Malaysia means, and to echo what was said by Tan Sri Syed Faisal, “**this is a car with a soul that is proudly Malaysian**” – from the **designers and engineers** who created it, to the **workers who assembled it**; from the **vendors** who supply the components and even to the **people who sell it to you**, *inilah kereta Malaysia yang jati!*

PROTON’s National Contribution

Ladies and gentlemen,

10. Based on recent performance, Malaysia’s passenger vehicle market is the largest by volume in ASEAN. Last year the **total industry volume (TIV) was 816,747**, a **new record for the country**. This year, despite the slight reduction in volume, insya-Allah the final year-end figure will be close to 800,000 units.
11. In fact, MITI’s policies such as the **National Automotive Policy (NAP)** and **New Industrial Master Plan 2030 (NIMP 2030)** have played a significant role in strengthening local industry players, including PROTON.

12. These policies have enabled the development of a supportive ecosystem – **encouraging technology upgrading, strategic foreign-local partnerships, and increasing competitiveness** in both domestic and regional markets.
13. The **NAP** is our **guiding framework to position Malaysia as a regional leader in automotive manufacturing, engineering, and technology**. Its priorities include building the **Next Generation Vehicle (NxGV) ecosystem**, expanding **Mobility as a Service (MaaS)**, and **preparing the industry for IR4.0**.
14. **PROTON's work in EV platforms and advanced manufacturing** is a vital contribution to this vision, such as through the **Automotive High-Tech Valley** in Tanjung Malim, the **opening of its first EV plant**, and its **partnership with MARii** to establish the National Automotive Test Centre (NATC).
15. Beyond producing cars, **PROTON is continuing to strengthen our automotive industrial backbone**—from EV platforms and powertrain testing to localisation of key components—deepening the nation's competitiveness.

16. In alignment with NIMP 2030, **PROTON's EV investments and localisation efforts** are not just corporate strategies, but **a spearhead for Malaysia's transformation into a high-tech, digitally vibrant nation**. These commitments also **drive investments that generate jobs and national economic value**.
17. PROTON's localisation programme has also introduced **18 new technologies** and forged **JVs in key areas such as fuel pumps, electronic gearshift modules, and CVT systems**—expanding the vendor base while elevating technological mastery.
18. This year alone, PROTON sourced **RM3.2 billion worth of parts and components from local vendors**, underscoring its commitment to a localised supply chain that will continue to grow in scale and value. The **doubling of its Total Industry Volume (TIV) and expanded local sourcing** has also ensured **Malaysian vendors benefit and economic value spillover is captured within the country**.

19. These value-added activities—**skilled jobs, advanced technologies, and stronger supply chains**—are exactly what Malaysia needs to **sharpen competitiveness and advance regional leadership in the automotive sector.**

20. PROTON's growth also **nurtures local engineering talent**—from software and design to battery systems and advanced manufacturing—supporting the government's aspiration to build a generation ready for EV and future mobility.

21. In short, **the Saga's continuing saga has honoured the MADANI values** - embracing the principles of *Kesejahteraan* through affordable mobility, *Daya Cipta* in innovation, *Ihsan* in job creation, *Hormat* in global partnership, *Keadilan* in inclusivity, and *Amanah* in the enduring trust of a national brand.

Conclusion

Ladies and gentlemen,

22. I extend **my congratulations to PROTON and its shareholders, DRB-HICOM and Geely**, for their achievements since the partnership began.

- 23.** It has been a **good eight-year ‘marriage’**, and MITI, as your parents, are **hopeful that this happy union will last a further eight years, and more.**
- 24.** In reference to **PROTON**, few companies can reclaim prominence in such a competitive industry, and fewer still can sustain a model for 40 years, **exemplifying resilience and heritage.** It is therefore **my honour to reintroduce Malaysia’s automotive icon—the all-new PROTON Saga.**

Thank you and terima kasih. Sekian, wabillahitaufik walhidayah.