



Proton Holdings Bhd management and staff celebrating Proton Saga's 37th anniversary.

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# PROTON SAGA TURNS 37

It is the best-selling car in Malaysia's automotive history

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**P**ROTON Holdings Bhd celebrated the 37th birthday of the country's first national car, the Proton Saga, on Saturday. Launched on July 9, 1985, the date coincided with the birthday of former prime minister Tun Dr Mahathir

Mohamad, who is also credited as the founder of Proton.

Proton said the Saga name was selected from a contest which received 102,823 entries.

"While Saga is taken from the hard red seed of the Saga tree, it is also an acronym for safety, achievement, greatness and ability," it said.

According to Proton, 1.95 million units of the Saga had been sold since 1985, making it the best-selling car in Malaysia's automotive history.

"If you lined up the 1.95 million units of Proton Saga ever sold end to end, the chain would cover a distance of over 8,000km. This is equivalent to the dis-

tance between Malaysia and Ukraine."

Proton said the Saga had been exported to 28 countries. Bangladesh was the first export market in 1986, followed by the United Kingdom in 1989.

"The Saga is Proton's most popular export model with over 59,000 units sold."

The Saga has bagged more than 22 awards from various media channels since 1988.

It was involved in motorsports soon after it was launched.

The Saga also finished second in the 2019 Sepang 1,000km race.

A red Proton Saga was the first official car to be driven across the Penang Bridge and the driver was Dr Mahathir.