

DRB-HICOM LAUNCHES NATIONAL AUTOMOTIVE CLUSTER @ PROTON CITY

- **NAC set to turn Tanjung Malim into automotive hub**

Tanjung Malim, 3 February 2018: DRB-HICOM Berhad (DRB-HICOM) has launched the National Automotive Cluster @ Proton City (NAC) in Tanjung Malim, as it prepares for PROTON Holding Berhad (PROTON) to move its entire operations into Proton City by 2022. The NAC is an area of about 980 acres carved out within the sprawling Proton City development, designed to be an industrial park dedicated for local and foreign automotive vendors. The NAC will be developed by Proton City Development Corporation (PCDC), a wholly-owned subsidiary of DRB-HICOM's Glenmarie Properties Sdn Bhd. It was launched by Prime Minister Dato' Sri Haji Mohd Najib Tun Abdul Razak.

Group Managing Director of DRB-HICOM, Dato' Sri Syed Faisal Albar says the confidence to develop Proton City comes along with the renewed vigour in PROTON, with new foreign strategic partner Zhejiang Geely Holding Group (Geely) showing sincerity in providing technical input as well as expertise.

"Geely has shown us what a true strategic partner is; they have given us access to their latest home-grown technology and models, and they have also allowed the PROTON brand to have exclusivity in the ASEAN right-hand drive markets. In the past, we were limited to using outdated models or tech that was past its sell-by date, making access into developed and more mature markets impossible", said Syed Faisal.

He explained that access to ASEAN markets would be the major catalyst to boost PROTON's performance after being limited to the domestic market.

“With the larger ASEAN region as our market, DRB-HICOM is now confident PROTON can turn the corner, and along with that, our own confidence to develop the next phase of Proton City. Once fully developed, the NAC will augur well in our plans to export PROTON cars regionally and globally, as encouraged by the Ministry of International Trade and Industry”, he added.

Proton City was first conceptualized in the mid-1990s, and was always planned as an automotive hub.

The ASEAN car market is very large, with more than three million cars sold annually, while globally, 75 million cars find new homes in a year. Market observers have long made the call for Malaysian companies to be in the global market if Malaysia wants to count itself as a player in the global automotive industry.

The NAC will feature dedicated areas for specific segments of the industry, such as hubs for green technology, electric cars and other tech components of a modern automobile, as well as a road system that can double up as a test track for PROTON.

Tanjong Malim was announced in the 2018 National Budget as part of an area in South Perak identified for development as a 1 Malaysia Youth City and an Edu City. It is already home to Universiti Pendidikan Sultan Idris (UPSI) and Institut Tanah & Ukur Negara (INSTUN).

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