



SPEECH BY

**YAB DATO' SERI ANWAR BIN IBRAHIM
PRIME MINISTER OF MALAYSIA**

FOR

THE GRAND LAUNCH OF PROTON e.MAS 7

16 DECEMBER 2024 (MONDAY) | 3.30 PM

**MALAYSIA INTERNATIONAL TRADE
AND EXHIBITION CENTRE (MITEC),
KUALA LUMPUR**

Assalammualaikum Warahmatullahi Wabarakatuh, Salam Sejahtera.

Alhamdulillah,

Nahmaduhu Wa Nusalli Ala Rasoolihil Kareem.

Yang Amat Berhormat Dato' Sri Haji Fadillah bin Haji Yusof,
Deputy Prime of Minister;

Yang Berhormat Members of the Cabinet;

Yang Berbahagia Tan Sri Wan Zulkiflee bin Wan Ariffin,
Chairman of DRB-HICOM;

Yang Berusaha Mr Jerry Gan,
Chief Executive Officer of Geely Auto Group;

Yang Berusaha Dr. Li Chunrong,
Chief of Executive of PROTON;

Yang Berusaha Tuan Roslan Abdullah,

Deputy Chief Executive Officer of PROTON; dan

Semua Keluarga PROTON.

1. *Hari ini memang satu detik sejarah yang penting. Jadi saya ingin memulakan dengan menyatakan setinggi-tinggi kesyukuran ke hadrat Allah SWT, kerana kita sebenarnya mencatat satu sejarah gemilang, mengangkat bukan sahaja martabat dan imej PROTON dengan kerjasama Geely tapi imej negara dan keupayaan negara dan keupayaan profesional dan pekerja rakyat Malaysia. Jadi saya ucap Tahniah.*
2. *Seperti mana pernah saya singgung dulu dan dalam kesempatan yang awal, saya telah menyatakan bahawa PROTON ini punya sejarah yang gemilang. Dia diasaskan semasa YAB Tun Dr. Mahathir menjadi Perdana Menteri. Ada pasang naik ada pasang surut yang mencabar. Dan pengajaran yang kita perolehi terutama kepada generasi kini ialah bahawa kita harus perkukuh pengurusannya, dan sementara tanggungjawab Kerajaan untuk memberikan segala kerjasama dan bantuan.*

3. *Kita tidak harus campur dengan urusan-urusan pengurusan. Supaya bebaskan mereka dengan penyelidikan, dengan keupayaan, dengan latihan dan menjamin supaya pengurusan dan tatakelola itu di tahap yang lebih baik. Dan ini yang kita lakukan dan sekarang kita saksikan suatu kejayaan yang lebih meyakinkan.*
4. *Beberapa bulan yang lalu saya di Kaherah, Mesir dengan kerjasama Presiden Abdul Fatah Al-Sisi telah memberikan laluan kerjasama dan dukungan meletakkan asas pengeluaran PROTON dan pengedaran PROTON untuk Mesir dan negara Afrika Utara khususnya.*
5. *Dan hari ini kebetulan Premier Li Qiang, negara China. Mengunjungi kilang Geely untuk menyelesaikan juga tentunya kerjasama Kerajaan China atau usaha industri Geely dan saya di sini untuk memberikan bukan sahaja kesempatan melancarkan e.MAS 7 model EV tetapi memberikan satu sokongan yang kuat. Contohnya ataupun alasan ialah untuk ASEAN tahun depan e.MAS 7 adalah kenderaan rasmi kita.*

Excellency Ladies and Gentlemen,

6. We hope to set an example in this region not only in promoting our capacity to produce a car but also the development of EV, at the right visible extension of our Net Zero commitment.
7. To ensure this is a reliable EV for the Rakyat, PROTON has toured the country to bring the car to people in all states before the launch today. So, I must commence the PROTON family for taking the initiative and the learning from the experience the past and aggressively promote not only a modern, sophisticated car but also an environmentally friendly car.
8. In the near future, I am also happy to see that this car will be built in Malaysia, in Tanjong Malim, uplifting Malaysian vendors through the transfer of new technologies and skills associated with EVs.
9. Now as a national car producer, PROTON should leverage on the role in the local automotive industry and this EV project. The National Automotive Policy 2020 should be a reference by PROTON in producing this model later in the country. It is incumbent therefore on companies that operate in our automotive industry not just to sell vehicles

but also provide opportunities for investment and employment via the setting up of a holistic ecosystem. The duty of the government for example, normally advise or industry friendly policies and incentives of course, that would benefit both the country and the industry. But more so to ensure that we do provide the adequate infrastructure, which means airports, ports, highways and then that's the ecosystem. But your challenge and our challenge too is the supply side. We must ensure that you have the capacity and a clear policy to encourage local production and support the local industries, local vendors, including the Bumiputeras.

10. Today, more than 75% of the energy consumed in Asia comes from hydrocarbons and demand is projected to double by 20-30. Now we must balance demand with the security, affordability and sustainability. Under the Responsible Transition Initiative, Malaysia enhances its competitiveness by reducing our fossil fuel dependencies and nurture growth in green mobility, renewable energy and energy storage solutions.

11. Our projections indicate this could yield investment opportunities as high as RM1.3 trillion by 2050, and an additional contribution of RM220 billion to the Malaysian GDP and generate *insya-Allah* over 300,000 job opportunities.
12. Now, On the automotive front, we have the Low Carbon Mobility Blueprint to reduce emissions from the transportation sector, which currently ranks as the second-largest CO2 emitter and our framework includes 4 key areas of focus. The launch of PROTON's first SUV EV today is extremely timely and it will be a catalyst that moves us into the next era of low carbon mobility.
13. It is the government's wish for PROTON and its strategic partner GEELY to continue to lead the development of Malaysia's automotive competencies and ecosystem.
14. I am confident that with the development of Automotive High- Tech Valley (AHTV), in Tanjung Malim, more local vendors will be involved with the production of not only PROTON cars, but also for other brands.

15. This would be a shining example of the networking opportunities and economic cooperation that has existed between Malaysia and China for over 50 years, and I commend both parties for their creativity and diligence to make the partnership a success.

16. May I add that in most of my meetings with President Xi Jinping, Premier Li Chang, Geely-PROTON will mostly come out which shows the commitment of both China and Malaysia to ensure that this enrichment succeed and it is in our interest too that will make we do what is necessary to make sure that this venture succeed.

17. Now the DRB-Hicom and Geely partnership which involve also the commitment of these two very friendly relations between China and Malaysia is an example that proves Malaysia is an independent trading nation with a Hi-Tech economy providing high value goods for the region and the rest of the world. Now moving forward, we tend to for this partnership to further support our economy and our people.

18. I, therefore would like to reiterate what I have said oftentimes that this must be treated as a major challenge for us. Proton Geely, thank you for your hard work to make the nation's EV ambitions a reality. But it is just a beginning and I therefore need to express my profound appreciation not only to the companies but to the professionals and our Malaysian workers who has been there committed to ensure the success.
19. Jadi dengan itu, saya sekali lagi menyatakan penghargaan saya dan kebanggaan saya, hari ini hari istimewa. PROTON e.MAS 7 ini bukan sahaja kenderaan, tetapi dia memenuhi salah satu daripada tunjang ekonomi MADANI dari sudut EV dan keupayaan kita untuk menjana perubahan, meninggalkan carbon industry lama kepada yang baru. This is therefore my honor to officially launch the first SUV EV with Proton's brand, the PROTON e.MAS 7.

Wassalamualaikum Warahmatullahi Wabarakatuh.