



Media Information

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## Introduction

- 3-door sporty hatch
- 1.6 litre 16v CamPro engine developed in collaboration with Lotus Engineering
- Lotus developed ride and handling
- New Satria Neo Sport with leather interior launched for 2009
- Standard 3 years/60,000 mile warranty
- 3 years free RAC cover

With a sleek design and an impressive CamPro 16v engine, the Satria Neo is all about energy, style and excitement. Superb ride and handling comes courtesy of Proton's sister company, Lotus, helping to deliver a car that boasts high speed stability, great manoeuvrability and superior control. Customers in the market for a stylish, fun and exciting drive which is also practical and affordable, need look no further than the Satria Neo.

### Range Overview

	Proton Satria Neo			
	1.6 GSX MT	1.6 GSX AT	1.6 Sport MT	1.6 Sport AT
<b>OTR Price</b>	<b>£9,995</b>	<b>£10,795</b>	<b>£10,995</b>	<b>£11,795</b>
<b>Max. speed</b>	118mph	115mph	118mph	115mph
<b>Acceleration (0-62mph)</b>	11.5	13.7	11.5	13.7
<b>Combined mpg</b>	42.80	38.18	42.80	38.18
<b>CO<sub>2</sub></b>	157g/km	177g/km	157g/km	177g/km
<b>VED tax band</b>	G	I	G	I
<b>Engine</b>	1597cc	1597cc	1597cc	1597cc
<b>Power</b>	111bhp	111bhp	111bhp	111bhp
<b>Torque</b>	148Nm	148Nm	148Nm	148Nm
<b>Auto</b>	n/a	yes	n/a	yes
<b>Insurance Group</b>	7	7	7	7



### **The Satria Neo – a Proton through and through**

The Satria Neo highlights Proton Cars' commitment to delivering a value-added product to customers. This is a car that enjoys Proton's rock solid reliability and the magical Lotus touch – a 3-door supermini with superb design, ride and handling. The Satria Neo is an energetic addition to the existing Proton line-up, which includes the Savvy 5-door city, the Lotus developed 5-door GEN-2 hatchback, 4-door GEN-2 saloon and the new GEN-2 ecoLogic LPG range.

### **Model History**

Following the successful introduction of the 4-door sedan Wira, Proton launched its first ever 3-door hatchback model, the Satria, to the UK in late 1994. It has been sold in Malaysia since its introduction in the same year, but has had a short break in the UK where the original model was discontinued in 2004. In 1998, Proton's collaboration with Lotus gave birth to the Satria GTi. This 1.8 litre 130bhp GTi was an evolution of the base model, extensively re-engineered by Lotus to deliver an exhilarating driving experience aimed primarily at a market of hardcore car enthusiasts.

### **Lotus – adding punch and finesse to the Satria Neo**

Continuing the outstanding performance and winning characteristics of its predecessor, the Satria Neo also benefits from the engineering and development input of its sister company Lotus. The result is a car with improved handling, performance and style – both inside and out. It takes the Proton supermini into a new generation.

**Satria = Hero**

**Neo = New**

### **Introducing the Satria Neo Sport**

New for 2009, Proton have introduced a Sport version, with a stylish leather interior and twin sports stripe, which adds to the sporty look and feel of the Satria Neo 1.6 GSX.



## **Satria Neo Super 2000 Rally Car**

MEM was originally formed in 1982 as an outlet for its owner, Chris Mellors, to compete in British Champion Rallying but soon developed into a successful preparation company winning events and more than 10 championships all over the world since it was formed in 1983. Highlights include MEM winning the British Championship twice, the FIA Production World Championship with the Proton Wira in 2002, the US Pro-Rally Championship in 2003 for Mitsubishi USA and the 2004 FIA Asia-Pacific Championship, again for Proton.

Designed by Mellors Elliott Motorsport, (MEM), the new Proton Satria Neo Super 2000 rally car has just raised the performance bar for the rapidly expanding FIA Super 2000 rally series. The concept was developed by using a combination of innovative engineering designs, the 25 years of experience of the team's technical staff but, crucially, also the input from the team's owner and extremely successful driver, Chris Mellors. The result is an astonishingly small and agile car which from the very outset was designed for the driver.

With an attractive and aerodynamic package for the front bumper, wings, rear bumper and rear spoiler complimenting the eye-catching Satria design, the Proton S2000 can achieve in full rally trim the smallest frontal area and the lowest roof height in its class even at rally ride height settings. The 2 litre Proton Satria Neo Super 2000 engine is derived from the 1.8 litre engine fitted to Proton's Waja (Impian in the UK) model and has been further developed by MEM's engineers to produce a reliable 278 bhp @ 7600rpm with a usable power band from 5,500 to 8,500rpm. Combined with the best 6-speed sequential 4WD Super 2000 transmission currently available, (the "532" version from market leaders Xtrac), the car sets new standards for engine performance and driveability.

**For more information on the Satria Neo S2000, visit [www.meumuk.com](http://www.meumuk.com)**



## Exterior Design

### Highlights:

- 16" alloy wheels
- Centre mounted exhaust
- Sculpted wheel arches
- Noise Vibration and Harshness (NVH) suppression package
- Twin sports stripe on Satria Neo Sport

When the design team at Proton first conceived the Satria Neo, the aim was to create an elegant and sophisticated 3-door hatchback that retained the strong elements that made the original Satria so popular and successful. From the original brief developed with Lotus, the initial concepts, renderings, clay models and external surfaces were developed at the Lotus Design Centre based at Hethel in Norfolk. Following this, the feasibility design for BIW, trim, chassis, electrical and vehicle development planning was also completed in the UK. The detailed design through to production build was completed by Lotus Engineering working alongside Proton engineers at the new state-of-the-art Tanjung Malim Plant at Proton City in Malaysia.

Simon Wood, Engineering Director at Group Lotus Plc said: "I am proud of the Satria Neo, it embodies those aspects held as important by Lotus; striking design, dynamic performance and driver enjoyment."

Thanks to the expertise and experience of both sets of engineers, the resulting car exceeds its original brief. It is bold, stylish and desirable, with a sculpted front hood, stylish front grille, detailed front and rear bumpers, sporty 'tiger-eye' projector headlamps and its sweeping silhouette all adding to a graceful, feline impression.



## **Size**

The Satria Neo was designed to the same dimensions as the original Satria GTi, to give extra space inside and improved vehicle dynamics. In addition, the front and rear track have been extended to 1470mm. The length of the vehicle is 3905mm with a wheelbase of 2440mm and width and height of 1710mm and 1420mm respectively.

The Satria Neo features a centrally mounted 45-litre fuel tank beneath the floor which offers excellent protection in the event of an accident and also improves both passenger and load space, with a luggage area volume of 286 litres with the rear seats up and a volume of 615 litres with the seats down.

## **NVH suppression**

The Satria Neo aims for superior NVH characteristics which make the driving experience comfortable for occupants without eliminating the sporty engine noise. The sleek aerodynamic profile delivers low wind resistance, good high speed manoeuvrability, vehicle stability and control.

The exhaust system is tuned to reduce unwanted internal noise and vibration. In addition, Powertrain mountings were modified to a three point Neutral Torque Axis system to give improved passenger NVH, which have given a result of 72dBA at a cruising speed.

## **Lighting**

Stylish and contemporary, the one piece integrated rear combination lamp ensures maximum brightness. A multi-focal inner reflector boosts rear visibility and enhances safety while driving and an amber inner filter is integrated with turn signal reflector. All Satria Neo models have halogen headlamps with semi-automatic levelling as standard.



# Interior Design

## Highlights:

- MP3 compatible Blaupunkt radio/CD player
- Bluetooth ready audio unit
- Steering wheel audio controls
- Trip computer
- Spacious and contemporary interior design

The modern, minimalist interior of the Satria Neo takes its cue from Lotus. A clean, and contemporary layout creates a sporty, sophisticated feel, while the spacious cabin environment provides maximum comfort to enhance the entire driving experience.

## Dashboard and instruments

The Satria Neo's dashboard fascia has its roots in the GEN-2 scheme but has added finishing touches including soothing amber and blue display and a new tempest grey interior colour scheme. The blue dials ensure that the display is clear but non-intrusive and does not distract the driver, particularly at night. All models have an instrument panel dimmer so drivers can select their own brightness settings. The centrally located digital trip computer incorporates distance to refuelling, journey length and average fuel consumption.

The materials chosen for the upper dashboard were selected for their low reflectivity, to reduce the glare from the road. The lower materials have been chosen for their durability.

## Controls

The Satria Neo has a redesigned three spoke steering wheel with audio controls and has been positioned at a new angle which has increased driver legroom to 930mm from the hip pivot point. The steering wheel is also height adjustable for added comfort.



## **Seating**

Body hugging bucket seats in the front give the driver and the passenger better grip and a fully secured driving feel. The driver's seat is height, tilt and slide adjustable for optimum comfort and the passenger seat has a memory function which automatically puts it back to its original position after being moved forward to allow access for rear passengers. The Satria Sport model has a stylish leather interior with leather seats, headrests, door trim inserts and steering wheel.

## **Luggage and storage**

There are ample storage compartments around the cabin including a front glove box, side pockets in the front doors, rear map pockets in the front seats and two conveniently located double cup holders behind the handbrake. There are two small compartments located to the left and right of the audio system.

The 60:40 split folding rear seats provide a versatile load area in the rear of the car with no need to remove the headrests before folding them flat against the front seats to create a large load area for extra luggage, suitcases, shopping etc. With the rear seats up, the storage space in the boot totals 286 litres and with the seats down this increases to 615 litres.

## **Equipment**

All models are fitted with an air conditioning system with pollen filter and have climate control as standard. The vertically stacked heating controls are situated conveniently by the gear lever and complement the sporty look and feel.

The automatic models have automatic cruise control as standard, which is unusual on a car of this price range. Additional practical considerations are in abundance. The Satria Neo is equipped with centrally located and illuminated power window switches, side mirror adjusters, centre mounted clock, sun visor with vanity mirror on passenger and driver side which also incorporates a ticket holder, front and rear door side armrests and a 12V power socket.



## **Audio**

Each Satria Neo variant is fitted with a Blaupunkt radio with RDS and CD player compatible with both CDRW and MP3 CDs, in addition to standard CD formats. For added security, this integrated unit is only compatible with the Satria Neo so cannot be stolen and used in another vehicle.

A four way speaker system provides for better sound distribution around the cabin. Models also have the option of a hands free telephone based on Bluetooth technology.



## Engines and Transmissions

### Highlights:

- 1.6 litre Lotus developed 16v CamPro engine
- Max speed of up to 118mph
- Max power of 111bhp (1.6 MT)

The Satria Neo is available with a 1.6 litre 16v Lotus developed CamPro engine, with a choice of a 5-speed manual transmission or a four-speed automatic gearbox. Although it shares the same engine and transmission with the GEN-2, the Satria Neo has a lower final drive ratio, giving it better low to medium speed acceleration and smooth torque and power delivery.

	Proton Satria Neo			
	1.6 GSX MT	1.6 GSX AT	1.6 Sport MT	1.6 Sport AT
<b>Max. speed</b>	118mph	115mph	118mph	115mph
<b>Acceleration (0-62mph)</b>	11.5	13.7	11.5	13.7
<b>Combined mpg</b>	42.80	38.18	42.80	38.18
<b>CO<sub>2</sub></b>	157g/km	177g/km	157g/km	177g/km
<b>Engine</b>	1597cc	1597cc	1597cc	1597cc
<b>Power</b>	111bhp	111bhp	111bhp	111bhp
<b>Torque</b>	148Nm	148Nm	148Nm	148Nm

Underneath its compact, streamlined exterior is a CamPro 4-cylinder 16v Multi-Point Injection engine developed in collaboration with Lotus. As you'd expect from a company that designs and builds high performance cars, this is an engine that packs a serious punch; delivering a maximum speed of up to 118mph, with 111bhp and 109lb/ft of torque. And with its lower weight and expert tuning and balance, the Satria Neo also offers excellent responsiveness.



# Chassis

## Highlights:

- Lotus developed ride and handling
- Anti-lock Braking System (ABS) with Electronic Brake Distribution (EBD)
- Strong body shell and structural integrity

A key strength that Proton has acquired through their relationship with Lotus is the ability to maximise ride and handling through total integrated body tuning and balancing to give a fun and exciting drive.

Good ride and handling not only makes a car more enjoyable to drive, it also improves safety by giving an accurate and instant response to driver actions. Usually better handling means less ride comfort and vice versa, few cars achieve good levels of both, but the Satria Neo has been designed to do just that.

## Suspension

The wider track and low stance of the Satria Neo plays a large part in the cornering ability of the vehicle, together with the MacPherson strut technology which is tuned for precise steering response. The front sub-frame has a new cross member design which gives high rigidity and improved vehicle handling.

To improve the handling still further the Satria Neo has a multi-link system with recalibrated shock absorber damping and spring rates. At the rear the stabiliser bar has been positioned to improve body control and the upper link is designed, through its strength, to give better lateral rigidity.

The foundation of good ride and handling lies in the structural integrity of the car body – the Satria Neo's strong body shell is designed to be stiff in the correct areas and offer



impact absorbance in the crumple zones. This in turn also improves safety by ensuring occupants are both cushioned and protected.

### **Brakes**

All Satria Neo models are equipped with an ABS with EBD for optimum performance. In addition, all models have brake discs all round, with 270mm ventilated at the front and 280mm solid at the rear.

### **Wheels**

The Satria Neo has 16" turbine style handed alloy wheels with 195/50R16 88V Continental Sport tyres.

### **Steering**

Despite the Satria Neo being larger than the original Satria range, Proton has reduced the vehicle's turning circle to just 10.2m (33.5ft) which has helped enhance around-town driveability and manoeuvrability.



# Safety

## Highlights:

- Twin airbags standard across the range
- ABS with EBD
- Additional energy absorbance technology
- Reverse distance sensors
- Seatbelts with pre-tensioners

Safety is a priority for Proton and drivers are provided with a range of equipment to help to prevent an accident and protect in the event of a collision. The Anti-lock Braking System (ABS) and Electronic Brake Distribution (EBS) deliver controlled, safer braking in adverse weather conditions.

In the Satria Neo, Proton has focussed on passenger protection through built-in crumple zones, strong cabin rigidity and additional energy absorbance technology. This includes dual, double-impact trapezoidal bars in the doors, which work together with a side sill catcher to improve protection and prevent the door from moving into the cabin in the event of a side impact.

The Satria Neo is built using a new platform to improve body rigidity and subsequent crash performance. Computer aided engineering methods were employed to establish initial internal targets for vehicle structural performance and chassis dynamics, with correlation and verification during the development programme. Body torsion and bending targets were increased over the original Satria model to improve the body structural characteristics and therefore safety. Proton has used high tensile strength steel at all the key structural members and has reinforced the front side structure and the dash panel cross member.

It also utilises passenger restraint systems to reduce injuries from secondary impact. The Satria Neo has three independent rear headrests for improved safety for rear passengers



and adjustable front headrests across the range help protect against whiplash injury in the event of an accident. In addition the driver's seatbelt is linked to an audible warning system which reminds the driver to fasten their seatbelt. Both front seatbelts have pre-tensioners to maintain the belt force at a controlled level and ensure passengers are held in place in an impact.

There are dual airbags fitted as standard and additional features include a collapsible steering column and a pedal intrusion system, both of which help prevent penetration into the cabin during a frontal impact. The rear seats have been designed to withstand impact from luggage thrown against the back seat in the event of a rear collision.

Both front seats have anti-submarine features, which ensure that in the event of a frontal collision, occupants do not slide underneath the seatbelt.



# Security

## Highlights:

- Single exterior lock
- Multi-function alarm with ignition lock protection
- Remote central locking
- Integrated audio system
- Rear window etching and inclusion on International Security Register

The Satria Neo comes with an integrated alarm system and an immobiliser with a unique encoded transponder. The three stage security system minimises the risk of vehicle theft by means of hot wire or duplication of keys, providing protection from theft.

The door locking system is fitted with a free rolling key cylinder as a theft deterrent. If an intruder uses an unmatched key or attempts a forced entry on the key cylinder with a foreign object, the lock will roll freely to prevent opening. Should a window be broken, the combination of the immobiliser and ignition lock protection will ensure that the ignition system is protected and the car cannot be driven.

All security features in the Satria Neo also conform to strict Thatcham safety and security standards.

All new Satria Neo vehicles, like other models in the Proton range, are automatically added to the International Security Register (ISR) reducing the risk of theft and resale. A single call to the ISR's 24 hour helpline enables a prospective buyer to confirm a vehicle's credentials. In addition to this, the Satria Neo also has a visible VIN plate on the dashboard.



# Warranty

## Peace of mind motoring

To ensure complete customer satisfaction at all times, Proton Cars UK has developed a total motoring package giving customers "Peace of Mind Motoring".

### The Proton Peace of Mind Warranty Package

- 3 year/ 60,000 mile total vehicle warranty
- 6 year/ 100,000 mile engine and gearbox warranty
- 6 year/ unlimited mileage bodywork warranty
- 3 year/ unlimited mileage paintwork warranty
- 3 years FREE RAC cover

### 3 year/ 60,000 mile total vehicle warranty

This warranty is available for all new Proton vehicles first registered in the UK and purchased from a UK Proton dealer and is transferable to the new owner upon the sale of the vehicle.

### 6 year/ 100,000 mile engine and gearbox warranty

The Proton Powertrain warranty covers major mechanical failure of the Powertrain components for 6 years or 100,000 miles, whichever is sooner. Items covered include certain engine components, clutch and gearbox items and selected transmission parts. This warranty is transferable on the sale of the vehicle.

### 6 year/ unlimited mileage bodywork warranty

This anti-corrosion warranty is available on all Proton cars and is transferable on the sale of the vehicle.



### **3 year/ unlimited mileage paintwork warranty**

This warranty offers a paintwork warranty in line with the terms and conditions of the 3 year total vehicle warranty but for an unlimited mileage period. This warranty is also transferable on the sale of the vehicle.

### **3 years FREE RAC cover**

All Proton owners automatically receive full RAC cover providing complete peace of mind motoring. The cover includes roadside assistance, vehicle recovery and 'at home' assistance. Other services available to owners include free legal advice and other discounts and special offers. Additional cover can be purchased at extra cost.

All warranty work must be carried out by an authorised Proton dealer.

## **Servicing and aftersales**

Servicing must be carried out annually or every 9,000 miles, whichever is sooner.

### **Keeping costs at a minimum**

MFBI Car Body Repair Market study by Trend Tracker

In 2006 the MFBI Car Body Repair Market study by Trend Tracker looked at the average costs of insurance paid accident repairs. Following the analysis of 150,000 authorised insurance repair estimates Trend Tracker found that Proton had the lowest repair costs. The survey also found that during the two-year period Proton had reduced its average repair cost by over £290 - the most of any manufacturer.



## Company Background

Originally conceived by Malaysia's Prime Minister of the day, Dato Seri Dr Mahathir Mohamad, Proton Bhd was incorporated in 1983 with the aim of building a national car. Two years later, the Proton Saga (MPI) was officially launched. It was Malaysia's first domestically produced car and is still sold in Malaysia and other countries today.

The company has come a long way since then and Proton cars have been exported to more than 50 countries worldwide. Key markets include the UK, Australia, Singapore and the Far East.

The original plant, covering 99,400 sq m, is situated at Shah Alam near Kuala Lumpur. The site also houses an engine and transmission factory, a castings plant, R&D centre and a semi-high speed test track. Impian is manufactured at a medium volume factory on the same site.

A new modular assembly plant has been constructed at Tanjung Malim, 60 miles north of Kuala Lumpur. This area has been named Proton City and consists of a 500 hectare site containing the new factory, plant, housing, a university and other commercial buildings to accommodate component suppliers. The new plant will produce the four newest model ranges, GEN-2, GEN-2 Persona, Savvy and Satria Neo.

Proton's total workforce in Malaysia totals just over 6,000 personnel. Proton took a major step forward in upgrading its engineering capabilities when it acquired a share in Lotus Group International in October 1996. This stake was increased to 100% in 2003. Since the acquisition, personnel from Lotus are closely involved in Proton's new model development, with a team permanently based at the design and development centre in Malaysia.



## Proton Cars (UK)

Proton Cars (UK) Ltd began trading in the UK in 1987 and began importing Proton vehicles in early 1989 with the Proton MPI. It became a wholly owned subsidiary of PROTON Bhd in 1995 and now has the sole UK distribution rights for Proton vehicles and authorised spare parts. Between 1989 and 2008 in excess of 135,000 vehicles have been sold in the UK, through a franchised dealer network. Proton Cars UK currently has 77 full sales dealers and 19 service and parts only dealers.

### Customer service

According to a study in 2006 by consumer data experts Wegener DM, Proton Cars UK was placed in the top five car manufacturers when it comes to customer satisfaction. Proton Cars achieved a rating of 68% in the 'very satisfied' car owners section placing the car manufacturer fourth out of 28 manufacturers.

Proton Cars UK dealers achieved great results in a 2007 customer survey undertaken by Which? magazine. Customers taking part placed Proton dealers in second position when rating the overall dealership sales experience. Proton also did well in the overall reliability rating, finishing joint twelfth out of more than 30 manufacturers.

Customer satisfaction has always been of high importance to Proton Cars UK, and this is a view shared by its dealer network who consistently show their support in biannual National Franchised Dealers Association (NFDA) surveys. In a recent survey Proton Cars UK came top out of 32 manufacturers in 11 of the questions, coming second in a further five areas, gaining third place in two questions and fourth place in another three. The survey results come from the hard work undertaken in relationship building with the dealer network as well as an increase in marketing activities, enhancements in the vehicle and parts delivery processes, and a new, improved range of vehicles.



## Residual values

Proton vehicles have consistently improved their residual values over the years and are pleased that in 2007 both the Savvy and Satria Neo models have achieved high ratings from *Parker's Car Guides* in their annual depreciation reports. In January 2008 *Parker's* placed the Satria Neo in 8<sup>th</sup> position in the best performers of 2007 section of their report. A similar survey in 2006 placed the Savvy in 15<sup>th</sup> place out of 100 models with the GEN-2 appearing not far behind. Proton GEN-2 ecoLogic owners won't miss out later either, with residual values on LPG dual fuel vehicles recently found to be up to 7.4% better than their petrol equivalent (Fleet News).

## Contact Details

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Latest news and releases: [www.proton.co.uk/news](http://www.proton.co.uk/news)

Press fleet:  
Savvy 1.2 Style MT  
Satria Neo 1.6 GSX MT  
GEN-2 1.6 GSX MT  
GEN-2 1.6 GSX ecoLogic MT  
GEN-2 1.6 Persona ecoLogic MT

Please contact the Press Office for press fleet availability and bookings.