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Introduction

- ABS with EBD – safe and practical
- Clarion radio/ CD player – entertainment on long journeys
- Reverse distance sensors – perfect for those tight car park spaces
- Twin front airbags – safe and secure
- Height adjustable driver’s seat – comfort at your fingertips
- Power assisted steering
- Air conditioning and alloy wheels to enhance the driving experience

A first for Proton UK

The Savvy is the first city car Proton have sold in the UK. It encapsulates the ‘Savvy buy’ with competitive pricing, distinctive styling and a range of equipment that’s sure to put a smile on every shopper’s face.

Range Overview

	Proton Savvy Style	
	1.2 MT	1.2 AMT
OTR Price	£7,995	£8,695
Max. speed	98.7 mph	98.7 mph
Acceleration (0-62mph)	13.9	13.9
Combined mpg	49.6 (5.7)	49.6 (5.7)
CO₂	134g/km	134g/km
VED tax band	E	E
Engine	4F Cylinder 16v	4F Cylinder 16v
Power	75bhp	75bhp
Torque	105Nm	105Nm
Auto	n/a	n/a
Insurance Group	4E	4E



Who's the Savvy buyer?

The Savvy buyer demands more from their vehicle. Style, practicality, reliability and value for money are important, but when push comes to shove it's pride that counts – being proud to drive the car and feeling good because of what it says about that person.

With distinctive styling both inside and out, a spacious and airy interior, comprehensive warranty, great specifications **AND** a starting price of just £7,995 on the road, the Savvy is a car that anybody would be proud to own. Combine this with great customer service and friendly dealers, and it's definitely a winning package.

The Savvy is a car that will transcend all age boundaries – it's sporty styling, superior ride and handling, low insurance group and low price will appeal to younger buyers looking for a great value, great looking car that's a bit different from the norm, an economical engine and a wealth of features will ensure that older buyers are not alienated. The Savvy is key to Proton's strategy of customer acquisition, but it's features and benefits mean that it is sure to be a popular choice for current owners in the market for a new car.

The Savvy - a Proton through and through

Proton believes that driving should be fun and that every one of its cars should deliver superb ride and handling. Progressive technology is evident across the range – not just in performance but in safety measures and standard equipment. The Savvy has joined this tradition of offering everything motorists have come to expect from a Proton – and more.



Exterior Design

Highlights:

- Alloy wheels
- Chrome centre mounted exhaust
- Flared wheel arches
- Front fog lamps
- Length/width/height (mm) – 3710/1643/1480

The Savvy is the ultimate accessory for the streetwise shopper. Distinctive exterior touches such as the bee sting aerial, honeycomb light clusters and wide-bore chrome central exhaust all accentuate the Savvy's sleek body shape. Customers also benefit from standard 15" alloy wheels and front fog lamps.

To make parking easier, the Savvy comes with reverse distance sensors to guide you into tough spots and power assisted steering to get you out again. The short body and long wheel base make it highly manoeuvrable, ideal in the high street or multi-storey car park.

A new range of vibrant metallic paint is available on all models.



Interior Design

Highlights:

- Electric front windows
- Air conditioning
- Radio/CD player
- Perfectly flat-folding 50:50 split rear seats

The Savvy's interior matches its stylish exterior. The dark upholstery and trim are in contrast with the sporty yellow dials, which brighten the dash and highlight the drivers display. The silver trim on the dashboard, gear knob and steering wheel complement the interior with sophisticated finishing touches.

The integrated Clarion radio/ CD player with RDS is guaranteed to bring music to your ears on a long journey, plus four speakers and a removable roof mounted antenna is standard. In addition to that, the Savvy has that little bit of extra comfort not usually available on this size of car, with each model having air conditioning with pollen filter and electric front windows. The Savvy is built for comfort. With foam enhanced seats throughout, reclining front seats, plus height and slide adjustable drivers seat and driver footrest, occupants are guaranteed to be comfortable on any length of journey.

Small on the outside but incredibly spacious and roomy inside, clever dashboard design gives good visibility and a feeling of airiness in the cabin. Plenty of leg and head room for all passengers and with five doors, the Savvy is convenient for carrying shopping, and comfortable for all four occupants regardless of luggage. Rear seats split 50:50 and fold completely flat, making a generous 207 litre boot expand to cope with 909 litres of luggage. There's no wheel arch intrusion into the cabin, increasing the Savvy's luggage carrying capacity further, and map pockets, glove box and an integral boot storage compartment further increases the amount of room available.



Engines and Transmissions

Highlights

- 1.2 litre 16v engine
- Available in 5-speed manual (MT) and 5-speed automated manual transmission (AMT)
- 75bhp at 5500rpm
- Maximum speed 98.7mph
- 0-62mph -13.9 seconds

The Savvy is fitted with a 1.2 litre petrol engine which can easily deliver a top speed of 98.7 mph. With automated manual transmission available, but with no loss of power or change in fuel consumption, the Savvy delivers a consistently high level of performance.

Superior ride and handling gives drivers confidence on country lanes, whilst the responsive drive and good acceleration enables drivers to handle the stop/ start of town and city driving.

Both manual and automated manual transmission models have excellent fuel consumption and low emissions. One of the benefits of the automated manual transmission is that it gives drivers the same CO₂ emissions level as manual models, so drivers do not have to compromise on road tax costs.

Fuel consumption figures and emissions are as follows:

	Proton Savvy Style	
	1.2 MT	1.2 AMT
Urban	30.54 (7.7)	
Extra Urban	51.1 (4.6)	
Combined	41.26 (5.7)	
CO₂	134	
Tax Band	E	



Safety

Highlights:

- Twin front airbags
- 4-wheel Anti-lock Brakes with Electronic Brake Distribution
- Reverse distance sensors
- Front fog lamps

The Savvy is fitted with active safety features to help the driver avoid possible accidents, and passive features to protect occupants in the event of an accident. Anti-lock brakes come as standard across the Savvy range, to ensure the driver has complete control of the car under heavy braking. Other key safety features to avoid accidents include reverse distance sensors, power assisted steering, front fog lamps and good all-round visibility in the cabin with a high seating position.

All Savvy models have twin front airbags as standard, front seatbelt pre-tensioners and anti-submarine seats, to prevent passengers from slipping under the seatbelt in the event of a high impact collision. Side impact protection bars and crumple zones all help to protect occupants in an accident.

Security

Highlights:

- Remote central locking
- Alarm and engine immobiliser

The Savvy is designed to be as safe on the street as it is at home on your drive. A combined security package consisting of remote central locking, perimeter alarm with ignition barrel protection and an engine immobiliser is fitted as standard across the range.



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 8th position in the best performers of 2007 section of their report. A similar survey in 2006 placed the Savvy in 15th 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).

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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.