

# PRESS RELEASE

For immediate Release

## H. E. President Uhuru Kenyatta Flags off Simba Corp's Proton at Associated Vehicles Assemblers



His Excellency the President Uhuru Kenyatta signs on the bonnet of the very first Proton Saga assembled at Associated Vehicle Assemblers (AVA). From Left to Right is **Adil Popat** Chairman Simba Corporation, **Dinesh Kotecha** Group CEO Simba Corporation and Mombasa Governor **Hassan Joho**

**Kenya, Mombasa ....10 December 2020** His Excellency the President Hon. Uhuru Kenyatta today launched the first fully locally assembled Proton Saga salon car at Associated Vehicle Assemblers (AVA) a wholly owned subsidiary of Simba Corporation Limited.

Speaking at the launch event at AVA in Miritini, Mombasa, **Simba Corporation Chairman, Adil Popat** said, "We are extremely pleased to unveil the long-awaited locally assembled Proton Saga saloon car into the Kenyan market. This vehicle was assembled at AVA which is also a fully locally owned motor vehicle assembler.

"The Proton Saga is competitively priced and will retail for around \$10,000 + VAT, the Proton Saga has enhanced safety features, superb stability and braking performance, supreme style and eye-catching exteriors and interiors. The Proton Saga also comes with a 5-year warranty, attractive financing options with some of our major bank partners in Kenya and an extensive aftersales network. We know that our customers will have a great experience with the Proton Saga."

In his remarks, the President lauded Simba Corporation for this new move saying that it contributes to the Big Four Agenda which aims to stimulate economic growth by creating jobs for Kenya's youth. He said this was born out a conversation with automakers last January to bring back local assembly of vehicles into the Kenyan market. "We talked about this last year and Simba Corporation has worked on it and here we are launching the new Proton Saga, an affordable well-engineered saloon car into the Kenyan market."

Earlier in the year, the Head of State asked motor vehicle assemblers, in consultation with the National Treasury and the Ministry of Trade & Industrialization, to work out a mutually agreeable framework that will ensure the benefits accruing from the tax incentives are passed on to the consumer.

With the launch of the Proton Saga, President Kenyatta said the country is now at the cusp of offering Kenyans the opportunity to own zero-mileage vehicles that are affordable, can attract financing and offer good value for money compared to Ksh.800,000 that is usually spent to purchase a secondhand vehicle. "You know with the Proton Saga you get a zero-mileage car at a very affordable price and a 5-year warranty and a network of dealerships."

Proton joins the growing list of globally renowned automotive brands that have chosen Kenya as their home and are being assembled by AVA in Mombasa. On his part the Mombasa Governor H.E. Ali Hassan Joho lauded AVA on this launch and continuing to create jobs in Mombasa county. "Being in the Proton Saga, driven by the president I am impressed by the car and commit as the Mombasa county to place an order for 30 or 40 units for the county to use" he said. He lauded Simba Corporation and AVA for this milestone and for continuing to generate jobs for the county's youth.

Established in 1968, Simba Corp began as one of Kenya's most successful indigenous commercial organizations with a rich heritage in motor vehicle sales and service. Simba has steadily spread its reach to the major cities and towns in Kenya including Nairobi, Mombasa, Kisumu, Kisii, Narok, Nakuru, Nanyuki, Nyeri, Kericho and Eldoret. As an integrated business group, headquartered in Nairobi, Simba Corp has diversified division in motor sales and service, hospitality, investment and financial services.

**For more info on Proton Saga visit** <https://www.proton.com/en/find-a-car/SAGA>

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**ABOUT SIMBA CORPORATION** Simba Corporation is a Kenyan entity with controlling interests in the diverse fields of motor, hospitality, real estate and financial services. Since 1948 when it was started, the Company has grown significantly from a modest car selling enterprise to a large multi – sector integrated group. Through its vision and mission, Simba Corporation strives to be a trusted, innovative and diversified pan-African corporation that creates value for its customers, employees, investors, partners and suppliers by mutually satisfactory relationships, efficient operations and financial prudence.