PRESS RELEASE

For immediate Release

SIMBA CORP COMMENCES SALES OF THE LOCALLY ASSEMBLED PROTON SAGA

Nairobi, Kenya……25th February Simba Corp has today launched sales of the locally assembled Proton Saga saloon car.

Speaking at the Proton Saga Media launch event held at Aspire Centre, Westlands, **Simba Corporation Group CEO, Dinesh Kotecha** said, "We look forward to having the Proton Saga and indeed the Proton brand take the Kenyan market by storm because we believe that this is a solution that our customers have been waiting for and we have finally delivered."

The Proton Saga is locally assembled at the *Associated Vehicle Assemblers* plant in Mombasa. It comes with a 5 year, 150,000KM warranty. Simba Corp has partnered with bank partners to make it easier for their customers to own this zero-mileage, high-value car. The Proton Saga also comes with a 4 star NCAP safety rating and will have over 50 service locations nationwide.

Simba Corporation Executive Chairman, Adil Popat said, "The launch of the Proton Saga demonstrates how a positive partnership between the government, private sector and all industry stakeholders can deliver solutions whose impact will be felt by consumers at all levels of the Kenyan economy."

In his address, the **Chief Administrative Secretary in the Ministry of Industrialization, Trade and Enterprise Development, Lawrence Karanja**, said, "When Kenyans demanded an affordable vehicle, we thought it was a tall order. Simba Corp took the challenge and delivered. We celebrate this growth and development in the manufacturing sector in Kenya in a bid to achieve Vision 2030. The government's mission is to make Kenya a regional hub for automotive assembly and manufacture. As a government we are supporting the industry by being committed to buying locally assembled vehicles because we believe in **Buy Kenya and Build Kenya** as this creates employment, skills development and transfer for our youth, research and development as well as promoting environmental protection."

Kenya Auto Bazaar Association (K.A.B.A) Chairman, Major (Rtd) John Kipchumba said, "We don't import because we love used cars, we do it due to the demand. We are looking for affordable vehicles that are fuel-efficient and new, with zero (0) mileage, and the Proton Saga has come to address this."

In his closing address, **Simba Corporation Motor Division Managing Director, Naresh Leekha**, said, "We have the utmost confidence that Proton will transform the automotive market and the lives of our consumers. The 5-year warranty, attractive financing options, safety features, aftersales network, all, for a brand new zero-mileage car that is assembled locally is an unbeatable deal. The future is indeed bright."

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. During the Mombasa launch held in December 2020, **His Excellency the President Hon. Uhuru Kenyatta, President Kenyatta** said the country is now at the cusp of offering Kenyans the opportunity to own zero-mileage vehicles that are

affordable, well engineered and can attract financing. “It offers good value for money, compared to what has previously been available to Kenyan consumers. Kenyans can purchase a brand new, safe vehicle for the same price that is usually spent to purchase a secondhand vehicle and in addition it stimulates economic growth by creating jobs for Kenya’s youth.

This vehicle is assembled at Associated Vehicle Assemblers (AVA) in Mombasa which is also fully owned by Simba Corporation.

#SameSpirit #ProtonSaga

For more info on Proton Saga visit http://proton.co.ke/vehicles/saga

High resolution photos of the Proton Saga:
https://drive.google.com/drive/folders/1RFG3YXmBNiQqUGVj1bGOual3U3dhiyps

ABOUT SIMBA CORPORATION 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 interests in Motor Sales and Service, Hospitality, Real Estate and Financial Services.

Photo 1 L-R Moses Abiero of Associated Vehicle Assemblers (AVA) explains to H.E. President Uhuru Kenyatta about the local assembly process during the launching of the Proton Saga saloon car at Miritini, Mombasa. Looking on is Adil Popat, Executive Chairman, Simba Corp and Dinesh Kotecha, Group CEO of Simba Corp Group and AVA Technician Reuben Mwaniki, assembling the vehicle.

Photo 2 L-R Adil Popat, Simba Corp, Executive Chairman, Dinesh Kotecha, Simba Corp Group CEO, Aide de Camp, and Governor Ali Hassan Joho (Right) looking on as H.E. President Uhuru Kenya signs the bonnet of a locally assembled Proton Saga saloon vehicle during the commissioning event at Associated Vehicle Assemblers (AVA) in Miritini, Mombasa. The President applauded Simba Corporation, the Proton franchise holder in Kenya and all other assemblers for supporting the government's agenda to revive the local vehicle assembly industry to support wealth and employment creation for the Kenyan youth.

Photo 3 H.E President Uhuru Kenyatta and Governor Ali Hassan Joho, experience the locally assembled Proton Saga saloon vehicle by test driving it during the commissioning event at Associated Vehicle Assembler (AVA) in Miritini, Mombasa. The President applauded Simba Corporation, the Proton franchise holder in Kenya and all other assemblers for supporting the government agenda to revive the local vehicle assembly industry to support wealth and employment creation for the Kenyan youth.

Photo 4: Cabinet Secretary for Trade & Industrialization representative, Mr. Lawrence Karanja and Simba Corp CEO Dinesh Kotecha, discussing the features of the new locally assembled Proton Saga at the launch event held at Aspire Centre in Westlands, Nairobi.

Photo 5: Cabinet Secretary for Trade & Industrialization representative, Mr. Lawrence Karanja, Naresh Leekhe, MD Motor Division Simba Corp and Kenya Auto Bazaar Association Chairman (KABA), Retired Major John Kipchumba, discussing the features of the new locally assembled Proton Saga at the launch event held at Aspire Centre in Westlands, Nairobi.