

**Press Release: For immediate release**

## **Kenya Police's Partnership with Simba Corp sees 30 New Proton X70 SUV's added to Fleet**

**Nairobi, November 19th, 2021:** Simba Corp today officially handed over 30 brand new Proton X70 SUVs to the Kenya Police Service at a ceremony held at the Simba Corp Headquarters on Mombasa road.

The Kenya Police Service over the last few years has been modernizing its fleet through the government leasing program.

Speaking at the event, Julius Sunkuli, Director logistics DCI said "We are happy to add to our fleet 30 new Proton X70's; a very comfortable and versatile SUV that will be useful in maintaining law and order, and crime-fighting activities across the country. We have been leasing vehicles for some time now in an effort to increase efficiency in the police force which in turn ensures we are readily available to serve Kenyans."

Proton Product Manager, Faruk Alibhai, stated that the Proton X70 is a versatile vehicle with top-of-the-range features that make it a suitable vehicle for the police force. With a fully functional service centre with trained personnel, Simba Corp will be able to service the entire fleet at their 5 branches and numerous service centres countrywide.

"Simba Corporation is a 100% Kenyan-owned business and we have been operating in Kenya for the last 57 years. We are proud to have currently been selling world-class brands alongside the Proton, including Mitsubishi, Fuso, Mahindra, and Same Tractors," he added.

Nixon Oduor, Head of Government Sales and Leasing at Simba Corp gave his remarks during the event, "This partnership in leasing marks a milestone for Simba Corp. We are grateful that The Kenya Police and other Government agencies are now able to lease brand new, international-standard vehicles to aid in their service delivery, we are proud to be part of this," he said.

On his part, Simba Corp Group CEO, Dinesh Kotetcha added, "Simba Corporation is committed to growing its local investment by enabling Kenyans to own zero mileage vehicles. At our local assembly plant, AVA, we are already producing our first fully locally assembled saloon car, the Proton Saga."

He added, "We are proud to introduce the Proton brand into the Kenyan market and will be continuing to grow and expand its product line to target different segments of the market."

In December 2020, His Excellency the President Hon. Uhuru Kenyatta, officially launched the Proton Saga in Kenya at the Associated Vehicle Assemblers(AVA) plant in Mombasa. He was glad to mention that Kenyans can now purchase a brand new vehicle, at the same price as an 8 year old, secondhand vehicle. The President lauded the move which also stimulates economic growth by creating jobs for Kenya's youth.

**-ENDS-**

**For media inquiries, please contact:**

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**About Simba Corp**

Simba Corporation is an integrated business group headquartered in Nairobi, Kenya with controlling interests in such diversified fields as motor sales and service, hospitality, investment and financial services. Simba Corporation has grown from a modest used-car sales enterprise, founded in 1948 by Mr. Abdul Karim Popat, into one of Kenya's most successful indigenous commercial organizations with a rich heritage in motor vehicle sales and service. Simba Corp. is a member of KAM (Kenya Association of Manufacturers), KEPSA (Kenya Private Sector Alliance), KMI (Kenya Motor Industry Association), FKE (Federation of Kenya Employers), among others, and in 2016, signed the code of Ethics for business in Kenya under the United Nations Global Compact Network- Kenya.





**Video:** [https://drive.google.com/file/d/1IVp7hnSTfTGmUR9E6UJLdQydC\\_aPyvw/view?usp=sharing](https://drive.google.com/file/d/1IVp7hnSTfTGmUR9E6UJLdQydC_aPyvw/view?usp=sharing)  
*Proton Product Manager, Faruk Alibhai explains the features of the new proton X70 to representatives from the Administration Police during the handover of 30 Brand new Proton X70 vehicles from Simba Corp to the Police in a leasing agreement with the Cooperative Bank Fleet Africa Leasing Ltd.*

**Flag-Off Video:**

<https://drive.google.com/file/d/1kfX0vim2rR3Qj9gddMC73pRlfn8NYw8B/view?usp=sharing>

**Branded Police Proton X70 Video:**

<https://drive.google.com/file/d/1BI-S-vymJX0smkPGeMVNJeyXAg1vS5pi/view?usp=sharing>

**Sample Vehicle photos:**



**All selected photos and video:**

<https://drive.google.com/drive/folders/1ayiMxHe770FrWRCLaiPgmnTpbIRyHLqQ?usp=sharing>