



**PROTON**  
INSPIRING CONNECTIONS

**ALL-NEW**

# SAGA

**INTELLIGENCE  
THAT THRILLS**



ALL-NEW  
**SAGA**  
INTELLIGENCE  
THAT THRILLS

EXCLUSIVE  
MEDIA PREVIEW

Milestone



PROTON  
INSPIRING CONNECTIONS

# The Nation's Pride

For over 40 years, the Proton Saga has been Malaysia's most beloved car, trusted by over 2.1 million customers worldwide.

Now, in 2025 the legacy continues with the arrival of the 4th generation Proton Saga that blends technology and innovation with Malaysian pride.

1st Gen: **1985**



> **1,139,000** units

2nd Gen: **2008**



> **549,000** units

3rd Gen: **2016**



> **445,000** units

4th Gen: **2025**



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# A Global Malaysian Icon

The 1st Malaysian car to be manufactured overseas.

Exported since 1986, there are now 8 export markets for the Proton Saga and the number is growing.



# Made for Malaysians by Malaysians



Number of  
New Parts

**337** Parts



R&D  
Development  
& Testing

**391,000** Manhours




Road  
Testing

**412,000** Km

## Students/First Jobbers

**Commuting, travelling, social business and experiences.**

 The car for  
Single & Young

 20-29 years old

 First Car



· Design & Aesthetics

· Tech Features

· Driving Experience



## Young Family

**Pick-up and drop-off for kids, commuting, gathering with friends.**

 The Family's  
car

 30-39 years old

 Replacement Car/  
Additional Car



· Safety & Comfort

· Boot Space

· Maintenance Costs





## 15 Unique in Class

- 1- i-GT 1.5 Engine with Max Power 88 kW & Max Torque 150 Nm
- 2- Wireless Apple CarPlay® and Android Auto™
- 3- 16" Integrated Dual Screen
- 4- Coolest Cabin in segment; lowest @15.2° Celsius
- 5- Full LED Projector Headlamps with DRL
- 6- Full LED Rear Tail Light Bar
- 7- Electric Door Mirrors with Auto Fold Function
- 8- Autonomous Emergency Braking (AEB) with Car-to-Motorcyclist Rear Moving (CMRM) & Car-to-Motorcyclist Rear Braking (CMRB); 1st National Car Completed ASEAN NCAP Full AEB Test
- 9- Timing Chain (Toothed)
- 10- Door Opening Warning (DOW)
- 11- Rear Collision Warning (RCW)
- 12- Proton Reinforced Safety Structure (RESS)
- 13- Vehicle Control Centre in IHU
- 14- Flat Bottom Steering Design (Sporty Feeling)
- 15- 3 USB Ports

## 15 Better than Direct Competitor

- 1- 6 Airbags
- 2- Rear Cross Traffic Alert (RCTA)
- 3- Lane Change Assist (LCA)
- 4- Intelligent High Beam Control (IHBC)
- 5- Lane Departure Warning (LDW)
- 6- Cabin Comfort (Legroom, Headroom, Ergonomic, Forward Visibility, Cabin Switch Backlight)
- 7- Reminder Before Leaving Vehicle
- 8- Auto Headlamps
- 9- Follow Me Home Function
- 10- Bigger Seat Dimension; +1cm wider front seat, +4cm longer front seat, +6cm wider rear seat & +1cm longer rear seat.
- 11- 7 Bottle/Cup Holders
- 12- 4-Level Headlamps Levelling
- 13- Bigger Car: Longer Wheelbase; 2465mm, Wider Car Dimension; 1690mm, Longer Car Dimension; 4390mm
- 14- Dual Tone Leatherette Seats
- 15- Bigger Tank Capacity; 40 Litres

## 50+ Competitive Features

- 1- Front Macpherson
- 2- Rear Torsion Beam
- 3- Front Disc Brake
- 4- Rear Drum Brake
- 5- Anti-Lock Braking System (ABS)
- 6- Brake Assist (BA)
- 7- Electronic Brake Distribution (EBD)
- 8- Traction Control System (TCS)
- 9- Electronic Stability Control (ESC)
- 10- Hill Hold Assist (HHA)
- 11- Forward Collision Warning (FCW)
- 12- Autonomous Emergency Braking (AEB)
- 13- Front Departure Alert (FDA)
- 14- Front Parking Sensors
- 15- Reverse Parking Sensors
- 16- Reverse Camera
- 17- Central Door Lock
- 18- Steering Wheel with Switches
- 19- Intelligent Entry with Door Switch
- 20- Push Start Button
- 21- Door Open Indicator
- 22- 4 Speakers
- 23- Spacious Rear Door Compartment
- 24- Rear Adjustable Headrest Seat
- 25- 12V Socket
- 26- Rear Seat ISOFIX
- 27- Two-tone 15" Alloy Wheel
- 28- 6 Airbags
- 29- Rear Cross Traffic Alert (RCTA)
- 30- Lane Change Assist (LCA)
- 31- Intelligent High Beam Control (IHBC)
- 32- Lane Departure Warning (LDW)
- 33- Cabin Comfort (Legroom, Headroom, Ergonomic, Forward Visibility)
- 34- Reminder before Leaving the Car
- 35- 3 USB Ports
- 36- Auto Headlamps
- 37- Follow Me Home Function
- 38- Bigger Seat Dimension; +1cm wider front seat, +4cm longer front seat, +6cm wider rear seat & +1cm longer rear seat.
- 39- 7 Bottle/Cup Holders
- 40- 4-Level Headlamps Levelling
- 41- Bigger Car; 2465 Mm; Longer Wheelbase, 1690 Mm; Wider Car Dimension, 4390 Mm; Longer Car Dimension
- 42- Dual tone Leatherette Seats

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**PROTON**  
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**I**MPRESSIVE  
PERFORMANCE

**C**OMPREHENSIVE  
SAFETY

**O**PTIMISED  
INTELLIGENCE

**N**EXT-GEN  
STYLE



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# **IMPRESSIVE PERFORMANCE**

**C**OMPREHENSIVE  
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STYLE



## Unique in Class: Engine Performance Feel the Power, Love the Efficiency

**i-GT 1.5  
ENGINE**

**NEW**



+

**CVT**

**NEW**



· For Premium Variant

**4.9L/100KM**

Improved Fuel Consumption  
by **14.04%**

Max Power **88kW (120 PS)**

Max Torque **150Nm**

· Based on MDC Cycle

## The Best in the Segment

**i-GT 1.5  
ENGINE**

**NEW**



+

**4AT**



· For Standard & Executive

**5.1L/100KM**

Improved Fuel Consumption  
by **10.53%**

Max Power **88kW (120 PS)**

Max Torque **150Nm**

· Based on MDC Cycle

## 3 Key Engine Technologies

### i-GT 1.5 ENGINE



#### 1 Reliability

**50,000+**

Hours of dyno tests

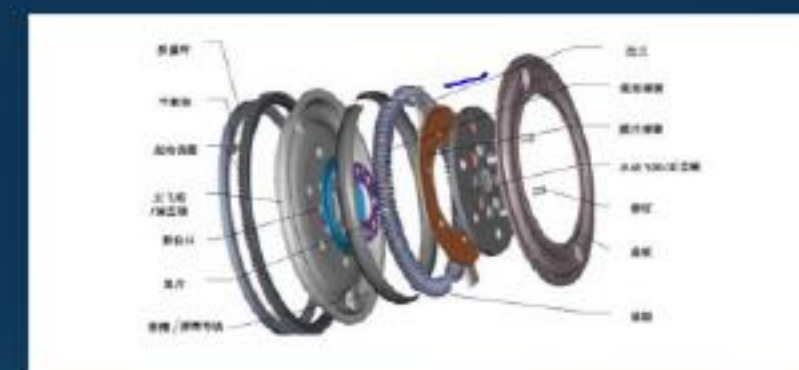
**9,000,000+**

Kilometers of global road tests

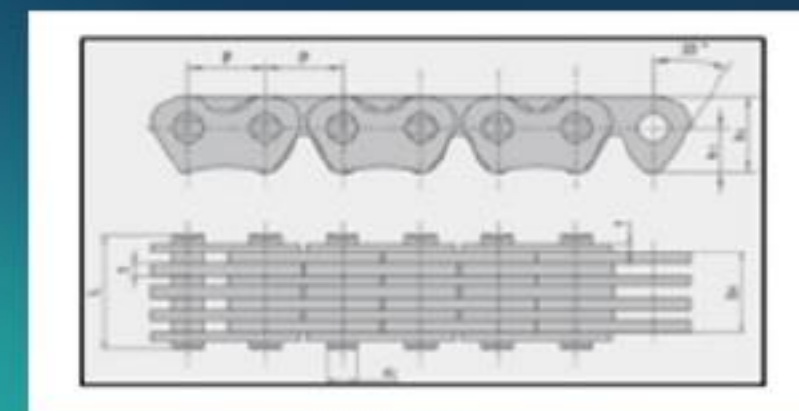
#### 2 NVH

**25.24%**

Much quieter compared to the roller timing chain



Dual Mass Flywheel



Toothed Timing Chain

#### 3 Economical

**14.04%**

Improvements on the engine fuel consumption by these 3 items



Atkinson Cycle



Dual Variable Valve Timing (DVVT)



Electric Water Pump Thermal Management

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## 964 Golden Number

**9** **NEW**  
Key ADAS  
Functions

**5** Functions of Monocular  
Camera System

**4** Functions of Rear Side  
Radar System (RSRS)



+

**6** **UPGRADED**  
Airbags

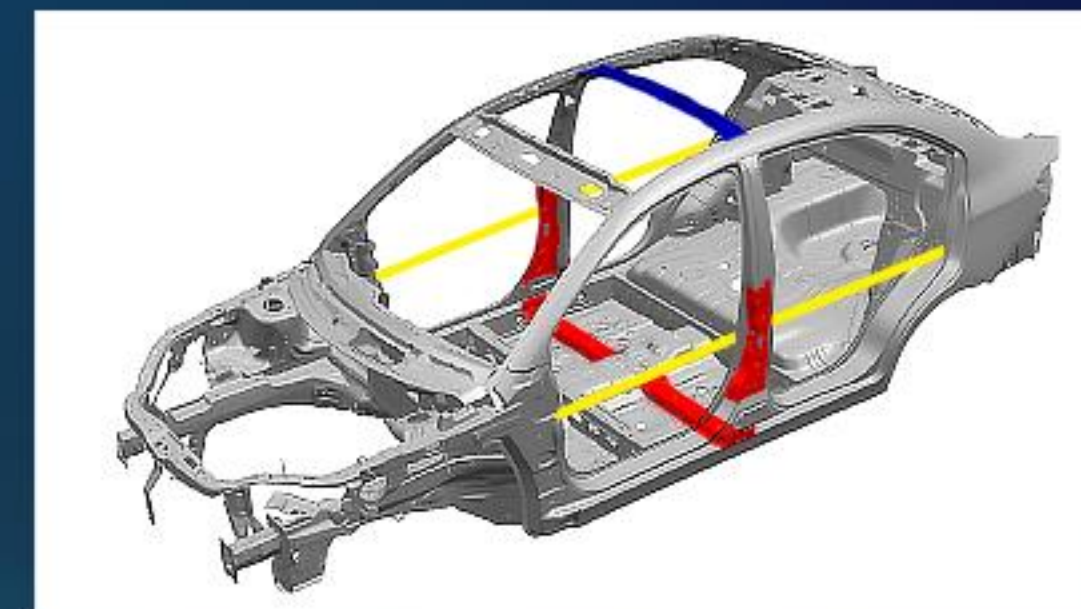
Front Airbags  
Side Airbags  
Curtain Airbags



+

**4** **NEW**  
Proton RESS  
Parts

**Developed Parts**  
Cross Member Front Seat  
Reinforcement Centre Pillar



# ADAS Hardware Capability

## **5** **NEW** Functions of Monocular Camera System



**Collision Mitigation Support Front (CMSF)**

Autonomous Emergency Braking (AEB)  
Forward Collision Warning (FCW)



**Front Departure Alert (FDA)**



**Intelligent High Beam Control (IHBC)**



**Lane Departure Warning (LDW)**

**150m** Monocular Camera System



## Unique In Class: Collision Mitigation Support Front (CMSF)



### The 1st National A-Segment Car to Pass the AEB Motorcyclist Test

The All-New Proton Saga – Malaysia's 1st A-segment car to earn ASEAN NCAP recognition for passing the AEB Motorcyclist test, setting a new benchmark in safety.



# ADAS Hardware Capability

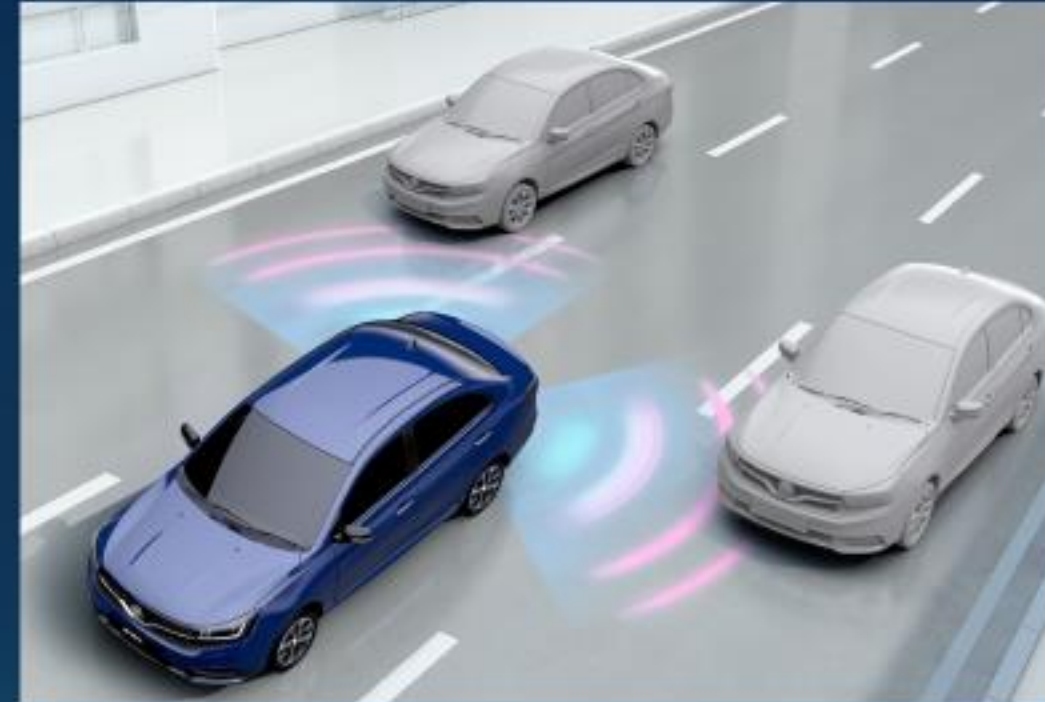
## **4** **NEW** Functions of Rear Side Radar System (RSRS)



**Door Opening Warning (DOW)**



**Rear Collision Warning (RCW)**



**Lane Change Assist (LCA)**



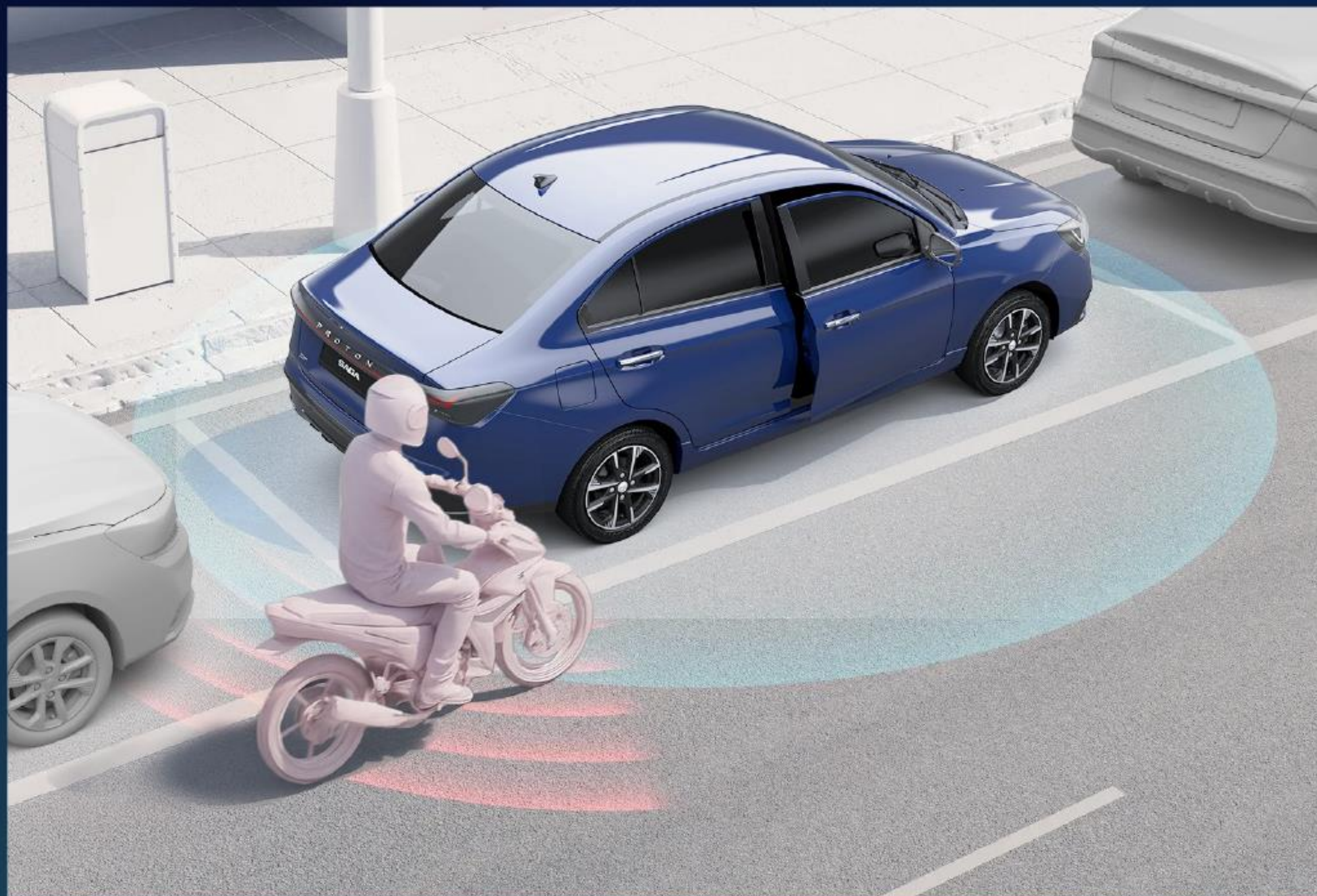
**Rear Cross Traffic Alert (RCTA)**

### **New Generation Rear Side Radar System (RSRS)**

**120m** Rear Side Radar System



## Unique In Class: Door Opening Warning (DOW)



### The 1st A-Segment Car Equipped with DOW

DOW senses potential danger when the door is about to be opened. The system will light up and flash the blind spot indicator on the corresponding side and emit an alarm sound to remind the people in the vehicle.

#### DOW Working Condition:

Time to Collision (TTC)

< 1.5 seconds

Relative speed between 2 vehicle

=> 3.6 km/h


Target Vehicle Speed

=> 6.84 km/h

Area Detection

50 meters backward from B-pillar and  
2.5 meters horizontal

## Unique In Class: Rear Collision Warning (RCW)



The Speed Difference between Front  
and Rear Car is =>**10 km/h**

### **The 1st A-Segment Car Equipped with RCW**

RCW will **alert the driver of potential rear-end collisions is detected** and automatically activates hazard lights and auditory assist to alert the incoming vehicle & the driver.

#### **RCW Working Condition:**

Distance

**0.9 m**

Time to Collision (TTC)

**=< 1.4 seconds if relative speed => 30km/h**

Area Detection

**RCW can start detect the incoming vehicle 30 meters away from vehicle and 2 meters width from vehicle center.**

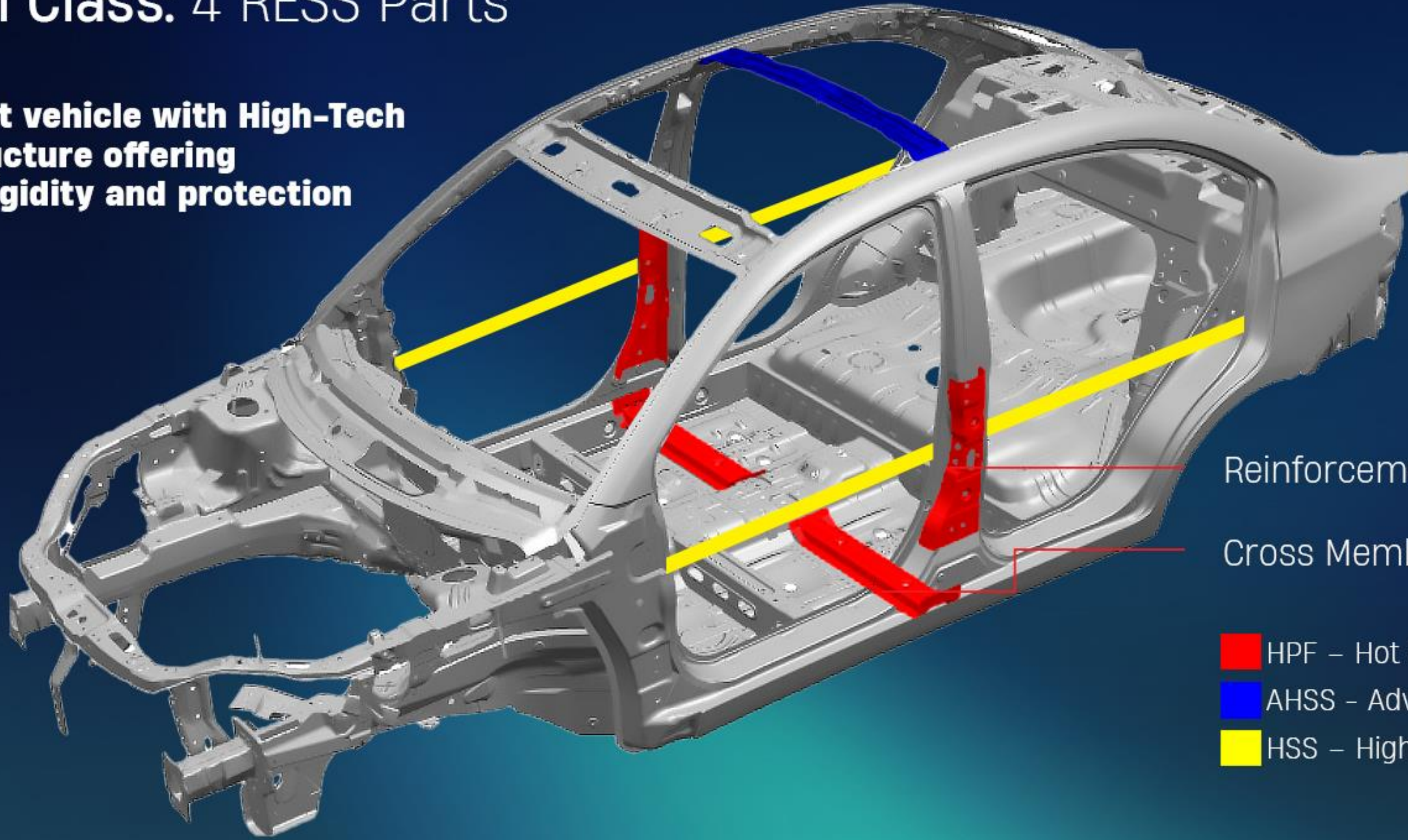
**6 Airbags: Better Than Direct Competitor** **UPGRADED**

**Upgraded from 2 to 6 Airbags for Total Peace of Mind**






## Unique In Class: 4 RESS Parts

**1st A-Segment vehicle with High-Tech HPF body structure offering exceptional rigidity and protection**



Reinforcement Centre Pillar

Cross Member Front Seat

-  HPF – Hot Press Forming
-  AHSS – Advance High Strength Steel
-  HSS – High Strength Steel

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SAFETY



**OPTIMISED**

**N**EXT-GEN  
STYLE

**INTELLIGENCE**



## Unique In Class: 16" Integrated Dual Screen

### 9" Infotainment Display

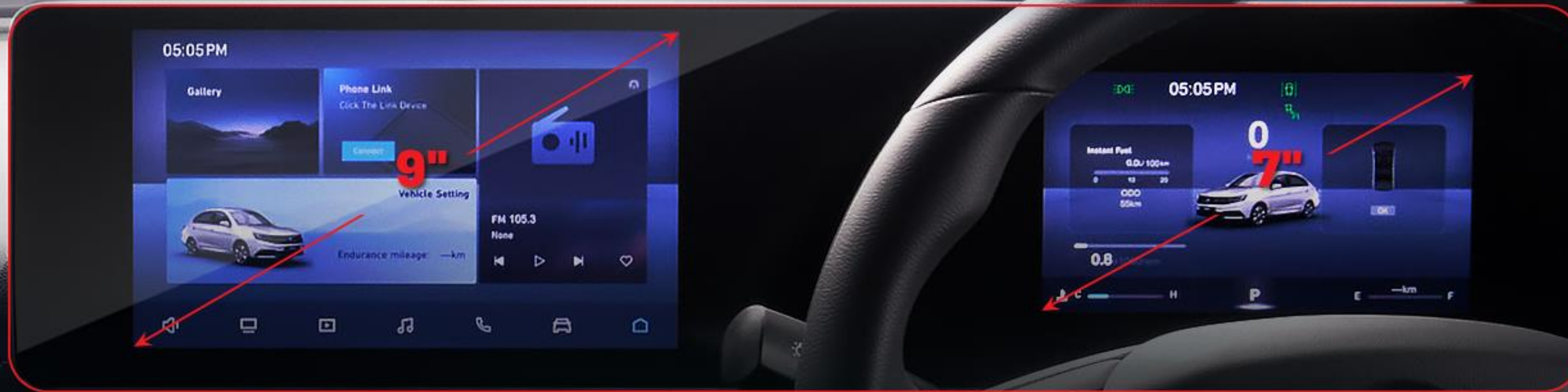
Simple touchscreen control, effortless every journey

### 7" Digital Meter Display

Full-colour digital display for a premium look

### 2 Displays, 1 Seamless Experience

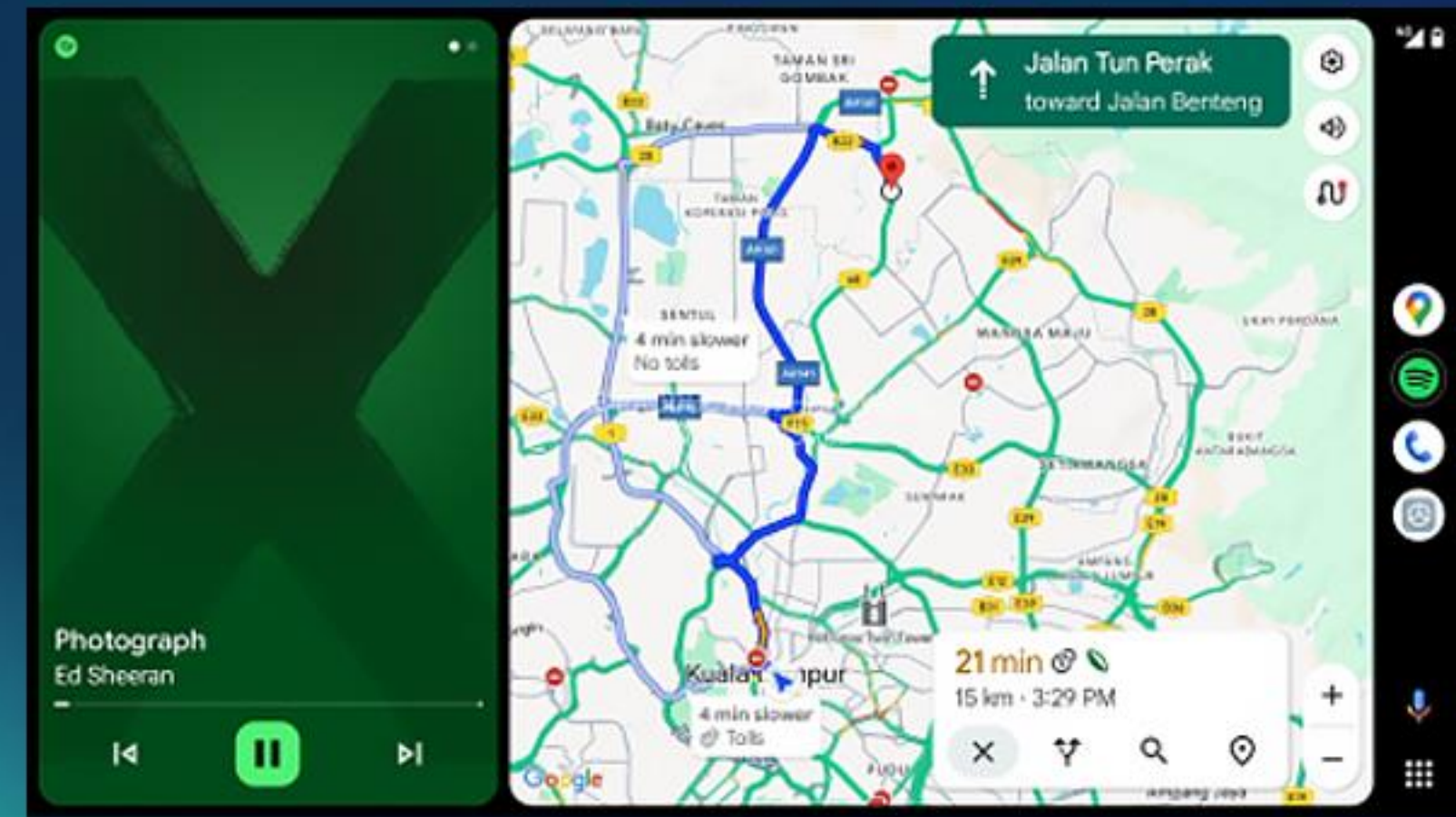
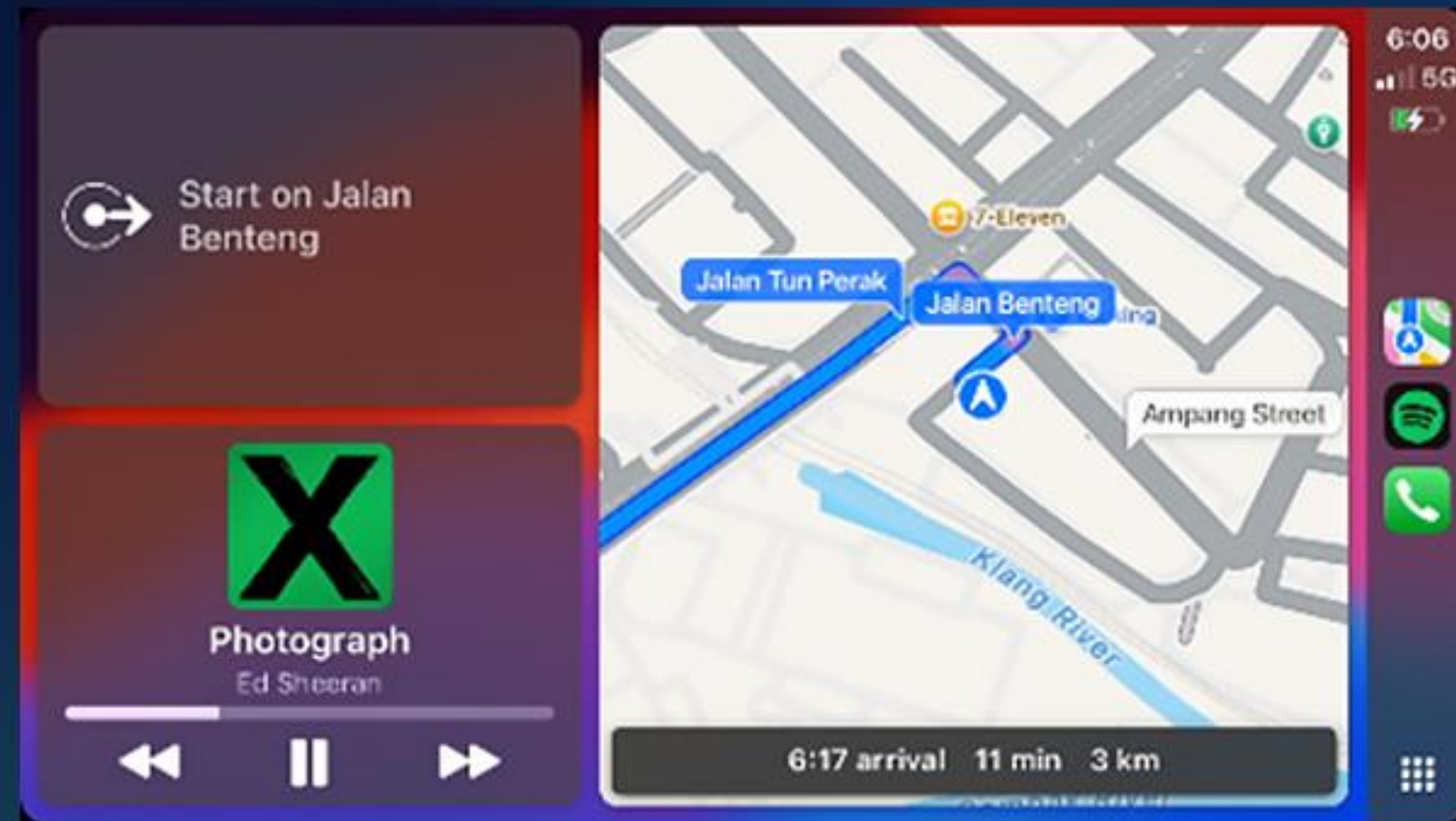
Infotainment for entertainment and connectivity, meter cluster for driving and safety essentials



1st A-Segment Vehicle to feature an Integrated Dual Screen – bringing a premium, immersive driving experience within everyone's reach.

# Unique In Class: Wireless Apple CarPlay® and Android Auto™

1st A-Segment Vehicle to feature Wireless Apple CarPlay® and Android Auto™ for a smarter, cable-free drive.



Wireless or wired connectivity for seamless pairing

# Unique In Class: Smartphone-Inspired Experience

The 1st vehicle in A-Segment with a dedicated Vehicle Control Centre, delivering a smartphone-inspired experience.

## Adaptive Interface

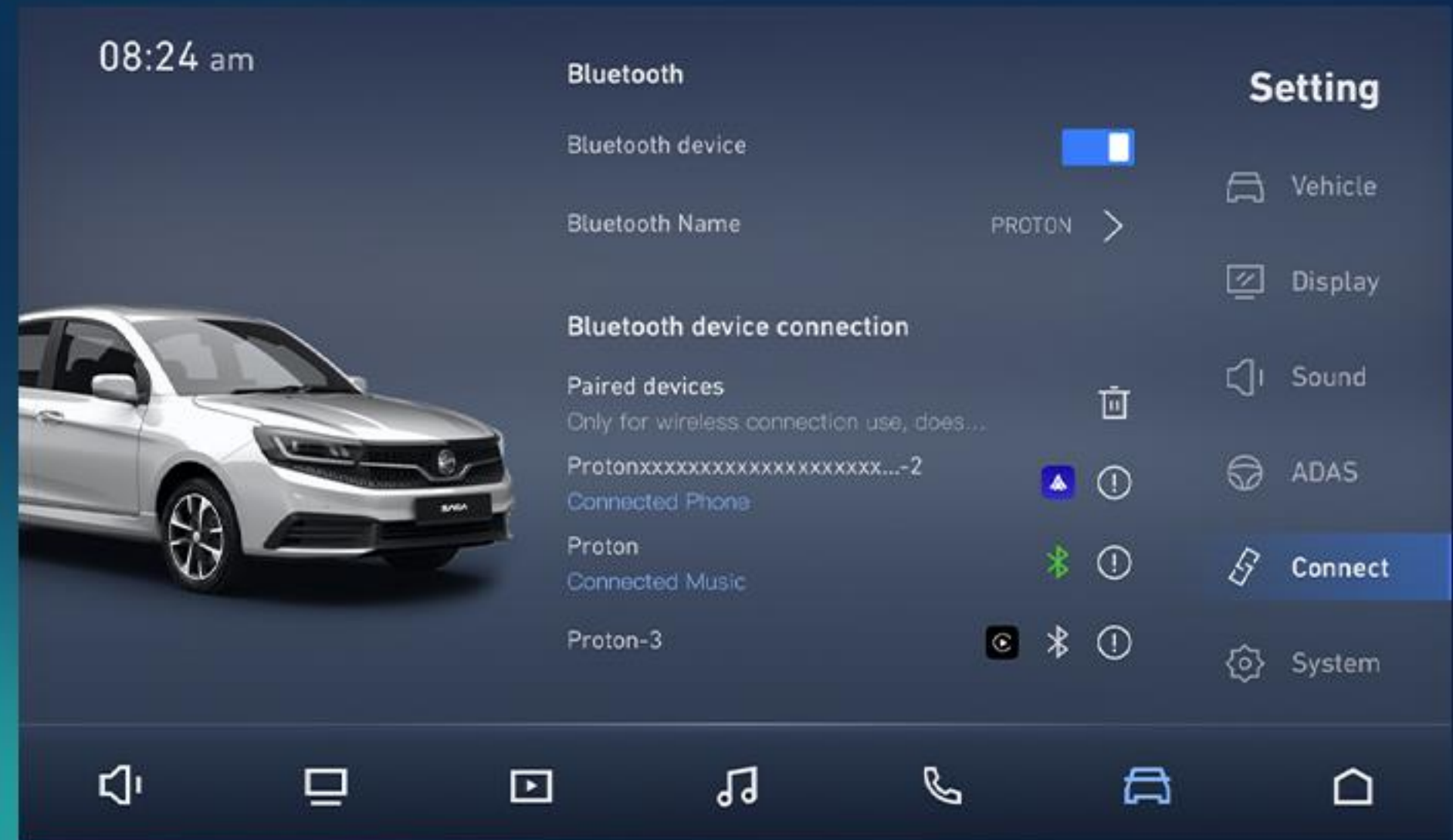
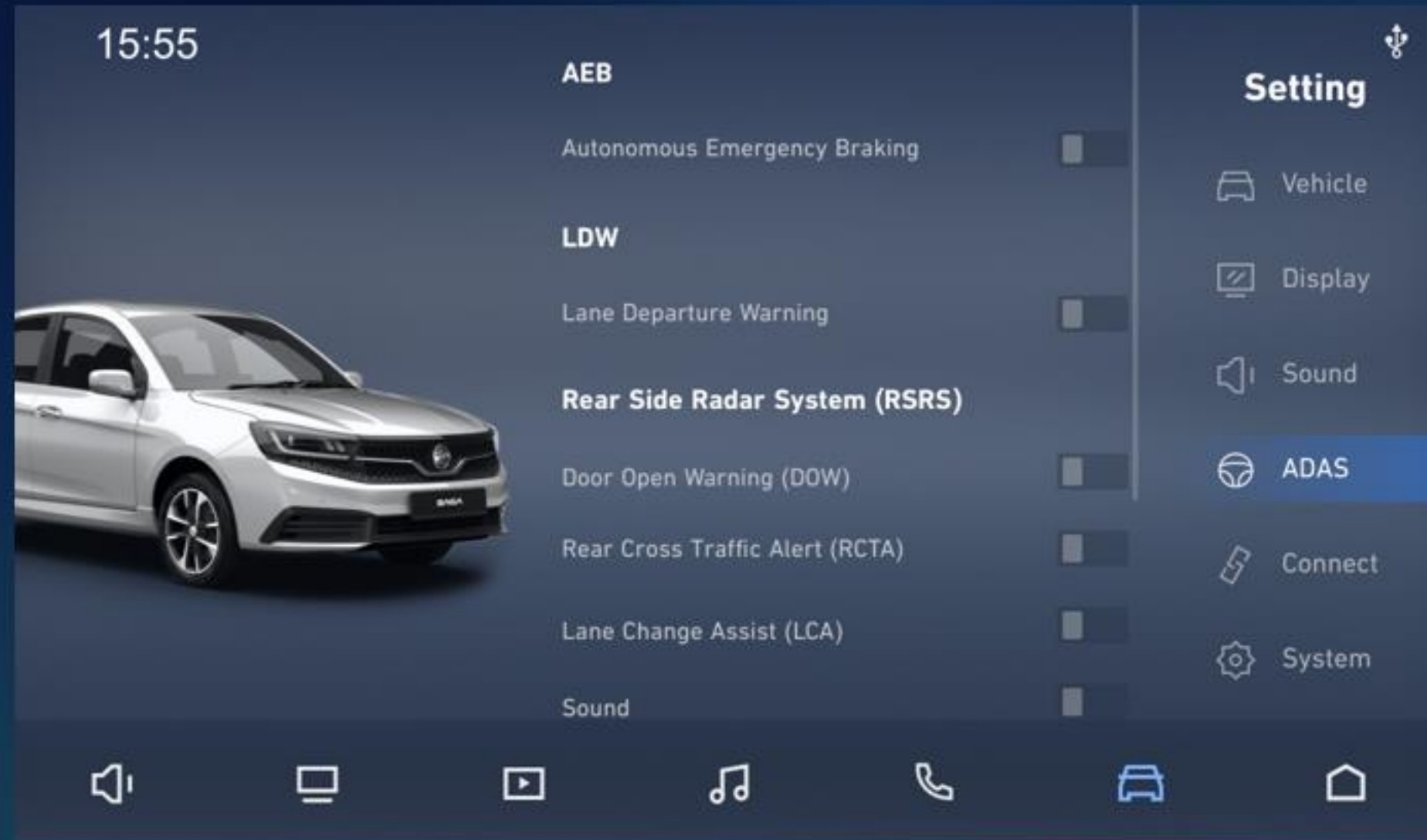
Every control can be easily access within your fingers, even during driving if necessary

## Personalized Driving Experience

Enhance your music experience during driving with the built in equalizer, balance and fader

## Quick Access

One-tap control to Vehicle, Lighting, ADAS and Display settings effortlessly



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# **N**EXT-GEN **STYLE**



## All-New Exterior Design

Sculpted hood surfaces for expression of power

Bold front face with prominent Ethereal Bow elements unified with the headlamp DRL features

3D offset tail lamp gives a strong presence and visual dynamism

Connecting LED lights expand the optical width of the car for a wider looking stance, coupled with Aero Trunk Lid



Distinctive front grille, portray "Sulaman Songket" that is inspired from local traditional craft pattern

Aerodynamic shape auto fold side mirror with integrated LED turn signal light

Directional "Arrow" design spokes

Simple lower bumper execution with a pair of sleek reflector design

## All-New Interior Design

Wave Pattern  
Sculpted as  
continuity from  
the IP

"Congkak" Air  
Vent Design

"Pantai"-Inspired  
Wave Design  
create a tactile  
surface feel

CCU unit with  
Large Buttons

16" Integrated  
Dual Screen

Sport Car  
Inspired  
Steering Wheel



## All-New Interior Comfort

## Intuitive Design & Thoughtful Convenience



### Centre Console Storage

You now can easily fit 2 normal size cans at the same time



### Wider Interior Cabin Space

Provide the driver and passenger maximum comfort for long journey



### Faded Backlight Interior Switch

Prevent any miss during the night to ensure no one is annoyed!



### Steering Tilt Adjustment

You can easily set the steering height to give more space for your thigh



### "Teh Tarik" Hook

You can hang anything there!



### Dual Tone Leatherette Seats

Experience what others experience in more expensive car.



### 0.5L Floor Console Storage

You can now comfortably fit in an iPhone 16 Pro Max in here!



### USB Ports

Front (Type Ax1)  
Rear (Type Ax2)

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Next-Gen Style



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## All-New Colour Lineup & Rim Design



**Deep Marine Blue**

**NEW**



**Ruby Red**



**Snow White**



**NEW**

**Space Grey**



**Armour Silver**



**NEW**

**15" inch Premium**  
Two-tone Finish  
New design alloy wheel



**NEW**

**15" inch Executive**  
Single Tone Finish  
New design alloy wheel



**14" inch Standard**  
Single Tone Finish

**Directional "Arrow" design spoke**

# 35 New Features Worth Approximately **RM12,000!**

## 4 New Features

### **1** IMPRESSIVE PERFORMANCE

- i-GT 1.5 Engine
- Continuous Variable Transmission (CVT)
- Electric Power Steering (EPS)
- Aircond Compressor 140cc

## 14 New Features

### **0** COMPREHENSIVE SAFETY

- Curtain Airbags
- Side Airbags
- 1 Monocular Camera
- 2 Rear Side Radars
- Rear Collision Warning (RCW)
- Door Opening Warning (DOW)
- Autonomous Emergency Braking (AEB)
- Forward Collision Warning (FCW)
- Lane Departure Warning (LDW)
- Lane Change Assist (LCA)
- Rear Cross Traffic Alert (RCTA)
- Intelligent High Beam Control (IHBC)
- Front Departure Alert (FDA)
- Reinforced Safety Structure (RESS)

## 6 New Features

### **0** OPTIMISED INTELLIGENCE

- Wireless Apple Carplay® & Android Auto™
- 16" Integrated Dual Screen
- Vehicle Control Centre
- Auto Headlamps
- Follow Me Home Function
- 4-Level Headlamps Levelling

## 11 New Features

### **N**EXT-GEN STYLE

- "Congkak" Air vent Design
- Dual tone Leatherette Seats
- Front Grille Design "Sulaman Songket"
- Full LED Projector Headlamps with DRL
- Full LED Rear Tail Light Bar
- Full LED Rear Combination Lamps
- "Pantai"-Inspired Wave IP Design
- Flat Bottom Steering (Sporty Feeling)
- Two-tone 15" Alloy Wheel
- Shark Fin Antenna
- Rear Adjustable Headrest



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