

# **SPEECH NOTE**

**YB DATUK SERI SAIFUDDIN NASUTION BIN ISMAIL**

**MINISTER DOMESTIC TRADE AND CONSUMER AFFAIRS**

**LAUNCH OF PETRONAS PRIMAX 95  
WITH PRO-DRIVE**

**29 JANUARY 2019**

**DEWAN FILHARMONIK PETRONAS  
KUALA LUMPUR**

BISMILAH...

ASSALAMUALAIKUM W.B.T,

VERY GOOD EVENING TO ALL

THANK YOU MR/MS EMCEE,

**< *SALUTATION* >**

# < Opening >

I would like to congratulate PETRONAS  
for successfully developing PRIMAX 95  
with Pro-Drive, a new fuel which  
promises to deliver a smoother, more  
responsive and efficient drive.

This is a testament to PETRONAS's dedication and commitment to meet the needs of Malaysian drivers.

# < Prioritizing Consumers >

At KPDNHEP, we always support new initiatives and the introduction of new products and services that provide added value to consumers.

With the launch of the new PRIMAX 95 with Pro-Drive, PETRONAS has once again proven itself as an industry trendsetter and a consumer-centric company.

I am pleased to note that the new PRIMAX 95 was developed based on consumers' feedback through a series of surveys and blind tests.

This shows that the new fuel is developed hand-in-hand with consumers and I believe that it will meet, if not exceed consumers' expectations.

In addition, PETRONAS also took into account the requirements of today's most advanced conventional and hybrid engine technologies to ensure a seamless experience for drivers.

As a driver myself, I look forward to trying  
the new fuel and experiencing all that  
this new product has to offer.

PETRONAS's

customer-centricity

approach is indeed aligned with the

Ministry's priorities, and I believe this is

why PETRONAS was awarded the Putra

Brand of the Year by Malaysians in

2018.

# **< Closing / Call-For Action >**

As a home-grown oil and gas company,  
PETRONAS has time and again given  
consumers reason to believe in our  
local products and capabilities.

It is our wish that more local entrepreneurs will invest and deliver products that are innovative and relevant to consumers' lifestyles.

I also urge Malaysians to embrace a more patriotic spirit and support local products so that they can eventually become global brand name.

PETRONAS's success stories shows that this can be done.

**< LAUNCH >**

With this, I officially launch the new  
**PETRONAS PRIMAX 95 with Pro-Drive.**

**< THANK YOU >**

**YBhg. Dato' Sri Syed Zainal Abidin  
Syed Mohd Tahir,**

**Managing Director/Chief Executive  
Officer, PETRONAS Dagangan Berhad**

**YBrs. Encik Aadrin Azly,  
Chief Operating Officer, PETRONAS  
Dagangan Berhad**