



PROTON

INSPIRING CONNECTIONS

PROTON CAHAYA AUTOMATIF 3S SEGAMBUT

Founded by Cahaya Automotif Sdn Bhd



Proton Cahaya Automotif 3S Segambut, an authorized neighbourhood friendly proton car dealership, founded by Cahaya Automotif Sdn Bhd (Member of Yap Brothers Group). Yap Brothers Group was incorporated back in 1988 and founded by Datuk Yap Kim Soon. We offer extensive range of services (Sales, Services, and Spare Parts) for all of our customers. Proton Cahaya, also known as largest Proton 3S Showroom at Segambut and is full operated to serve customers. Since the establishment of Proton Cahaya, we believe that every different customer's request and requirement deserves complete attention. We strive to provide the best customer service and efficiency to everyone who walks through our doors. Proton Cahaya is led by a dynamic management and experienced sales personnel, guided by a visionary leader. Complementing each other in knowledge and skills together with our full dedication, Proton Cahaya aims to be the largest Proton 4S Showroom in Malaysia.

ABOUT US

**“WE STRIVE
TO SERVE
YOU
BETTER.”**



VISION AND MISSION



Our company is set to be a forward looking corporation with a truly Malaysian at heart, we are fully prepared to embark and capitalise on opportunities, to meet the challenging customer expectations and to benchmark. In addition, our company will commit to priorities our customer's needs and will provide excellent services. We trust to be able to deliver our motto 'Service No.1 – Our Promise, your needs is our priority' and high quality products to all Malaysian across the country. We seek to be one of the market leaders in the competitive motor industry for Proton Car, Used Car and Recon Car with the combine resources of our highly effective and vastly experienced leadership, dedicated management team, high quality of sales and support staff force and customer based supports. We drive a clear strategy for sustainable, profitable growth that continuously increases our market awareness. The cornerstone of our strategy is the continuous expansion and improvement of our successful business model. We stick to what we do best by doing more of the same, more efficiently. We aim to achieve our bigger targets in Malaysia.

PROTON CAHAYA ONE STOP SOLUTION

NO. 1 SERVICES IS OUR PRIORITY

- ✓ Door to Door Car Test Drive
- ✓ BLSD Online Booking
- ✓ Proton Car Service and Maintenance
- ✓ Corporate Sales (B2B)
- ✓ Trade in used car
- ✓ Insurance and Road Tax Renewal

OUR SERVICES



BOOK TEST DRIVE

Looking For Your Favorite Car & Would Like To Have A Feel Of It ? **Book Test Drive** Through Online With Us Now & We Shall Get Our Representative To Contact You As Soonest.



BOOK SERVICE APPOINTMENT

Tired Of Waiting Queue In Service Centre ? Book **Service Appointment** Through Online With Us Now And Get Your Available Time Slot For Your Car Service.



CORPORATE SALES (B2B)

We Also Provide Proton Cars Special Deal For Corporate. Drop Us A Message And Do Engage With Us. We Will Contact With You And Provide You The Best Service & Deals.



INSTANT QUOTE FOR TRADE IN CAR

Our Professional Team Here Will Get You An **Instant Quotation** For Your Trade In Old Car When You Want To Purchase A New Proton Car With Us.



INSURANCE & ROAD TAX RENEWAL

Road Tax And Insurance Expiring Soon ? Worries Free . We Will Assist You In Road Tax Renewal And Insurance Instantly .



ONLINE BOOKING

Interested In A Proton Car Model ? Click Here To Register Your Interest And Proton Cahaya Representative Will Contact You Immediately.

OUR PRODUCTS

2020
PROTON X70
INTELLIGENCE
THAT INSPIRES™



PROTON X50
INTELLIGENCE
THAT AMAZES



EXORA
INTELLIGENCE
THAT MOVES



PERSONA
INTELLIGENCE
THAT CARES



iRiZ
INTELLIGENCE
THAT EXCITES



SAGA
INTELLIGENT
PROPOSITION™



Regular servicing is very important for our vehicles in enhancing the long-term performances on road. Even though it is made to be of the utmost quality, it can still require repair and regular maintenance. Proton Cahaya Workshop is ready with 14 working bay with well-trained professional service team. We will let you know the service process, time consume and price for every proton car. We offer a clean, tidy, comfortable and it is the biggest Proton showroom facilities in KL.

WORKSHOP



SERVICE REPAIR WORKSHOP

SPARE PARTS

Proton Cahaya also provides the only authentic spare parts which are recommended and guaranteed by Proton for our customers. We always want our customer to experience the best driving moments with the guaranteed spare parts installed in order to protect the customers from getting defected parts.



WORKSHOP WAORKING BAY

**PROTON RECOMMENDS ONLY
GENUINE PARTS
FOR YOUR SAFETY REASSURED**

- ✓ BASIC WARRANTY COVERAGE
- ✓ PARTS WARRANTY COVERAGE

CAHAYA

MEMBERSHIP CLUB

Proton Cahaya is investing in customer loyalty programs to help increase customer retention, generate loyalty, provide a point of competitive differentiation, and ultimately get customers back. Customers want to be recognized, offered better value, and kept in the knowledge of best offerings. Proton Cahaya Customer Loyalty Program is structured to encourage customers to use the services of business associated with each program.



**“MEMBERSHIP
has its
privileges.”**

CAHAYA MEMBERSHIP CARD MEMBER'S SPECIAL

- ☺ Point System
- ☺ Special Discount in our showroom
- ☺ Voucher with Cahaya's partners
- ☺ Cahaya Membership Day

INSURANCE



Welcome to Cahaya Automotif Insurance Agency scheme, your loving & caring partner. We are established since 1988 and we provide full range of Motor Insurance, JPJ Inspection for your cars .

Cahaya Automotif Sdn Bhd is one of the biggest services - orientated new imported and used car dealer in Klang Valley. We are authorized agent for Zurich General Insurance Malaysia Berhad, Etiqa General Takaful Berhad and Allianz General Insurance Berhad . With our 28 years experiences in vehicle industry, we are committed to provide the best service to our customers.



WE PROVIDE:

- ✓ Insurance Quotation
- ✓ Renewal Reminder Service
- ✓ Road Tax Delivery Service

The Most Convenient And Efficient Way To **RENEW** Your Car Insurance & Road tax.

Just renew by phone, fax or email
Processing time: 2 working days
Payment Mode: cash, credit cards or online banking.

*(Term & Condition Apply)

We accept :



CONTACT US

Tel : +6 03-6242 9959
Fax : +6 03-6242 3786
Email : protoncahayam@gmail.com

WE VALUE OUR TEAM



PASSION FIRST

To Face Every Day Challenges Knowledge And Expertise Are Essential , But Not Enough If You Are Not Driven By Passion . This Passion Is What We Share In Our Team , And What Keeps Us Striving For Excellence In Everything We Do .

EMPLOYEE EMPOWERMENT

We Don't Think Of Empowerment Only As A Business Strategy To Improve Efficiency , But As A Natural Way To Develop A Sense Of Ownership And Responsibility Among Our Team . We Want Our Employees To Openly Share Suggestions About Their Work And The Company As A Whole. We Want Them To Feel Part Of The Company , As They Are The Ambassadors Of Our Organization .

PROACTIVE TEAMWORK

One Of The Keys To Proton Cahaya Success Is Our Ability To Work Together As A Team , And Support Each Other In Finding The Best Solutions For Different Projects . Sharing Know-How And Experience Enables Us To Maximize The Performance Of Our Products And Services , Adding Value To Clients .

TRAINING PROGRAM

To Deliver Excellent Services And Design Innovative Products Our Team Skills And Competences Are Of Crucial Importance . We Pursue A Continuous Training Program Both Internally By Sharing Technical Knowledge And Organizing Specific Training Sessions , And Also Externally Through Different Certification Programs .

COMPANY ORGANIZATION CHART

CAHAYA AUTOMOTIF SDN BHD

Reconditioned Car

New Local Car

Used Car

**PROTON CAHAYA AUTOMOTIF
3S SEGAMBUT**

Management

Sales Dept

Service Dept

Insurance Dept

Loan Dept

Courtesy Car

Extended Warranty

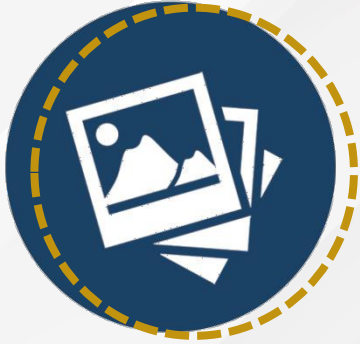
Road Tax

Customer Care



GALLERY





OFFICIAL LAUNCHING DAY

Proton Cahaya Automotif 3S Segambut has officially launched as new 3S dealer outlet on 24 December 2020. The event was officiated by En. Roslan Bin Abdullah, Chief Executive Officer of Proton Edar Sdn Bhd (PESB).



CONTACT US



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CONTACT US

Tel : +6 03-6242 9959
Fax : +6 03-6242 3786
Mobile : +6 012-904 7768
Email : protoncahayam@gmail.com
Website : www.protoncahaya.com
FB : @protoncahaya

ADDRESS

39, Jalan 2/57B,
Jalan Segambut Tengah,
51200 Kuala Lumpur, Malaysia

FACEBOOK



WEBSITE



TRADE IN • BUY NEW • EFFECTIVE SERVICES