



News Release

PROTON UNVEILS NEW MODELS IN EGYPT

- Launch coincides with new showroom opening in Giza, Cairo
- Rebranding efforts in line with CKD production plans in Egypt

Cairo, Egypt, 9 November 2018 – PROTON unveiled new additions to its Egyptian market range under the shadow of the great pyramid in Cairo at their distributor's newly-refurbished 4S outlet in Smart Village, Abbou Rawash, Giza. The launch was officiated by Mr Steven Xu Yuan, Director of International Sales for PROTON together with Mr Hisham Ezz Elarab, owner of Alpha Group Ezz Elarab and witnessed by His Excellency En Mohd Haniff Abd Rahman, the Ambassador of Malaysia to Egypt.

Reaffirming PROTON's commitment to Egypt

True to the promise made during the flag-off ceremony in Tanjung Malim in September, a total of 246 Proton cars consisting mainly of LHD versions of the Proton Saga and Proton Exora arrived safely on Egyptian shores last month. Distribution will be handled by the sole importer for Proton cars in Egypt, Alpha Group Ezz Elarab, with cars being sent to the seven branches and dealers that serve the market. The importer is targeting a sales volume of 1,400 units for 2019, a target it is confident of achieving as revised versions of the Saga and Exora Plus start to become available from the middle of next year.

Speaking during the launch Hisham Ezz Elarab, the owner of Alpha Ezz Elarab, said he was excited the newer Proton models have arrived in Egypt as now he and his team could get to work to re-establish the PROTON brand by following the dynamic changes happening to the brand in Malaysia.

Aside from being the sole importer, Alpha Group Ezz Elarab is the first company to carry PROTON's latest Corporate Identity (CI) in a showroom outside of Malaysia. Open to the public on 10 November, the outlet will feature sales, service, parts and state of the art repair facilities in an area covering a massive 15,000 square meters. Other Proton outlets in Egypt to feature the new CI are located at Al-Battal Street, Mohandessee and Nahas Street, Nasr City.

"Egypt has the potential to play a big role in helping PROTON achieve its future sales targets by increasing our export sales volume. The Company and our Egyptian importer have to work closely to ensure their market needs are met when addressing the product and pricing fit to buyers here. If we get that right and deliver cars in a timely manner then we can be successful," said Mr Steven Xu, Director of International Sales for PROTON.

Building a base for the future

2019 will see major changes introduced to the Egyptian automotive market. The gradual reduction in import tax for European cars will lead to lower prices and consumers shifting their purchase preferences to such cars. To counter these challenges, PROTON and its partner in Egypt are considering various strategies including starting CKD operations.

Such a move however requires significant steps to be taken including feasibility studies to ensure it makes economic sense for all parties involved. Establishing CKD operations however means PROTON will be able to take advantage of local assembly incentives and Egypt could be used as a regional hub for producing cars to be sold in the Middle Eastern North Africa (MENA) region.

"The models we have launched in Egypt will kick off PROTON's re-branding in this market. Sustenance activities will then have to follow in order to keep the sales momentum going and after that we are hopeful that CKD operations will start. Our aim with CKD in Egypt wouldn't be limited to just the local market as we would be looking at meeting demand over and all throughout the MENA countries," said Steven Xu.



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To ensure PROTON's new entrants received a publicity boost immediately, media members were invited to test drive the cars after the launch event. Two days later, customers will attend a 'Family Day' event featuring car displays, test drive activities, live bands, clowns and other attractions in a mini fun park within the Proton 4S compound.

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About PROTON

PROTON Holdings Berhad is 50.1% owned by DRB-HICOM Berhad and 49.9% by Zhejiang Geely Holding Group Co. Ltd. Established in 1983, it is the only full-fledged OEM car manufacturer that is complete with research and development (R&D) facility in South-East Asia and was established with three primary national policy objectives, which are, to spearhead the development of component manufacturing industries, to acquire and upgrade technology and industrial skills within the automotive manufacturing industry and to strengthen the international competitiveness of Malaysia's industrial capability.

1985 marked a momentous year in Malaysia's history when the country's first national car, the Proton Saga, rolled out for the masses. Since then, its offerings include versatile and reliable four-door family vehicles such as the Saga and Persona, stylish executive sedans such as Prevé, the elegant executive D-segment Perdana as well as spacious and affordable multi-purpose vehicles like the Exora and Ertiga. There is also the sleek sporty Suprima S that is packed with performance and the bold and stylish Iriz that emphasises safety and is the most affordable 5-Star ASEAN NCAP car.

PROTON is more than just a car company as its inception as a key driver of national development has seen the brand accelerate its learning curve through technology transfer with strategic partnership and technical collaborations. There is no doubt that it has helped grow the Malaysian economy through its progress and success in the automobile industry.

By listening to the needs of customers, PROTON cars are now steadily on track to achieve the mission for the future, with PROTON set to become a marque which builds quality and safe cars with passion and soul; cars that are enjoyable to drive - and a pleasure to own. For more information, visit <http://www.proton.com>

About EZZ ELARAB

Ezz Elarab was established in 1975 with 1 showroom, 5 employees serving 120 customers per year. Today, Ezz Elarab has 40 locations, 18 brand representation and 800 employees serving over 15,000 customers a year. Ezz Elarab is the sole importer of; Aston Martin, Citroen, DS Automobiles, Euro Repar, Hero, Kawasaki, Peugeot Scooters, TVS Motors, Proton and Volvo. In addition, serves as an authorized distributor for Chrysler, Dodge, Jeep, Mopar, SRT and Ram. With joint ventures with; BMW and Ezz Contact Financing. And a market franchise representation agreement with Budget Rent-A-Car.