



News Release

NEW PROTON 3S CENTRE OPENS IN PUCHONG BY ATIARA JOHAN SDN BHD

- New 3S dealer outlet opens in Puchong, Selangor
- PROTON achieves 92% of outlet upgrades
- PROTON opens booking for the X70
- PROTON September promotion

Petaling Jaya, 14 September 2018 – Atiara Johan Sdn Bhd has officially launched its new 3S dealer outlet here today. The event was officiated by Dr Li Chunrong, Chief Executive Officer of PROTON, in the presence of PROTON's senior management members.

New 3S dealer outlet in Puchong, Selangor

The new outlet by Atiara Johan Sdn Bhd replaces a 1S showroom, previously operating in Pandan Indah, Kuala Lumpur, and performing sales activities only. In order to serve its customers better, the management of the company decided to upgrade its facilities to 3S centre at a new vicinity. Located in Puchong, the new outlet was developed on an empty plot of land and cost approximately RM 3.5 million to build, with a built up area of 1,700 square metres. Situated in a busy commercial area beside the town's main road alongside other car marques, it's estimated that sales will increase by 60% while servicing will be a new revenue stream for the outlet.

"We took the opportunity to upgrade to a 3S centre from 1S as we know this will be good for our business in the long-term. We realised that to be in line with PROTON's new business direction, we need to create a fresh facade with multiple facilities to provide an excellent level of sales and service experience to our customers," said Judith Yam, Managing Director of Atiara Johan Sdn Bhd.

Judith added, "This 3S centre will also allow for further customer engagement as we will be able to know their issues, better, if any, and help them solve it immediately. I believe this is what a modern day customer expects. They want the outlet to listen to the problems they face and be able to resolve it fast, hence a one-stop centre like ours will be able to cater to this need".

"Additionally, we also understand the need of customers who would also like to walk in to an outlet which gives comfort and convenience, which is why we have amenities like free Wi-Fi, coffee and a laptop charging area to relax and stay connected. Parents with kids meanwhile can keep them occupied at the play area, while waiting for their cars to be serviced as we have ample seating area for customers at both the sales and service area. Our service centre has 14 bays and 12 hoists and when coupled with our experienced service staff, customers can be assured of a faster service time and greater comfort level," mentioned Judith.

PROTON achieves 92% of outlet upgrades

As at 31 August 2018, PROTON has achieved 92% of its target for outlet plans approved for 3S and 4S status. Its target of obtaining 109 outlets by October this year is on track as thus far, 100 outlets have received approval.



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“We are delighted our outlet upgrades are on track. 3S and 4S outlets are important as they serve as a window to customers and how they view PROTON. When we say we are moving forward to revamp outlets to serve customers better, it is not mere words because they are backed up by results. For example, Atiara Johan was just operating as a 1S outlet, but it took the challenge to upgrade to a 3S. Apart from it being a good business decision it shows dealer confidence in the brand. It was also done because the needs of modern customers have changed. Customers are more demanding and require greater sales and service levels so it is only apt for entrepreneurs to stay connected with market demands and provide what they want,” said Dr Li Chunrong, Chief Executive Officer of PROTON.

“The strengthening of the brand has also contributed to PROTON’s sales moving in an upward trend for the past three months with sales in August achieving 18% more than the previous month, securing a high of 9501 unit of sales, which is the highest for the past 36 months. We are confident that this sales momentum will continue to soar in the coming months, more so with the impending arrival of PROTON’s first SUV,” added Li.

PROTON opens booking for the X70

The highly anticipated Proton SUV, the X70, was opened for booking since 8 September and response has been good. The company anticipates bookings will continue to surge as the impending launch of the SUV draws near. A refundable booking fee of RM1000 is required and can be made at all authorised and qualified outlets.

September promotion – Zero SST for all models

PROTON will absorb the SST for all car models this month. Come visit our outlets to check out the latest deals. Great savings await you, from RM500 for the Saga, RM1000 for the Iriz and Persona, to RM2000 for the Ertiga. So hurry and don’t miss this chance to secure your bookings for the month.

For more information, customers can contact PROTON Customer Care at **1800 888 398** or email to us at customercare@proton.com. Customers can also visit www.proton.com or our official Facebook page at www.facebook.com/ProtonCarsOfficial. For added convenience, customers can download the official **MyProton mobile app**, available via Google Play and Apple App Store.

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Appendix

New 3S outlet - Atiara Johan Sdn Bhd		
Address	Contact no	Email
Lot 66525 , Jalan Bandar 3 Pusat Bandar Puchong Jaya 47170	012-320 2968	AtiaraJohan@proton.com
Sales		
Monday – Friday:	:	8:30am – 8:00pm
Saturday, Sunday & public holidays:	:	8:30am-7:30pm
Service		
Monday – Friday	:	8:00am – 5:30pm
Saturday	:	8:00am – 1:00pm
Sunday & public holidays	:	Closed
Sales Manager	:	June Goo
Service Manager	:	Alan Tang

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 than 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>.

For further information please contact:

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