

Perusahaan Otomobil Nasional Sdn Bhd
(100995-U)
Persiaran Kuala Selangor,
Seksyen 26, 40400 Shah Alam
Selangor Darul Ehsan, Malaysia.

T (+603) 5102 6000
F (+603) 5191 9120



News Release

PROTON LAUNCHES THE 2019 IRIZ AND PERSONA

- Proton Iriz and Persona get comprehensively revamped for the 2019 model year
- Both models equipped with first in class technology features

Kuala Lumpur, 23 April 2019 – After having previewed both cars at the recent Malaysia Autoshow, PROTON officially launched the 2019 Proton Iriz and Persona today at the Kuala Lumpur Convention Centre (KLCC).

PROTON's B-segment hatchback and family sedan have been thoroughly revised for the 2019 model year and have revised styling, improvements to over 300 parts as well as first-in-class smart features that set them apart from their competitors.

The first B-segment cars with intelligent features

By equipping the 2019 Proton Iriz and Persona with an intelligent infotainment system, PROTON has introduced first-in-class features set to revolutionise the market segment. Available on the Premium 1.6 CVT variants of both cars, the system uses an embedded eSIM card to stay connected to the Internet. It also offers apps for music streaming, online navigation and voice recognition accessed via a 7-inch touchscreen featuring a full colour display and 16GB of internal memory. For added convenience, the system offers a mirroring function with Android smart phones.

As with PROTON's first SUV, the Proton X70, the voice recognition app is activated via the catchphrase *Hi Proton!* after which, the user is able to access a range of options using voice commands. This allows drivers to keep their eyes on the road even while performing complex searches for destinations or songs, helping to ensure they are not distracted while driving. The system will also receive Over The Air (OTA) updates periodically with new apps added as and when they become available.

Restyled and improved inside and out

To set them apart from their predecessors, PROTON Design endowed the 2019 Proton Iriz and Persona with a comprehensive exterior redesign. Among the two, the changes to the Iriz are more noticeable as it includes a brand new interpretation of the *Ethereal Bow* front grille that debuted on the Proton X70. New front and rear bumpers, a black rear garnish, new alloy wheel design as well as a shark fin antenna mean the Iriz stands out in a crowd while its race winning heritage ensures it remains as the best handling option in the class.

The 2019 Proton Persona is styled more conservatively but also features the *Ethereal Bow* and *Infinite Weave* pattern that are new styling trademarks for PROTON. A new boot spoiler, new front and rear bumper designs and new alloy wheel designs endow the family sedan with subtly more attractive looks but don't detract from the practical features that make it a favourite among Malaysian car buyers.

PROTON continues to lead the SUV market

The launch of the 2019 Proton Iriz and Persona are the latest highlights for PROTON this year. The first quarter was punctuated by the Company leading SUV market sales with the Proton X70. To date, more than 11,000 units have been delivered and with a healthy order book of over 25,000 bookings, the coming months will feature more Proton X70 being delivered to their owners.



PROTON LAUNCHES THE 2019 IRIZ AND PERSONA

The popularity of the PROTON's first SUV has been attributed to its contemporary styling, exceptional product quality, intelligent features and value for money pricing. Malaysian car buyers have also been attracted to the high level of customer service offered thanks to the 75 3S/4S outlets the Company currently has in its network. With more such outlets set to be launched in 2019, PROTON is confident of being able to boost its CSI and SSI scores this year and to deliver a premium level of service that befits its new range of products.

-End-

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>.

For further information please contact:

Group Corporate Communications Division, PROTON

- Mohamed Norin Abu Bakar at 012-288 5843 / tel: 03-8026 9674 / mohamednorin@proton.com
- Faisal Shah at hp: 019-321 8897 / tel: 03-8026 9389 / faisalshah@proton.com
- Eyasmin Hameed at hp: 017-605 2072 / tel: 03-8026 9683 / eyasmin@proton.com