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# News Release

## NEW PROTON 3S CENTRE OPENS IN PENANG

- **Autobinee Oriental Sdn Bhd offers premium ownership experience**

**Penang, 30 August 2019** – Autobinee Oriental Sdn Bhd (Autobinee) officially opened its newly renovated and upgraded PROTON 3S centre on the island today. The facility which offers sales, service and spare parts is part of PROTON's network strategy rollout, designed to give customers a better total ownership experience. This outlet is the first in Penang to sport PROTON's new look and the opening was officiated by Dato' Radzaif Mohamed, Deputy Chief Executive Officer of PROTON.

The outlet is centrally located at the thoroughfare of Jalan Air Itam, and is easily accessible. The new outlet, which saw an investment of RM 1 million, has a built up area of 703 square meters, 4 bays and 4 hoists. Autobinee is a pioneer PROTON dealer and first began operations in 1989.

According to Yeap Teow Teong, Chairman of Autobinee Oriental Sdn Bhd, "The upgrading of the outlet is very important as we value our customers. We would like them to feel happy and welcomed when they walk in to the showroom or when they deliver their cars for service. There are amenities such as free WiFi, beverages, a customer lounge as well as ample car park space for their convenience".

The Northern region continues to be one of the leading contributors to PROTON's overall sales. From January to July this year, the region saw sales of more than 9800 cars, an increase of over 36%, compared to the same period last year. In the state of Penang alone, there was an increase of over 38% year-to-date versus the same period last year. These numbers were largely contributed by sales of the Saga, Persona and X70.

"The northern region is a very important market for us. Penang in particular, is an affluent state with sophisticated buyers. In order to meet their expectations, we know that a strong product needs to be backed-up by an equally strong customer experience. This is where our network strategy has become a keystone within our growth plans", said Radzaif.

"We are confident that with this new facility, our position here in Penang will only be strengthened further", he added.

The network upgrading, better quality of cars and good products have contributed to PROTON's very strong growth in 2019. Year to-date the company has sold 52,269 unit of cars, an increase of 47% versus the same period last year. "We are starting to see our efforts bear fruit. The extremely positive performance we have seen this year has come from a combination of the right product mix, good cost control, improved quality and the new network strategy. This has propelled us take the number 2 spot in terms of car sales for Malaysia. However, this is merely the beginning as there is much more to do and we are committed to ensuring that the brand will continue on this upward trajectory", said Radzaif.

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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 in South-East Asia and was established with three primary national policy objectives: to spearhead the development of the component manufacturing industry, to acquire and upgrade technology and industrial skills in automotive manufacturing and to strengthen the international competitiveness of Malaysia's industrial capability.

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