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PROTON

# News Release

## PROTON LAUNCHES THE X70 MERDEKA EDITION

- Production limited to 62 units in conjunction with Malaysia's 62<sup>nd</sup> independence day celebration
- Priced at RM126,100 and available exclusively as a premium variant in snow white and flame red

**Subang Jaya, 16 August 2019** – PROTON launched its first limited production SUV when it unveiled the Proton X70 Merdeka Edition (ME) at its dealer, Ming Heng Motor's 4S showroom in Setapak. Available exclusively as a Premium variant Proton X70, 62 units of the Proton X70 ME will be offered at RM126,100 in either snow white or flame red only.

### Built to coincide with 62<sup>nd</sup> Merdeka anniversary

The number of units being built coincides with the 62<sup>nd</sup> anniversary of Malaysia's independence. PROTON is aiming to sell each unit during the *Merdeka Month* of August, something the Company is confident of doing judging by current demand levels for the Proton X70.

Mechanically, the Proton X70 ME is identical in specification to a regular Premium variant of the SUV. The differences are made up of an exterior styling package and some additional interior trim. For the exterior, a signature paint colour called Quartz Black has been added to the roof and A-pillar. Door visors have also been added all-around together with a rear bumper scuff plate and, as a finishing touch, a customised Merdeka Edition emblem has been mounted on the tailgate.

Inside, PROTON have added new floor mats, a trunk mat and a special numbered Merdeka Edition emblem to make each vehicle unique. The Nappa leather seats and glass roof along with the Advanced Driver Assistance Systems (ADAS) found on the Premium variant are all carried over in the ME.

"The Proton X70 Merdeka Edition was born out of PROTON's desire to celebrate Malaysia's Merdeka anniversary month. We are extremely thankful for the support Malaysian car buyers and the Malaysian government has shown to PROTON, so this is the Company's way of creating a special version of the Proton X70 as a small gesture of thanks to all Malaysians," said Dr Li Chunrong, CEO of PROTON.

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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 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>.

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