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News Release

PROTON MAINTAINS ITS LEAD AS THE CAR COMPANY WITH MOST 3S/4S OUTLETS IN OPERATION NATIONWIDE

- Ultra Gallant Sdn Bhd opens new PROTON 3S centre in Seremban

Seremban, 18 August 2019 – Ultra Gallant Sdn Bhd (Ultra Gallant) has successfully opened its new PROTON 3S outlet in Oakland Industrial Park, Seremban. The new 3S outlet offers facilities for sales, service and spare parts for all Proton cars. The investment for this new outlet is approximately RM 4 million. The outlet is situated in a strategic area, surrounded by new malls and is near the Seremban 2 Township. The new outlet also boasts a built-up area of more than 20,000 feet covering 1.15 acres, making it one of the biggest PROTON 3S centres in the state.

One-Stop Centres to meet customers' needs and expectations

This new 3S outlet will give a whole new sales and service experience to customers. The new façade with the new PROTON Corporate Identity colours ensures a refreshing feel, and facilities such as free WiFi and kids' area, add convenience for customers.

PROTON's turnaround initiatives are paying off, from network upgrades to new product launches. For Mr Khoo Kim Hong, Managing Director of Ultra Gallant Sdn Bhd, he believes that, "Investing in the PROTON business has been the right decision from the start. With new product launches and expanding one-stop centres to fulfil customers' needs, the approach that PROTON is taking seems to be delivering fruitful results. As dealers, we observe that the directions are clear. A car company will need good technologically driven cars to sell, and PROTON is certainly doing that. We hope with this new outlet we will contribute towards PROTON's mission to steadily garner greater market share".

PROTON continues to have the most 3S/4S outlets nationwide

With the opening of the new outlet in Seremban, PROTON has grown its lead over other automotive brands in having the most 3S/4S outlets. The company has 100 such outlets in operation nationwide.

"What we have achieved is the culmination of hard work, dedication and commitment by the entire PROTON family, from our vendors, dealers and talents in the company. From the beginning, we held the belief that to progress, we need sufficient outlets, good products, great technology in our cars and talent to manage the expectations of the company. The results speak for themselves. Our sales have soared and we have since reclaimed the second spot since April this year. Total sales for month ending July stand at 52,269 units compared to 35,561 in the same period last year, which equates to 47% growth in overall year-on-year sales", said Dr Li Chunrong, Chief Executive Officer of PROTON.

-End-



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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>.

For further information please contact:

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Appendix

Address - Ultra Gallant Sdn Bhd (3S)	
Lot 4987, Jalan Haruan 2, Oakland Industry Park, 70300, Seremban, Negeri Sembilan.	
Operating hours	
<u>Sales:</u>	
Monday – Friday	: 8.30 am to 6.30 pm
Saturday	: 8.30 am to 6.30 pm
Sunday	: 9.30 am to 4.30 pm
Public Holiday	: Closed
<u>Service:</u>	
Monday – Saturday	: 8.00 am to 5.30 pm
Sunday	: Closed
Public Holiday	: Closed
Office Contact	
Tel	: Sales (06-603 7821 / 7831) & Service (06-603 7689)
Email	: sales_proton@ultragallant.com.my (sales) ; service_proton@ultragallant.com.my (service)
Sales Manager	: Mr. Joe Khoo
Service Manager	: Mr. Asyraf
Amenities	
<ul style="list-style-type: none"> ▪ 12 service bays, 4 service hoists. Comfortable customer lounge with sofa seats, fully air-conditioned outlet, free beverage, WiFi, laptop charging ports, kids's corner. ▪ Shuttle service to bring customers to nearby shopping centres while waiting for their cars to be serviced. 	