



# News Release

## **BUYERS FLOCK TO BOOK PROTON X70 ON SHOPEE**

- **Over 200 bookings made for award winning SUV**

**Kuala Lumpur, 14 December 2019** – One year after it was launched in Malaysia, the Proton X70 is raising eyebrows on its first anniversary by becoming a hit on Shopee. Over 200 units were booked in the first few days of the e-commerce platform's *12.12 Birthday Sale*, pointing towards the enduring popularity of PROTON's premium C-segment SUV and the acceptance of online customers to booking cars via the Internet.

As a special incentive, customers using Shopee are able to place a booking for just RM99 instead of the usual RM1,000 booking fee. The first 50 Proton X70 customers who successfully register their vehicle before 31 December 2019 will also receive RM2,000 of Shopee vouchers and enjoy additional ongoing promotions for the month by PROTON.

### **PROTON to explore e-commerce platforms to expand reach**

As consumer purchase patterns change, PROTON has been taking steps to ensure it keeps up with these changes to remain relevant. The retail market for instance has transformed in just a few short years as customers prefer to shop for goods online rather than visit a physical shop. The partnership with Shopee is one of the steps PROTON is taking to explore new avenues to connect with its customers.

"Commerce today has changed drastically from what it was even as recently as just 5 to 10 years ago. PROTON has to keep up with these changes to remain relevant and while we are pursuing our strategy to increase customer touch points via the growth of 3S/4S outlets, we must also utilise technology to drive mobility for the business. Our campaign with Shopee is a good example as it offers ease and convenience for consumers but also puts them in contact with our network of outlets for after sales services," said Dr Li Chunrong, Chief Executive Officer of PROTON.

This isn't the first time PROTON is using the Internet to allow customers to book its cars. Prior to its launch on 12 December 2018, the Proton X70 could be booked online from September that year helping to push the pre-launch order book to over 10,000 units. A similar campaign was also utilised for the launch of PROTON's other models in 2019 with the success experienced pointing to the increased importance of the channel.

"We started to enable online bookings of our cars since late 2018 and over the next few years we could expand the use of this as a sales platform. With improved online security and transaction platforms becoming widely accepted, there could be a time when financing could be applied for and approved online so PROTON aims to be at the forefront of adopting these new technologies," added Dr Li Chunrong.

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Ian Ho, Regional Managing Director, Shopee said, “It is indeed a humbling experience for us to have Malaysia’s first carmaker working together with us on a project this big. To be able to partner with a visionary brand who is anticipating the various possible inflection points of the e-commerce industry is a new and exciting experience for us. We look forward to working with PROTON by gathering and sharing input to tighten the users’ purchasing experience. Together, we will push the frontiers of the current e-commerce landscape to explore things that have never been done before, while we create a new lifestyle habit amongst automotive consumers”.

Due to the success of the current promotion with the Proton X70, PROTON has also increased its product offering to include the Proton Iriz, Exora, Persona and Saga on the platform.

For details on booking a Proton via Shopee, please visit <https://shopee.com.my/proton.os>

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### **About PROTON**

PROTON Holdings Bhd began as Malaysia’s first national car project, founded with the aim to accelerate Malaysia’s economic development and lay the foundations for the local automotive industry. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding Group. Today, PROTON continues to delight its customers with cars anchored on its brand promise of Inspiring Connections, and founded on its core values of always delivering Innovative Technology, Reliability and International standards.

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