



News Release

PROTON HITS THREE NEW HIGHS IN JANUARY

- Sales growth rate highest among Top-3 automotive brands
- Proton X70 breaks single month registration record for C-segment SUVs
- 74 3S/4S outlets now open to support SSI and CSI targets

Subang Jaya, 1 February 2019 – PROTON kicked off 2019 on a high note as total registrations climbed to 7,007 units for January 2019. The estimated market share is 14.5%, though the final figure will only be confirmed following the publication of industry sales data by the Malaysian Automotive Association (MAA).

Sales charge led by the Proton X70

Following its launch on 12 December 2018, deliveries of the Proton X70 have gathered pace as more units of PROTON's first SUV become available. Having set a Malaysia market record for most registrations by an SUV in its launch month, the trend continued in the new year with 2,777 units registered in January 2019. The amount means the Proton X70 sets a new record for the most C-segment SUV registrations in a single calendar month.

The large number of SUVs registered were instrumental in PROTON posting impressive sales growth figures. Compared to the previous month sales increased by 33.6% while year-on-year, the figure represents a 46.5% growth over January 2018, easily making PROTON the market leader in growth rate for the Top-3 automotive brands.

Another area where the Company leads the industry is in the number of 3S/4S facilities in its network. There are currently 74 PROTON 3S/4S outlets and dealers in operation as at the end of the month with more set to open throughout the year. Together they will assist PROTON in achieving their Sales Service Index (SSI) and Customer Service Index (CSI) target scores.

"PROTON is thankful to be able to start 2019 on a positive note. We already knew we would end the month with the most 3S/4S outlets in the industry but the market leading sales growth rate figure and the record setting number of SUV registrations is due to the humbling support we have received from Malaysian car buyers. There is still a long way to go for the brand to fully recover but we will strive to continue to deliver a premium experience at our outlets while improving our model offerings," said Dr Li Chunrong, Chief Executive Officer of PROTON.

For the month of February, PROTON is looking to maintain its sales momentum by running an *Ang Pow* promotion. Buyers of Proton vehicles are eligible for savings worth up to RM4,000 dependant on the model they choose.



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“In conjunction with Chinese New Year, PROTON would like to continue to reward its customers with extra incentives for buying a brand new Proton car. The Company would also like to wish all Malaysians a Happy Chinese New Year and remind them to drive safely during the festive period,” added Dr Li Chunrong.

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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>.

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