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News Release

FOOK LOI CORPORATION (SABAH) SDN BHD OPENS NEW PROTON 3S CENTRE IN LAHAD DATU, SABAH

- New 3S outlet is the second to be opened by dealer group
- PROTON grows its lead as the automotive brand with the most 3S/4S outlets

Lahad Datu, 17 July 2019 – Fook Loi Corporation (Sabah) Sdn Bhd, has opened another PROTON 3S outlet in Sabah. This time, the new outlet is located in Lahad Datu and joins the 3S outlet opened by Fook Loi in Sandakan last year. The Lahad Datu 3S outlet is the first by a Sabah dealer to feature PROTON's new Corporate Identity colours. As a 3S outlet it offers facilities for sales, servicing and spare parts for all Proton cars. The renovation and upgrading works undertaken for the new outlet cost approximately RM2 million.

New outlets and great products help drive PROTON's success

Fook Loi's new 3S outlet will give customers a whole new PROTON ownership experience. The premium ambience and comfortable customer lounge area will give customers a comfortable place to view new Proton vehicles and to wait after sending their cars in for servicing. Also available for customers are laptop/mobile charging ports as well as a coffee area.

Rajendran A/L Nambiappan, Head of Sales Management, PROTON officiated the event. Directors of Fook Loi and Senior Management members of PROTON were also present for the event.

Thomas Chiu Kui Yin, Group Executive Director of Fook Loi, believes that PROTON's new and upgraded models are the driving force behind the sales growth the brand has experienced in 2019. "PROTON is synonymous with national pride and with the new technology now fitted to its cars, it is a brand Malaysians can have belief in again. The cars are also now more appealing to the younger generation of car buyer, which can only help to build brand loyalty," he said.

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

With the opening of the new outlet in Lahad Datu, PROTON has grown its lead over other automotive brands in having the most 3S/4S outlets. The ongoing upgrading exercise, which started in April 2018, has resulted in 91 such outlets counted in the Company's network.

"We are happy with this result. Clearly, the new outlet upgrades coupled with our product improvement strategy has resulted in improvements to PROTON's brand perception and higher sales figures. We can see a shift in consumer preferences where PROTON is gaining popularity in terms of brand choice and this has led to a market share figure of 18.1% for June 2019, our best achievement since July 2015", said Dr Li Chunrong, Chief Executive Officer 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 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 - Fook Loi Corporation (Sabah) Sdn Bhd (3S) – Lahad Datu	
KM1, Jalan Segama, Off Jalan Manis Tujuh Belas, 91100 Lahad Datu, Sabah.	
Operating hours	
Sales:	
Monday – Friday	: 8:00am – 6:00pm
Saturday	: 8:00am – 6:00pm
Sunday	: 9:00am – 3:00pm
Public Holiday	: 9:00am – 3:00pm
Service:	
Monday – Friday	: 8:00am – 5:00pm
Saturday	: 8:00am – 4:00pm
Sunday	: Closed
Public Holiday	: Closed
Office Contact	
Tel	: 089-896738 (Sales) / 089-896938 (Service)
Email	: FLLhd@proton.com (sales) ; FLLhdsvc@proton.com
Sales Manager	: Mr. Robin Chong Vui Lip – H/P: 013-8830799
Service Manager	: Encik Saharu Bin Osman – H/P: 013-8332553
Amenities	
<ul style="list-style-type: none"> ▪ Coffee area, free Wi-Fi, laptop/mobile phone charging area and ample car park space for customers. ▪ 6 service bays, 4 service hoists 	