



News Release

NEW PROTON 3S OUTLET OPENS IN SEREMBAN

- Setia Auto Drive Sdn Bhd opens new PROTON 3S dealer outlet in Seremban
- 79 PROTON 3S/4S outlets now in operation nationwide
- PROTON claims the number 2 spot for car sales ranking nationwide

Seremban, 4 May 2019 – Setia Auto Drive Sdn Bhd (Setia Auto Drive) officially opened as PROTON 3S dealer outlet which features the Company's new Corporate Identity (CI) colours. The event was jointly officiated by Dr Li Chunrong, Chief Executive Officer of PROTON, and Yang Amat Berhormat Dato' Seri Aminuddin Harun, the Chief Minister of Negeri Sembilan. Directors of Setia Auto Drive and senior management members of PROTON were also present for the launch ceremony.

Setia Auto Drive Sdn Bhd joins as new PROTON dealer

The Setia Auto Drive outlet is an impressive unit, with investment costs nearing RM3 million, which covers building renovation. Dealer believes that the investment is worthwhile looking at the current development of PROTON. The outlet is located in the Galla Industrial Park, surrounded by factories and shop lots, a popular area along the belt of other car marques. In addition, it is strategically accessible from the PLUS highway which is only a 5-minute drive from the Plaza Toll Bandar Ainsdale and the Seremban-Labu exit.

There are many amenities in the outlet such as free Wi-Fi, laptop charging area and a comfortable customer lounge. To serve customers better, they have 6 bays, 6 service hoists, 9 dedicated sales staff and 8 service staff.

"The news on PROTON development is really encouraging and exciting. It is evident that consumers have a changed perception of the brand now. It used to be that people shy away from the brand, but now, people are talking differently. For me to be part of the brand is most fulfilling. Apart from it being a national car, it gives me great pride that the new models from PROTON will be able to benefit and enhance customers lives with better safety features and up to-date technology in its cars", said Dato' Yap Kat Boon, Director of Setia Auto Drive Sdn Bhd.

79 new and upgraded 3S/4S outlets in operation nationwide

As at to-date, PROTON has a total of 79 outlets nationwide with 3S/4S status to ensure customers enjoy optimal sales and service experience. Outlets have been revamped to ensure it meets the latest corporate identity requirements. PROTON is also the number 1 auto company with the largest 3S/4S outlets nationwide.

"At PROTON, customers remain our main priority. We want them to walk in to any PROTON outlet and they could enjoy substantial level of customer satisfaction. With 79 outlets operating as 3S/4S nationwide, we would be able to serve all our customers' need extensively all under one-roof," said Dr Li.

PROTON claims the number 2 position, in latest car sales ranking

The extensive network upgrading has served its purpose. It has contributed to amazing sales numbers. Our sales have increased many folds, with an increase of 14.1% compared to March 2019, and 75.0% compared to April 2018. This month, we recorded 7,011 units of sales, contributed by favourite models such as the Persona, Iriz, Saga and the X70. Overall sales growth has increased by 50.2% from January 2019 – April 2019, versus the same period last year. The X70 has been the most popular, most influential SUV in the country currently with over 27,000 units of bookings and 11,133 units delivered to customers nationwide. The recently launched 2019 Iriz and Persona on 23 April have also contributed to a total of over 4,000 unit of bookings from an active 2-month period of prelaunch activities.



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Dr Li added, "The outlet upgrading has allowed existing and new customers to see PROTON differently. This feat was made possible by the concerted effort from all, from our dealers, vendors and staff. I am even happier to announce that we have shifted our position from the number 3 spot, to claim the number 2 spot for the first time in 37 months. My hope is for us to maintain this position till end of the year."

May 2019 promotions

Customers can enjoy great savings of up to RM4000 for the Iriz and Ertiga, RM3800 for the saga, and many more deals on selected Proton models. Do drop by at your nearest PROTON outlet to check out the deals for the month of May.

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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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