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News Release

PROTON LAUNCHES THE 2019 EXORA

- Revamped seven-seat MPV now equipped with intelligent features
- Executive variant receives additional value added items worth over RM4,000
- Premium variant receives additional value added items worth over RM5,000

Subang Jaya, 28 May 2019 – PROTON officially launched the 2019 Exora at the PROTON Crystal Showroom located at its Centre of Excellence (COE) facility in Subang Jaya today.

Priced at RM59,800 (Exora 1.6T Executive) and RM66,800 (Exora 1.6T Premium), the national carmaker's seven-seat MPV has received running changes for the 2019 model year consisting of styling revisions, component improvements to raise product quality as well as first-in-class smart features setting it apart from its competitors.

The MPV with intelligence that moves

Following the convention set by the Proton X70, 2019 Persona and 2019 Iriz, the 2019 Exora uses *Intelligence That Moves* to signify not only its intelligent features but also the class leading performance and space it offers for up to seven adult occupants.

The 2019 Exora is equipped with an intelligent infotainment system, allowing PROTON to introduce first-in-class features for its market segment. Available on the 1.6T Premium variant, an embedded eSIM card ensures mobile Internet connectivity for a rich multimedia experience. Apps for music streaming, online navigation and weather updates are offered and can be accessed via a 7-inch touchscreen featuring a full colour display. For added convenience, the system offers smartphone connectivity as well as a mirror function for Android devices.

As is standard for all Proton models featuring its current intelligent infotainment system, a voice recognition app is offered and can be accessed using the familiar *Hi Proton!* catchphrase. The app is the gateway to a range of functions using voice commands, allowing drivers to keep their eyes on the road even while performing complex requests like searching for destinations or songs.

To ensure the software remains up to date, Over the Air (OTA) updates will be offered periodically with the possibility of new apps being added when they become available.

Restyled interior paired to class leading performance and handling

The 2019 Exora receives minor exterior styling tweaks to keep it looking fresh. A new shark fin antenna is paired with the black exterior roof panel for a sportier look while a new colour, *Rosewood Maroon*, makes the MPV stand out wherever you drive it.

Inside, new interior upholstery adds a luxurious touch and boosts seat comfort while a new meter combination delivers a clear view of important information at a single glance. A new borderless rear view mirror gives a wider view of other road users while interior room remains a major selling point as this is the only MPV in its class to offer space for seven adults.



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Under the bonnet is the only 1.6-litre turbocharged engine to power an MPV in the class. With 140PS at 5,000rpm and 203Nm of torque from 2,000-4,000 rpm, the 2019 Exora is able to respond quickly to any demands asked of it. Speed is matched to sure footed handling as PROTON's chassis engineers tuned the ride and handling to deliver an unmatched balance of sure footedness and ride comfort.

With twin front airbags, electronic stability control (ESC), disc brakes all-around, anti-lock brakes (ABS), electronic brake distribution (EBD) and front seatbelts with pretensioners, there is a full suite of safety equipment that is combined with convenience features such as rear parking sensors and a reverse camera.

Packages deliver extra value to Exora buyers

The 2019 Exora is offered with Extra Value packages unique to its class. There are four standard Extra Value packages beginning with the service package that offers three free labour services. Next is the Internet data package with free data (1GB per month) for five years. The final two packages are the interest rate package with financing rates as low as 2.76% and the insurance package that offers a number of benefits to buyers who insure their 2019 Exora with PROTON's panel on insurers.

On top of the standard Extra Value packages, PROTON is also offering special Value Added packages. Customers who buy the 2019 Exora this year will be given a five-year or 11 times free labour service package while the first 1,000 buyers will also be given free road tax for two years for private buyers and free road tax for one year for corporate customers.

Combined with the price reduction and the value of the new features introduced in each variant, the 2019 Exora 1.6T Executive delivers RM4,233 worth of additional benefits compared to its predecessor. For the 2019 Exora 1.6T Premium, the additional benefits amount to RM5,652.

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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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