

News Release

PROTON 1 TANK ADVENTURE EXPLORES SARAWAK

Kuching, 3 October 2019 – The PROTON 1 Tank Adventure decamped for its third and final leg in Sarawak last weekend. The route was the shortest of all the preliminary legs with a total of 450km journey from Kuching, to Damai and then the Eastern most tip of the state at Teluk Melano before returning to the state capital. It was a shorter run, but tough road conditions, traffic and heavy rain made it tough on all participants while a taking a car ferry to cross a river added to the sense of adventure.

A journey of many twists

As per earlier legs of the event, participants of the 1 Tank Adventure in Sarawak drove the 2019 Proton Iriz, Persona and Saga, cars launched in the first eight months of this year. In keeping with its aim to showcase Malaysian states, the route from Kuching took in some wonderful scenery from UNESCO World Heritage sites to pristine rain forests.

The majority of roads used were windy and uneven single carriageways with heavy traffic so the patience and driving skill of all participants was tested throughout the journey. The first day featured a dynamic driving activity at Stadium Sarawak and ended at the Sarawak Cultural Village, tucked away near the foothills of Mount Santubong at Damai Beach.

There was more driving on the second day, approximately 320km of it, and it included the aforementioned river crossing but by the end of the event, all cars had made it safely to the finishing point with almost everyone having used less than 30-litres of fuel over the two days. This was an impressive achievement as the wet weather on both days made driving conditions tough.

The best results achieved, as verified by scrutineers from the Malaysia Speed Festival (MSF), were 5.90L/100km (public) for the Persona, 5.74L/100km (media) for the Saga and 5.49L/100km (public) for the Iriz, which was impressive as this was the first time all participants had competed on the 1 Tank Adventure.

Dynamic Driving – An Experience to Know Your Car Better

Though the competitive portion of the 1 Tank Adventure is decided by fuel efficiency, the event is also an opportunity to demonstrate other selling points of Proton cars by showcasing the technology, performance and handling of each car. These impressions were further reinforced by a dynamic driving exercise, thrilling everyone who took part.

It was a truly eye opening experience for many of them because although they expected their cars to be able to finish the journey, very few were aware of the dynamic abilities found of the Proton models they owned.

Hazimi bin Madini, a Suprima S owner who purchased the 2019 Iriz for his wife, Nur Sharim binti Farikh, was impressed with the fuel efficiency, style, stability and features of his new car.

“My wife has been eyeing the 2019 Iriz because she enjoys the sportiness of the car. Knowing that Proton cars have great ride and handling balance, I decided to purchase the Iriz for her. Throughout this event, we were amazed by

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the fuel efficiency of her new car and felt even more confident about it than before, as the dynamic driving exercise taught us how to react in emergency situations,” He said.

Commenting on the successful completion of the third leg of PROTON 1 Tank Adventure, Dr. Li Chunrong, Chief Executive Officer of PROTON said, “It is the first time PROTON has brought the event to Sarawak and we truly appreciate our Sarawakian friends who have supported us. I hope through the PROTON 1 Tank Adventure, more Malaysians will discover how efficient a Proton is while discovering the other qualities that make our current range such an appealing ‘proposition’.”

2019 Saga: Supreme Style, Smart Savings, Superb Stability

Launched on 6 August 2019, the 2019 Saga is the latest chapter in a story that spans 34 years. Over 2,000,000 units have been delivered to customers in Malaysia and export markets, making it synonymous with the history of PROTON. The latest version has been comprehensively restyled and introduces features such as a 7-inch colour touchscreen, new centre panel, new meter combination display and up to 3 USB ports. These changes have proven to be popular with Malaysian car buyers as in just over a month, more than 13,000 bookings have already been placed, thus ensuring the continuation of the success story of Malaysia’s most popular car.

2019 Persona: Peerless Connectivity, Practical Functionality, Proven Safety

With more than 11,000 units delivered since it was launched on 23 April 2019, the Proton Persona is the best-selling B-segment sedan for June and July this year. Visually, its external design updates differentiate it from its predecessor and create a visual link to other Proton models. Inside, PROTON introduced an intelligent infotainment system, a first-in-class feature. Using an embedded eSIM card, it offers apps for music streaming, online navigation and voice recognition via a 7-inch touchscreen featuring a full colour display and 16GB of internal memory. Combined with better value-for-money pricing and comprehensive customer packages, the Persona is the perfect choice for families looking for a stylish, functional and connected family car.

2019 Iriz: Revolutionary Connectivity, Refreshed Design, Responsive Driving

The 2019 Iriz received 367 changes over its predecessor, signifying a major improvement in all aspects. PROTON’s race-winning hatchback was given aggressive new styling at the front and rear of the car as well as a new interpretation of the ethereal bow and infinite weave grille, making it stand out on the road. The Iriz also features the intelligent infotainment system used on the Persona and therefore offers the same connectivity options as its sedan sibling. By combining improved quality and refinement with higher equipment levels and a fun to drive character the Iriz has won many new fans, which is reflected in sales increasing by three times over the previous model.

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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. Thirty-six years on, PROTON is now entering its next phase to become a modern, global and respected automotive brand through its global partnership with Zhejiang Geely Holdings 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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