



News Release

PROTON CONTINUES POSITIVE SALES GROWTH

- 9,127 units registered in August equivalent to 17.6% market share
- Year-on-year overall volume growth of 36% is highest among Top-5 brands
- Proton Saga achieves over 10,000 bookings in less than one month

Subang Jaya, 3 September 2019 – PROTON continued its upward sales growth trajectory for 2019 after registering 9,127 units for August 2019. The figure represents a 17.6% share of Total Industry Volume (TIV) for the month, pushing the Company's overall market share for the year up to 15.3%. Year-on-year, sales growth now stands at 36% during a period when the TIV has shrunk by 5.8% compared to 2018.

PROTON the only Top-5 brand to post double digit growth figure

By posting the best growth rate for any of the Top-5 automotive brands in Malaysia, PROTON is on track to exceed its 2018 overall sales figure of 64,744. Total sales as at the end of August now stand at 61,396 units and, assuming the trend in sales growth is maintained for the rest of the year, the Company will exceed its total 2018 sales before the end of September.

"PROTON is thankful for the response our customers have given to our range of offerings. The Company has posted the best sales growth for any Top-5 brand this year and although Malaysia's TIV has shrunk by 5.8%, our 36% growth in sales shows we are on the right track. With initiatives like the opening of additional 3S/4S outlets and improvements to customer service and product quality set to continue this year, we are confident of being able to close-out 2019 strongly," said Dr Li Chunrong, Chief Executive Officer of PROTON.

2019 Saga bookings exceed 10,000 units

Bookings placed for the 2019 Saga, which was launched on 6 August, have now exceeded 10,000 units. Over 1,000 of those have come via PROTON's online booking platform where customers can book a unit for just RM9.99. Due to its popularity, the Company is extending the closing date for online bookings to 17 September.

"Judging from the bookings received, the 2019 Saga is extremely popular with our customers who are attracted to the revised styling, upgraded components and new touchscreen infotainment system it offers. We have also been impressed by the volume of online bookings received, which exceeds the number we received for the Proton X70, so we are extending the online booking period to give more buyers a chance to use the platform," 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 in South-East Asia and was established with three primary national policy objectives: to spearhead the development of the component manufacturing industry, to acquire and upgrade technology and industrial skills in automotive manufacturing and to strengthen the international competitiveness of Malaysia's industrial capability.

For further information please contact:

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