

News Release



PROTON REWARDS LOYAL CUSTOMER WITH A NEW CAR

- Iriz owner wins a Proton Saga for servicing his car at official service centres

Subang Jaya, 26 February 2020 – By bringing his Proton Iriz to PROTON's Centre of Service Excellence in Subang Jaya for scheduled maintenance, Azrul Firdaus Bin Ramli, a 30-year old quality assurance engineer from Bukit Jalil, ensured his car was serviced and maintained by a team of trained PROTON technicians. Today, he received something a little extra when he was named the winner of the PROTON Service & Win contest and was awarded a brand new Proton Saga Premium AT.

Designed to reward Proton car owners for regularly servicing their cars and to promote the company's authorised service centres, the PROTON Service & Win Contest was co-branded with PETRONAS and held from 15 August to 15 November last year. Over 125,000 customers sent their vehicles for servicing during the contest period and eligible participants were required to upload a picture of their car on Facebook together with a creative caption. PROTON's management then selected the winner based on the creativity of their posting.

Using aftersales to keep customers happy

Over the past two years, PROTON has aggressively recruited new partners to increase the number of 3S/4S outlets in its network. Today, the Company has 121 such outlets, a number it is looking to grow with a target of hitting 150 by the end of the year.

"Selling a car is the beginning of a relationship between an automotive brand and its customers. During a five-year ownership cycle, there will be many occasions when a customer returns to service their car and this is an opportunity for PROTON to showcase a premium brand experience. This is the strategy driving us towards investing in a comprehensive network of 3S/4S outlets and also helps to ensure our cars are maintained by trained technicians, which will help long-term residual values," said Dr Li Chunrong, Chief Executive Officer of PROTON.

To ensure the level of customer and aftersales service are maintained at a high level, PROTON continues to invest in training programmes for its technicians, sales and aftersales staff. The Company also benchmarks itself against other premium brands to keep abreast of best practices in the industry and to elevate the level of service delivered at all outlets.

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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. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding 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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