

# News Release



## BRUNEI BECOMES FIRST EXPORT MARKET FOR UPDATED PROTON MODELS

- Updated Proton Iriz, Saga and Persona previewed by PAD Motors in Brunei

**Subang Jaya, 13 January 2020** – Following the launch of the Proton X70 in July last year, Pad Motors Sdn Bhd, the distributor for PROTON in Brunei achieved another milestone with the soft launch of the updated Proton Iriz, Saga and Persona on Friday, 10 January. The event, attended by customers, social influencers and other related parties will be followed by a roadshow programme starting 28 January.

### PROTON focused on growing export volume in 2020

After a successful 2019 saw sales volume grow by 55.7% and the Company finish the year in second place in the sales table, PROTON will be looking to improve on its performance in 2020 while increasing their export volume. Having already stated their long-term intention to be the best-selling brand in Malaysia and number three in ASEAN by 2027, growing export sales will be critical to the plan.

“The export market will play an increasingly important role in growing PROTON’s annual sales. When we updated the Proton Iriz, Persona, Exora and Saga last year, we did so while taking in to account the needs of markets outside of Malaysia and today, three of those cars are now available in Brunei. It’s a good start to 2020 but as the year progresses, we will be looking to export our cars to more countries,” said Dr Li Chunrong, Chief Executive Officer of PROTON.

Aside from its updated models, PROTON will also be looking to grow sales of the Proton X70. With model year (MY) 2020 versions already rolling down the production line at the new RM1.2 billion plant extension in Tanjung Malim, the Company now has the option of expanding the footprint for its intelligent SUV.

“Exporting the Proton X70 will be critical for PROTON’s future sales growth, especially in neighbouring ASEAN countries. It will spearhead the introduction of the next generation of PROTON models currently being jointly developed with Geely and will lay the groundwork for the brand with customers in these markets,” added Dr Li Chunrong.

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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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