



News Release

PROTON ANNOUNCES NEW PRICES FOR MODELS EFFECTIVE 15 JUNE 2020

- Prices for Proton models reduced by 1.2% - 5.7%

Subang Jaya, 15 June 2020 – Following the government’s recent announcement of zero sales tax for cars sold in Malaysia for a six month period beginning 15 June 2020, PROTON will reduce its car prices by 1.2% - 5.7%. These prices will be effective for the duration of the incentive period, a measure designed to boost the economy as the country emerges from its COVID-19 induced lockdown.

“PROTON would like to take this opportunity to remind everyone looking for a new vehicle that there has never been a better time to own a new PROTON. With our industry leading number of 3S/4S outlets, refreshed model range, periodic improvements we have introduced as well as the new prices, our customers will receive even better value for their money,” said Dr Li Chunrong, Chief Executive Officer, PROTON.

“We applaud the government’s initiative to spur growth in our economy via the PENJANA plan and their recognition of Malaysia’s automotive industry as a critical piece of the national ecosystem. With 700,000 people working both directly and indirectly in the industry, it contributes approximately 4.3% to the national GDP and will thus play a leading role in any economic recovery effort,” he added.

The Company is deploying several strategies to spur growth in sales while keeping in mind buyer sentiment will err on the side of caution for the rest of 2020. These include deploying strict social distancing and disinfection measures at its showrooms and service centres while promoting the use of online bookings for contactless transactions.

“As a national automotive brand, PROTON can help reinvigorate all segments of the automotive industry. We continue to work closely with our vendors and dealers to ensure they are able to weather the economic storm and are ready to help drive the economy forward again,” said Dr Li Chunrong.

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PROTON
INSPIRING CONNECTIONS

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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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