

News Release



PROTON MARKET SHARE HITS 77-MONTH HIGH

- Strong results push market share to 23.8% highest since August 2013
- PROTON sales grow by over 80% compared to corresponding month in 2019

Subang Jaya, 2 March 2020 – PROTON posted a second consecutive month of strong results in 2020 when sales in February grew by over 80% compared to the same month in 2019. A total of 9,974 units were registered, which is also a healthy 17.3% increase over January 2020. As a result, PROTON's market share for the month is estimated to stand at 23.8%, the highest it has been since August 2013 and an increase of 10.3% over February 2019.

Three models in PROTON's current range were the sales stars in February, finishing first in their respective segments. The Proton Persona retook the lead in the B-segment Sedan class with 2,653 sales or nearly double of its closest competitor. Meanwhile, with 1,973 units sold the Proton X70 was the most popular SUV in Malaysia for a second consecutive month as customers who ordered early started receiving the 2020 Proton X70. To date, over 7,000 orders have been received, proving that demand in Malaysia for the intelligent SUV remains strong.

PROTON's third segment leader for February was the Exora MPV, which continues to have a stranglehold on the C-segment MPV market. PROTON's other models, the Saga and the Iriz also had an excellent February. The former continues to be the Company's best-seller, with 3,934 units being sold and demand still outstripping supply. The latter meanwhile climbed to second spot in the B-segment hatchback category as sales continue to be strong following the launch of the updated model in 2019.

"February was a strong sales month for PROTON despite the Total Industry Volume (TIV) shrinking compared to January. By being able to maintain our sales growth our market share is now at its highest point in 77 months. Bookings for the 2020 Proton X70 have also been strong so we feel encouraged about our plans for the rest of the year," said Dr Li Chunrong, Chief Executive Officer of PROTON.

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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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