PROTON INTRODUCES INTELLIGENT AIR PURIFICATION SYSTEM
- N95 Cabin Filter to be fitted as standard on 2020 Proton X70
- Current Proton X70 owners to be offered option to have it retrofitted to their vehicles

Subang Jaya, 12 May 2020 – PROTON is proud to introduce the PROTON Intelligent Air Purification System (P-IAPS), which will be offered as standard equipment on the 2020 Proton X70. The system combines the benefits of an N95 Cabin Filter and the Air Purifier System to offer a comprehensive method to improve in-cabin air quality.

The new N95 Cabin Filter is capable of removing 95% of particles larger than 0.3 microns and also removes 98% of PM2.5 dust particulates. It is therefore an effective barrier against smoke particulates, dust, bacteria and other pollutants and functions in both fresh and recirculation modes for the air-conditioning system.

The existing Air Purifier System fitted to all Proton X70s will remain. It uses a High Efficiency Particulate Air (HEPA) filter that removes 99.97% of particles larger than 0.3 microns while its activated carbon removes odours, formaldehyde and adsorbs and purifies smoke particulates. Additionally, the ioniser discharges negative ions to cleanse the air.

By combining the Air Purifier System with the N95 Cabin Filter, the PROTON Intelligent Air Purification System (P-IAPS) acts as a barrier against contaminated air making its way into the cabin, offering a high level of protection against airborne pollutants for a cleaner and healthier environment.

“PROTON is constantly looking at ways to improve our offerings. The introduction of the N95 Cabin Filter is particularly relevant in today’s global environment and by improving the quality of air in the cabin, we hope to deliver a comfortable contaminant-free experience to our customers. For now, P-IAPS will only be offered on the Proton X70 but our designers and engineers are working to fit the N95 cabin filter in our other models too,” said Dr Li Chunrong, Chief Executive Officer, PROTON.

Whilst the N95 Cabin Filter will be fitted on new units of the 2020 Proton X70 produced at Tanjung Malim, current owners will be able to upgrade their dust and pollen filter to the N95 Cabin Filter for RM79, excluding labour charges. Beginning 13 May 2020, service appointments can be made at https://www.proton.com/en/after-sales/service-booking or by contacting a PROTON service outlet. A service campaign is also scheduled to run from 18 May – 18 August 2020 where a 15% discount on the price of the filter will be offered to all Proton X70 owners.

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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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