



News Release

PROTON SALES GROW FOR A THIRD CONSECUTIVE MONTH

- 15,017 units in April continues upward momentum in 2021
- Proton Saga regains best-seller crown for first time since May 2020

Subang Jaya, 3 May 2021 – PROTON continued its sales momentum 2021 by posting a third consecutive month of growth in April. The company sold 15,017 units (domestic +export) to kick off the second quarter of the year, which was an increase of 1.8% over the previous month and equivalent to an estimated market share of 26.7%. Overall, PROTON continued to strengthen its hold on second position in the sales rankings table with market share for the year estimated at 24.4% while overall volume now stands at 47,843 units after the first four months of the year.

Proton Saga returns to the top of the sales chart

The evergreen Proton Saga returned to the top of the national sales chart with 5,472 units sold in April. Although the number is a slight reduction compared to the previous month, demand for PROTON's best-seller remains healthy and ahead of the number of units supplied.

Meanwhile, PROTON's SUV models continue to set strong sales numbers. The Proton X50 set yet another new high for deliveries with 3,583 units delivered in April while the Proton X70 extended its dominance in the C-segment SUV category with 2,101 units delivered. The combined figure of 5,684 units is the second best SUV sales month for the company and only slightly behind the record set in March.

PROTON's remaining three models also performed well and all three had their best months of 2021. Despite strong competition in the B-segment sedan market, the Proton Persona achieved 2,266 units, enough to earn it second spot in its segment. The Proton Exora meanwhile continued to rule the C-segment MPV class while Proton Iriz sales received a boost from strong demand for the R3 Limited Edition model that allowed it to have its best sales month since 2019.

"April was a good month for the automotive industry and aside from PROTON, several other brands also had their best month of the year so far. TIV is estimated to be over 56,000 units as all brands are trying to fulfil sales orders before the expiry of PENJANA sales tax incentives at the end of June.

"For PROTON, we are continuing with efforts to meet the strong demand for our products while maintaining a high level of product quality. At the same time, we are focussing on improving customer service and addressing issues related to spare parts availability, which is vital as our sales volume increases. We estimate the situation will see significant improvement as the year progresses but we are working hard to move up that timeline," said Roslan Abdullah, Chief Executive Officer, Proton Edar.

An investment for the future

Aside from an increase in sales, April also saw PROTON hold a ground breaking ceremony for a new stamping plant at its Tanjung Malim factory. The RM200 million facility is expected to become operational by the third quarter of 2022 and will allow the company to stamp out much larger pieces of body panels.



PROTON
INSPIRING CONNECTIONS

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“As PROTON’s sales and distribution arm, Proton Edar views the investment in the new stamping plant as a positive development. The benefits of improved production volumes, lower costs and increased quality will allow us to increase sales exponentially both domestically and abroad, which will drive the company towards achieving its stated long term goals,” added Roslan Abdullah.

-End-

PROTON April 2021 – Individual Model Performance

Model	No of units sold	Sales achievement for April 2021
Saga	5,472	▪ Highest volume A-segment sedan and highest volume overall in Malaysia
Persona	2,266	▪ 2 nd highest volume B-segment sedan
Exora	616	▪ Highest volume C-segment MPV
Iriz	974	▪ 3 rd highest volume B-segment hatchback
X70	2,101	▪ Highest volume C-segment SUV
X50	3,583	▪ 2 nd highest volume B-segment SUV
Total	*15,017	

*sales of other models not listed added to the total sales figure

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.