



News Release

PROTON SALES EXCEED 2020 VOLUME

- **National car maker sells more cars in 2021 despite lower TIV**
- **13,362 units sold in October raises YTD sales to 86,379 units**

Subang Jaya, 3 November 2021 – Following a successful October when sales grew by 28.7% compared to the previous month, national car maker PROTON has now exceeded its year-to-date (YTD) sales volume from last year. By selling 13,362 units, cumulative sales now stand at 86,379 units, which is a 1.6% improvement over sales from the first ten months of 2020 (84,999 units).

The achievement means the company has outperformed the Total Industry Volume (TIV) for the Malaysian automotive market, which has fallen by an estimated 4.7% despite selling more than 65,000 total units for the first time in 2021 in October. Forecast market share for the month is estimated at 20.5%, while the YTD market share figure now stands at 22.7%.

PROTON models continue to lead sales in three market segments

As was the case for every previous month in 2021, the Proton Saga continues to lead the way in sales achievement for PROTON. 5,107 units were sold in October, marking the third time the model has breached the 5,000-unit barrier this year. Year-to-date, the Saga also remains as the undisputed A-segment sedan volume leader and a favourite for buyers wanting an affordable car with up-to-date features and a race-proven dynamics.

Two other volume leaders for the company are its SUVs, the Proton X50 and Proton X70. The B-segment Proton X50 managed to achieve its best month since its launch with 3,839 units sold. The larger Proton X70 kept pace with 2,165 units in October, its best achievement since March this year. With only two months left in 2021, both the Proton X50 and Proton X70 are comfortably the best-selling models in their respective segments and offer yet more proof that buyer preferences are continuing to shift towards SUVs.

As for the rest of the model range, the Proton Exora continued to dominate the C-segment MPV market with 359 units sold. The 2022 Proton Iriz and Persona however were badly affected by microchip shortages that limited their production volumes. 1,393 units of the Persona were sold in October while the Iriz chipped in just 497 units.

“PROTON’s sales in October can be summarised as a story of strong buyer demand and unrealised sales potential. While we are happy with the continued popularity of the Proton Saga and our achievement with the two SUVs, we missed out on adding more units to our final tally as we continue ramping up our supply of components. Market demand however is expected to remain strong towards the end of year, so we are working diligently towards closing 2021 on a high note,” said Roslan Abdullah, Chief Executive Officer, Proton Edar.

Extension of SST exemption will benefit customers

The recent tabling of Malaysia’s 2022 budget saw the announcement that Sales and Service Tax (SST) exemptions for the car industry would be extended to 30 June 2022. This brought a cheer not only from industry players but also their customers. For PROTON, it means buyers who have been patiently waiting for their vehicles no longer need to worry about missing out on the incentives if their cars are delivered next year.



PROTON
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“PROTON would like to thank the Malaysian government for extending the SST exemption. By doing so, it gives us a chance to fulfil the bookings we have already received and doesn’t unfairly penalise customers who are waiting due to circumstances beyond their control. We predict the extension will also help to spur sales through the first half of next year when there could be more new models introduced to the market,” added Roslan Abdullah.

-End-

PROTON October 2021 – Individual Model Performance (including export)

Model	No of units sold	Sales achievement for October 2021
Saga	5,107	▪ 2 nd highest volume A-segment sedan
Persona	1,393	▪ 3 rd highest volume B-segment sedan
Exora	359	▪ Highest volume C-segment MPV
Iriz	497	▪ 4 th highest volume B-segment hatchback
X70	2,165	▪ Highest volume C-segment SUV
X50	3,839	▪ Highest volume B-segment SUV
Total	*13,362	

*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.