



News Release

PROTON LAUNCHES SPECIAL EDITION MODELS

- Persona, Exora, Iriz and Saga Special Edition models introduced simultaneously
- Unique features paired with limited production numbers

Subang Jaya, 18 February 2021 – PROTON launched four Special Edition models which it unveiled simultaneously during the company's third virtual launch. The limited production models have been given the moniker Black Edition (Persona and Exora) and R3 Limited Edition (Iriz and Saga); and were designed to broaden the appeal of each model while offering more choice to customers.

Limited in numbers but not in showroom appeal

Following the successful launch of the Saga Anniversary Edition, which sold out its allocation of 1,100 units in just five days, the Special Edition models are designed to satisfy customer demand for unique Proton models.

The Persona and Exora Black Edition add style and luxury to vehicles that are usually sold on their practicality and comfort. As the name suggests, they are presented in black with gold accents subtly accentuating the bumpers and alloy wheels. Inside, both come with black leatherette seats, door trims and floor console with the Persona receiving the black treatment for the headlining, while the Exora is fitted with an overhead monitor.

While style and luxury are the main thrusts of the Black Edition models, the Proton Iriz and Saga R3 Limited Edition celebrate PROTON's successful motorsports division. The R3 badge has always been reserved for the sportiest Proton models and both the Iriz and Saga are worthy recipients of this moniker.

Each car is painted black and adorned with the distinctive R3 livery used on PROTON's race cars. The Iriz is equipped with 16-inch R3 alloy wheels while the Saga is equipped with 15-inch alloy wheels with matte grey finish. The sporty R3 bodykit completes the outer changes while inside, a unique black-yellow interior, leatherette seats and R3 carpet mats create a distinctive ambiance with sporty appeal.

"By launching four Special Edition models today, PROTON is giving its customers more choices. These are products manufactured in Malaysia targeted to Malaysian car buyers and are reminders that PROTON is and always will be a 'full-service' car manufacturer with the ability to design, develop and build our own cars from a clean sheet of paper," said En. Roslan Abdullah, Chief Executive Officer, PROTON Edar.

On-the-road prices without insurance for the Proton Special Edition models are:

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|---------------------------------|-----------------|
| Proton Saga R3 Limited Edition: | RM42,300 |
| Proton Iriz R3 Limited Edition: | RM52,900 |
| Proton Persona Black Edition: | RM54,700 |
| Proton Exora Black Edition: | RM67,800 |

* Valid for Peninsular Malaysia only

** Valid until 30 June 2021 with Sales Tax exemption

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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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