



News Release

PROTON COLLABORATES WITH HUAWEI TO HOST 'BETTER TOGETHER' CAMPAIGN

Subang Jaya, 16 December 2020 – To celebrate the end of 2020, national carmaker PROTON will collaborate with Huawei in a nationwide year-end campaign dubbed 'PROTONxHuawei Better Together'. The contest will reward lucky customers with attractive prizes including a brand-new Proton X70 as the grand prize.

To be held from 15 December 2020 to 3 January 2021 the contest is open to those who have purchased selected Proton models (Persona, Iriz, Exora or Saga) and/or a Huawei branded device. Aside from the Proton X70 grand prize, Huawei Mate 40 Pro smartphones are also up for grabs along with 17,000 Huawei online store vouchers worth RM100 each for buyers of Proton cars.

"The current range of Proton cars have been well-received by Malaysians. Sales have been encouraging in 2020 despite the challenging conditions. We are therefore excited to collaborate with Huawei to promote a campaign to reward our customers for their support. As we all know, it has been a tough year for everyone so as it comes to a close, we at PROTON want to spread positivity among Malaysians and encourage everyone to embrace a new beginning for 2021," said Roslan Abdullah, CEO of PROTON Edar.

To participate in the contest, buyers of Proton cars or a Huawei branded device will need to post a creative post related to their Proton car or Huawei device on their Facebook or Instagram page with the hashtags #PROTONHUAWEIBETTERTOGETHER2020 #HUAWEIMATE40PRO and #HiPROTON along with the caption, "I like Proton Cars/Huawei Mate 40 Pro because...". Having done so, they then need to visit www.protonhuaweibettertogether.com to fill up the necessary information.

For more information, please visit <https://www.proton.com/en> or <https://www.huawei.com/my/>.

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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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