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News Release

THE GEELY EFFECT – FROM THE MOUTHS OF PROTON DEALERS

Subang Jaya, 2 April 2018 – It is human nature to doubt someone before you really get to know them so it was understandable that not every PROTON dealer was convinced about the partnership with Geely. However, a visit in early March to the Geely Research Institute (GRI) in Hangzhou Bay opened their eyes to the possibilities awaiting in the future thanks to the technology they are developing and the scope of research being done by Geely.

Based on the observation of Munauwir Mohd Khir, from Edaran Saga Sdn Bhd, he observed that, “From what I gather after the visit to the GRI, we could see that Geely takes into account every single detail. From planning to execution, careful thoughts are being put in place to ensure a smooth process. Everything is done in a controlled manner and the processes are in order, from testing to final product. I also observed that they follow stringent rules, and regulations that are adhered to, so this is very good”.

He further mentioned, “It takes a good car manufacturer to have a big vision for the Company – Not only developing cars with advanced technologies but more importantly, cars which are environmentally friendly as well, like electric and hybrid cars”.

For others like, Mohd Nazrin Mohamad Fozi, of Rahman Brothers Automotive Sdn Bhd, the visit to the GRI more than lived up to his expectations.

“I enjoyed the visit to the GRI. It showcased Geely’s technological capabilities and the future of automobiles. I can imagine if these technologies, like advanced safety and other state of the art features are incorporated into Proton cars, we will definitely be at the leading edge of automobiles in Malaysia, and beyond. The future is really exciting looking at the partnership with Geely”.

For Hazree Hashim of Vitalic Sdn Bhd, he opines that, “When I walk through the areas in GRI, I could feel a sense of calm all around. Line workers do their work diligently, and they look serious about the work at hand. We can see there is a sense of pride in the effort they put in to. It is a no-nonsense environment. They are so focused on their work to ensure quality delivery of output”.

“On top of that, the floors were so polished I could not even see a single speck of dust or dirt. This is an example of a world-class facility at its best,” explained Hazree.

He also went on to say, “After this visit, I believe I see more clearly now the developments that are on-going in Geely and how PROTON could eventually benefit in the long term. From the working culture to the plant, there is a proper system and flow, to doing things. Production is in control and everything looks orderly. I am delighted to say that I am proud to be a part of the troupe who has visited the Geely Research Institute”.

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About PROTON

PROTON Holdings Berhad is 50.1% owned by DRB-HICOM Berhad and 49.9% by Zhejiang Geely Holding Group Co. Ltd. Established in 1983, it is the only full-fledged OEM car manufacturer that is complete with research and development (R&D) facility in South-East Asia and was established with three primary national policy objectives, which are, to spearhead the development of component manufacturing industries, to acquire and upgrade technology and industrial skills within the automotive manufacturing industry and to strengthen the international competitiveness of Malaysia's industrial capability.

1985 marked a momentous year in Malaysia's history when the country's first national car, the Proton Saga, rolled out for the masses. Since then, its offerings include versatile and reliable four-door family vehicles such as the Saga and Persona, stylish executive sedans such as Prevé, the elegant executive D-segment Perdana as well as spacious and affordable multi-purpose vehicles like the Exora and Ertiga. There is also the sleek sporty Suprima S that is packed with performance and the bold and stylish Iriz that emphasises safety and is the most affordable 5-Star ASEAN NCAP car.

PROTON is more than just a car company as its inception as a key driver of national development has seen the brand accelerate its learning curve through technology transfer with strategic partnership and technical collaborations. There is no doubt that it has helped grow the Malaysian economy through its progress and success in the automobile industry.

By listening to the needs of customers, PROTON cars are now steadily on track to achieve the mission for the future, with PROTON set to become a marque which builds quality and safe cars with passion and soul; cars that are enjoyable to drive - and a pleasure to own. For more information, visit <http://www.proton.com>.

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