



FACT SHEET

7 September 2018
PROTON Styling Studio

PROTON'S FIRST SUV (X70) – MEDIA PREVIEW

Introduction

- A preview of PROTON's first SUV and official announcement of its name, X70.
- The session today is to introduce the exterior and interior design elements. Subsequent events will showcase the technology and connectivity aspects while a final event will highlight the safety and performance levels of the X70.

About PROTON Design

- Proton Design – a branch of Geely Global Design, a multi-cultural global organization with seven well-equipped studios in Kuala Lumpur, Shanghai, Hangzhou Bay, Gothenburg, Barcelona, California and Coventry, with total staff of approximately 600 individuals. These design studios, with top class design teams and the latest tools in design development, are responsible for the creation of a unique design language for each of brand; Proton, Geely, Lynk & Co, Lotus and London Taxi.
- The PROTON Design team helped design the X70 – a truly global SUV, with a Malaysian flavour.

PROTON Design philosophy

The design was created based on the idea that the SUV will be one which is progressive, harmonious and spirited. Most importantly, it conveys the Malaysian spirit and all things unique to her.

- Progressive - We strive and challenge ourselves to be at the frontier, cultivating authenticity and innovation with a deep rooted global awareness and understanding.
- Harmonious - Rich in nature, culture and diversity; we are a melting pot of flavours. Embracing our origins as we progress into the future with a synergy of coexistence and collaboration.
- Spirited - The essence of courage, enthusiasm and passion; Cultivating the energetic and vibrant nature of our surrounding existence.

About the PROTON X70 design

1	Energetic Silhouette In designing the SUV, the Design Team ensured the <i>Malayan Tiger</i> is represented in the X70. Known for its bravery, agility, beauty and strong survival skills, the sculpted silhouette of the X70 are inspired by the explosive energetic lines, muscular form and agility of the big cat, a form that conveys a sense of explosive forward momentum.
2	Eye of The Tiger Distinctive Daytime Running Lights (DRL) create an instantly recognizable visage when driving in any weather condition day or night.
3	The Ethereal Bow The grille takes on a shape referred to as an Ethereal Bow to deliver an identifiable presence that captures a sense of agility, speed and lightness. In the middle of the distinctive grille is the trademark PROTON badge, framed by three

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	black horizontal bars. Closer inspection reveal the bars have distinctive repeating patterns inspired by Malaysian craftsmanship and our rich natural heritage.
4	The Infinte Weave The repeating patterns are called the Infinite Weave. By embracing the unique elements Malaysia has to offer and infusing them into the design to celebrate the uniqueness and richness of our environment, traditions and heritage, PROTON developed and evolved the art of traditional wood carving into a design arrangement that is present on the grille and repeated on the speaker surrounds and door handle inserts inside the X70.
5	Tranquility in Motion The interior presents an essence of calmness & elegance by drawing inspiration from the motion of lightness. Luxurious materials like nappa leather, brushed aluminium dashboard inserts and a technologically advanced interface,

About the name X70

- The name X70 was chosen by PROTON as it would be more acceptable in ASEAN and other international markets without the need to overcome any naming convention.
- The letter X is used by many automotive brands to denote the Crossover or SUV vehicle segment thus was adopted by PROTON to denote its entry into the same market.
- The number 70 denotes the size/class of the SUV and gives PROTON a logical system to add bigger or smaller models in the future.

About the X70 preview events

- Events in 7 major Malaysian cities including Kuching and Kota Kinabalu held from 19 September to 4 November.
- Targeting over 6,000 attendees made up of potential buyers, corporate customers, local government agencies, bankers and insurers.

Bookings accepted for X70 orders

- Early buyers can book the Proton X70 at all 3S and 4S outlets starting 8 September
- The booking fee is RM1,000

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