



PROTON UNVEILS CONCEPT GLOBAL CAR SERIES AT 80TH GENEVA MOTOR SHOW

Malaysian car manufacturer PROTON, which has a franchise portfolio of 107 dealerships throughout the UK, has unveiled a series of concept global cars at the prestigious 80th International Geneva Motor Show.

The three concept global cars, EMAS, EMAS Country and EMAS3, signal PROTON's long-term plan to expand its footprint within the global automotive market. EMAS, which means gold in the Malay language, stands for Eco Mobility Advance Solution, and is the result of a joint collaboration between PROTON, its subsidiary Lotus, and Italian design house Italdesign Giugiaro (IDG).

The EMAS series is a family of compact yet spacious, low-environmental-impact cars, and are expected to revolutionise the traditional car market segmentation. The range comprises of; "EMAS" - a five-door, four-seater hatchback designed for comfort; "EMAS Country" - a three-door, five-seater hatchback which is ideal for country driving; plus the "EMAS3" three-door 3+1 plus-seater, for city driving.

The cars are powered by a serial hybrid plug-in drive system developed by Lotus Engineering, which includes a 3-cylinder 1.2 litre internal combustion engine yielding 51 horsepower (38kW) at 3,500 rpm. The engines can run on petrol, ethanol, methanol or natural gas.

The cars feature the following benefits:

- Innovative interior space which is both customisable and spacious
- An interactive and user friendly hi-tech multifunction display
- Fuel efficient styling, with a low drag through sleek silhouette
- Safety features such as; Excellent all round visibility via panoramic glass + LED clusters
- A practical, compact exterior, offering ease of manoeuvrability

PROTON's latest range of concept cars was unveiled at IDG's booth by PROTON Advisor and former Prime Minister of Malaysia, Dr. Mahathir Mohamad, and will be displayed at the Geneva Motor Show throughout the exhibition from 4 to 14 March 2010.

PROTON Holdings Berhad Chairman, Dato' Mohd. Nadzmi Mohd. Salleh and Group Managing Director Dato' Haji Syed Zainal Abidin Syed Mohamed Tahir were joined by Italdesign Giugiaro Chairman Giorgetto Giugiaro and Co-Chairman Fabrizio Giugiaro to witness the unveiling of the latest concepts at the Show.

Speaking on the collaboration with IDG, PROTON's chairman, Dato' Mohd. Nadzmi commented: "We constantly strive to acquire and jointly develop new knowledge, skills and technologies that will ultimately benefit our customers. While we continue to gain progressive technology from our subsidiary Lotus, our design collaboration with IDG will further strengthen our position within the global automotive industry. PROTON wanted to work with the best and IDG topped other styling and design houses with their ideas, credibility and creative flair. Their brief was to design a compact car which offered drivers the roominess of an SUV, maximising interior space and improving access to the vehicles."

Group Managing Director Dato' Syed Zainal Abidin said: "The EMAS concept global car project signifies a golden opportunity for PROTON to stand confidently alongside the rest of the global automotive market. Concept cars were the yardstick to gauge public opinion – Proton strive to listen to it's customers to ensure that the development of a global car met their requirements and expectations. Proton's aim was to produce the global car for the world market in the future.

Dato' Syed Zainal Abidin added: "The development of PROTON's EMAS series coincides with Proton's silver jubilee celebrations this year. As we celebrate 25 years in the automotive industry, we are keen to reach out to customers and build our brand further into the global markets."

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About PROTON

PROTON is Malaysia's largest manufacturer of automobiles. With operations in key market centres from the UK to the Middle East, and across South East Asia and Australasia, PROTON produces cars to suit a range of customer demands and preferences. The offerings include versatile and reliable four-door family vehicles, two-door hatchbacks for the young-at-heart, luxurious and stylish executive sedans, spacious and multi-purpose vehicles, as well as the world-renowned sports cars from Lotus.

PROTON's inception as a key driver of national development has seen the brand accelerate its learning curve through technology transfer with strategic partnerships and technical collaborations. PROTON cars are now steadily on track to achieving the mission for the future, gearing up to achieve the promise of a marquee which builds cars with passion and soul; cars which are a delight to drive and a pleasure to own.

In the UK, PROTON's range comprises the fun and spacious five-door Savvy city car, the sporty Lotus inspired three-door Satria Neo and Satria Neo Sport, the five-door GEN-2 family hatchback, the four-door GEN-2 saloon and LPG dual fuel GEN-2 ecoLogic.