



TOP SECRET



PROTON

MEMORANDUM

REF: SalesDivision/ID/2023/4929

To : All 3S/4S Sales Outlets (Dealers and Branches)

CC : CEO PROTON

From : CEO PESB & VP Sales & After Sales

Date : 1st Nov 2023

Subject : PROTON S70 Open for Booking

Dear business partners,

We are proud to announce that the much-anticipated PROTON S70 is now OPEN for booking.

Details as per below:

Start date : 1st November 2023 onwards.
Start time : 8:00 am. onwards
Booking Fee : RM500.00/unit (Ringgit Malaysia Five Hundred only)

We believe that this model will enable PROTON to tap back into the family sedan market and continue to lead in this segment.

The following are booking guidelines and conditions: -

- 1) Only 3S/4S outlets are allowed to collect bookings for S70.
- 2) Details of 3S/4S outlets qualification to receive allocation and register S70 will be advised before the launch of S70.
- 3) Details of margin and incentive will be released to 3S/4S outlets before the official launch date.

In preparation, please ensure complete and accurate booking details are keyed into the SAP system. Respective State Managers will carry out an audit at outlet to ensure the implementation of booking procedures are in order (refer to Appendix 1).

Lastly, we urge outlets and your sales advisors not to speculate or make any false statements on vehicle pricing, launching date and etc. Any information or update will come from PROTON via official press release. We seek your cooperation to observe the "No Disorderly Marketing" policy for this new model. A penalty will be imposed for non-compliance

Appendix 1: PROTON S70 - Open for Booking Guidelines & Procedures
Appendix 2: PROTON S70 - Model, Variant, Colour Code and Description

Thank you and Happy Selling!

PROTON BOLEHI

ROSLAN BIN ABDULLAH
CEO PESB

EDMUND LIM MENG THONG
VP SALES & AFTER SALES

APPENDIX 1: PROTON X70 – OPEN FOR BOOKING PROCEDURE

No	Description	Guidelines & Operation Procedure										
1	Open for Booking Timing	Officially from 1 st November 2023, 8:00am										
		<table border="1"> <thead> <tr> <th>Variant</th> <th>Open Booking Date</th> </tr> </thead> <tbody> <tr> <td>Executive</td> <td>TBC</td> </tr> <tr> <td>Premium</td> <td>01.11.2023</td> </tr> <tr> <td>Flagship</td> <td>01.11.2023</td> </tr> <tr> <td>Flagship X</td> <td>01.11.2023</td> </tr> </tbody> </table>	Variant	Open Booking Date	Executive	TBC	Premium	01.11.2023	Flagship	01.11.2023	Flagship X	01.11.2023
		Variant	Open Booking Date									
		Executive	TBC									
		Premium	01.11.2023									
Flagship	01.11.2023											
Flagship X	01.11.2023											
2	Booking Fee	RM500/u for all variants – during pre-launch booking session										
3	Vehicle Sales Order	<ul style="list-style-type: none"> Complete with accurate customer detail and must be signed by Sales Manager & Customer. Non-signed VSO will be considered null and void booking. 										
4	Key in of Booking	<ul style="list-style-type: none"> MANDATORY to create all bookings in SAP system. All outlets are reminded to key in accurate booking details & customer particulars. Inaccurate variants, colours and customer details may result in delay of car delivery and error with Proton-link function. 										
5	Vehicle Pricing	<ul style="list-style-type: none"> Please refer to press release information. Actual pricing will only be available during official launch. 										
6	Estimate Waiting Period (EWP)	<ul style="list-style-type: none"> Every month, each outlet will be allocated with a fixed predetermined volume. Outlets are advised to refer to their estimated monthly receiving allocation before committing an estimated delivery date to customers. As a guide, longer waiting period expected for Executive Variants due to low production volume. HQ will consider booking that are ready with LOU during allocation. 										
7	Outlet Qualification to collect Booking of S70	<ul style="list-style-type: none"> ALL 3S/4S outlets are allowed to collect S70 bookings. Final list of Qualified to sell S70 will be announced before the actual launch date. 										

ESTIMATED DELIVERY TIMING: DISCLAIMER STAMP ON VEHICLE SALES ORDER (VSO) AND ACKNOWLEDGED BY CUSTOMER

DISCLAIMER:

ESTIMATED WAITING PERIOD (EWP) STATED IN VSO IS JUST AN INDICATION & FOR REFERENCE PURPOSES ONLY. ANY REVISION ON VEHICLE DELIVERY TIME WILL BE NOTIFIED IN DUE COURSE.

APPENDIX 2: PROTON S70 – MODEL, VARIANT, COLOR CODE & DESCRIPTION

Product Code & Description	Model Variant Model Variant Description	Color Description	Color Code
P380A S70	CG2SVJKRMA0-MH0 P380-1.5-7DCT2WD-E-MH0	Solid White	A0243
		Metallic Space Grey	A0237
	CG2SVHKRMA0-MH0 P380-1.5-7DCT2WD-H-MH0	Solid White	A0243
		Metallic Armour Silver	A0244
		Metallic Space Grey	A0237
		Solid Passion Red	A0250
	CG2SVPKRMA0-MH0 P380-1.5-7DCT2WD-P-MH0	Solid White	A0243
		Metallic Armour Silver	A0244
		Metallic Space Grey	A0237
		Metallic Deep Marine Blue	A0257
		Metallic Teal Bayou Green	A0259
		Solid Passion Red	A0250
	CG2SVQKRMA0-MH0 P380-1.5-7DCT2WD-Q-MH0	Solid White	A0243
		Metallic Space Grey	A0237
		Metallic Deep Marine Blue	A0257
Metallic Teal Bayou Green		A0259	
Metallic Quartz Black		A0246	

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