

Proton Cars Kicks off the Cars To The People tour in Exeter

Proton Cars (UK) Ltd kicks off its nationwide Cars To The People tour at the Ideal Home show, Westpoint Arena, Exeter on 16th July, offering visitors the chance to win a GEN-2 1.6 GSX.

Visitors to the Proton stand will be the first to see Proton's new 30ft exhibition unit at the start of its nationwide tour - a UK first for the Malaysian manufacturer. The unit will display the GEN-2, the first model of a new generation of Lotus inspired cars from Proton, an Impian saloon and its popular two door pick-up, the Jumbuck. A Lotus Elise sports car and an MV Agusta motorbike will also be on show at the event to complete the Proton family of brands. Later in the year, Proton will be introducing its new 5 door supermini, the Savvy, at the events.

Proton is literally taking their 'Cars To The People' and are giving visitors a chance to step inside, pop open the bonnet and boot and even take a test drive. All three vehicles in the current Proton range will be available for test drives on both days to give visitors the chance to experience the cars first hand.

Visitors can enter the Cars To The People free prize draw to win a brand new GEN-2 1.6 GSX with metallic paint (worth over £11,000) by simply registering their details on the Proton stand. The GEN-2 1.6 GSX has four airbags, remote central locking and engine immobiliser, ABS, climate control, leather seats, alloy wheels, a Blaupunkt radio/ CD player with a 10-CD changer and much more.

The Proton stand will also be stacked with free giveaway goodies for children and the young at heart.

Visitors will be able to enter the event and visit the Proton stand from 10am on 16th June and the event closes at 4.30pm on 17th June.

For those unable to come to the event, the full Proton range can be viewed at Proton's local dealer, Locks of Exeter, who can be found at Unit 5, Merriot House Industrial Estate on the Marsh Barton trading estate; telephone number 01392 273990.

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alicia@marketing-matters.co.uk" \[alicia@marketing-matters.co.uk\]\(mailto:alicia@marketing-matters.co.uk\)](mailto:HYPERLINK)**

Proton – Background Information

Proton : Perusahaan Otomobil Nasional Berhad.

1983: Proton is incorporated to manufacture assemble and sell motor vehicles and related products

1987: Proton Cars (UK) Ltd begins trading in the UK

1989: Commences import of Proton vehicles with the Proton MPI.

1996: Proton acquires a share in Group Lotus Plc

2000 - Proton Satria GTi launches in UK - the first collaboration between Proton and Lotus

2003: Proton's stake in Lotus increases to 100%

2003 - Proton undertake a 3-year shirt sponsorship of Norwich City Football Club

2004: Proton signs an agreement with the superbike brand MV Agusta group and takes a controlling interest in the Italian motorbike manufacturer

2004: The GEN-2 is launched in the UK. Proton combines the sporting heritage of Lotus with its own strengths to create the GEN-2.

2005: In Sept/ Oct this year Proton anticipates the UK launch of the Proton Savvy, a five door city car.

2005: Power and Control brand message is launched. The power behind Proton comes in the form of the newly developed CAMPRO engine, available in GEN-2 models, designed in collaboration with Lotus Engineering. The class-leading expertise of Lotus engineers in ride and handling technology brings superb control to every new Proton sold today.

2006: Proton will launch a three door supermini.

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