

JULY 2023 | VOL. 2

DIGITAL ACCELERATION

PROTON DX, MALAYSIA'S FIRST NEV AND MORE

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PROTON

Digital Xperience

FIRST OF ITS KIND

PROTON DX OPENS AS UNIQUE PLATFORM FOR DIGITAL INTERACTION AND STEM EDUCATION

As the automotive industry and the technology defining it evolve at a rapid pace, so too must its ecosystem, be it in terms of infrastructure or user touchpoints.

With this in mind, PROTON Digital Xperience (PROTON DX) is developed as the first automotive digital experience centre of its kind in Malaysia as part of a collaborative effort between ACO Tech, PROTON and China Construction Bank.

Located in Quill City Mall, Kuala Lumpur, PROTON DX offers visitors of all ages a deep dive into the latest automotive technologies, featuring interactive activities designed around the latest innovations in Smart Mobility.

Central to this interactivity is the Virtual Cockpit, which offers an immersive, virtual test drive experience complete with voice-operated interactivity just like in the latest connected PROTON models.

The Virtual Cockpit is designed as a platform to showcase future mobility concepts while putting a modern spin on traditional test drives.

Complementing the Virtual Cockpit with more interactive digital experiences is the Activity Zone, which is equipped with motion sensing technology to allow visitors to engage in a highly pulsating game featuring the latest PROTON models with their friends and family.



THE VIRTUAL COCKPIT OFFERS AN IMMERSIVE AND INTERACTIVE EXPERIENCE FOR UP TO FOUR AT A TIME

More than just a 'game area', the Activity Zone is envisioned as a space for collaborative events and activities that cultivate Science, Technology and Engineering (STEM) education among Malaysian youths. One such activity is a Robotics Workshop designed by ACO Tech developers to foster basic programming understanding among young students.

On the retail front, the ATLAS showcase and Lifestyle Zone highlight products and collaborative merchandise that align with the lifestyle theme of connected vehicle ownership. PROTON DX also features its in-house F&B section called Aico Cafe. Named after the official mascot of ACO Tech, Aico Cafe itself doubles up as a training platform with activities such as Latte Art Workshops planned throughout the year.

Finally, the centre is also equipped with a dedicated delivery bay to showcase selected PROTON models and conduct special deliveries in partnership with selected PROTON 3S/4S centres.



'RACE' WITH YOUR FRIENDS IN THE ACTIVITY ZONE



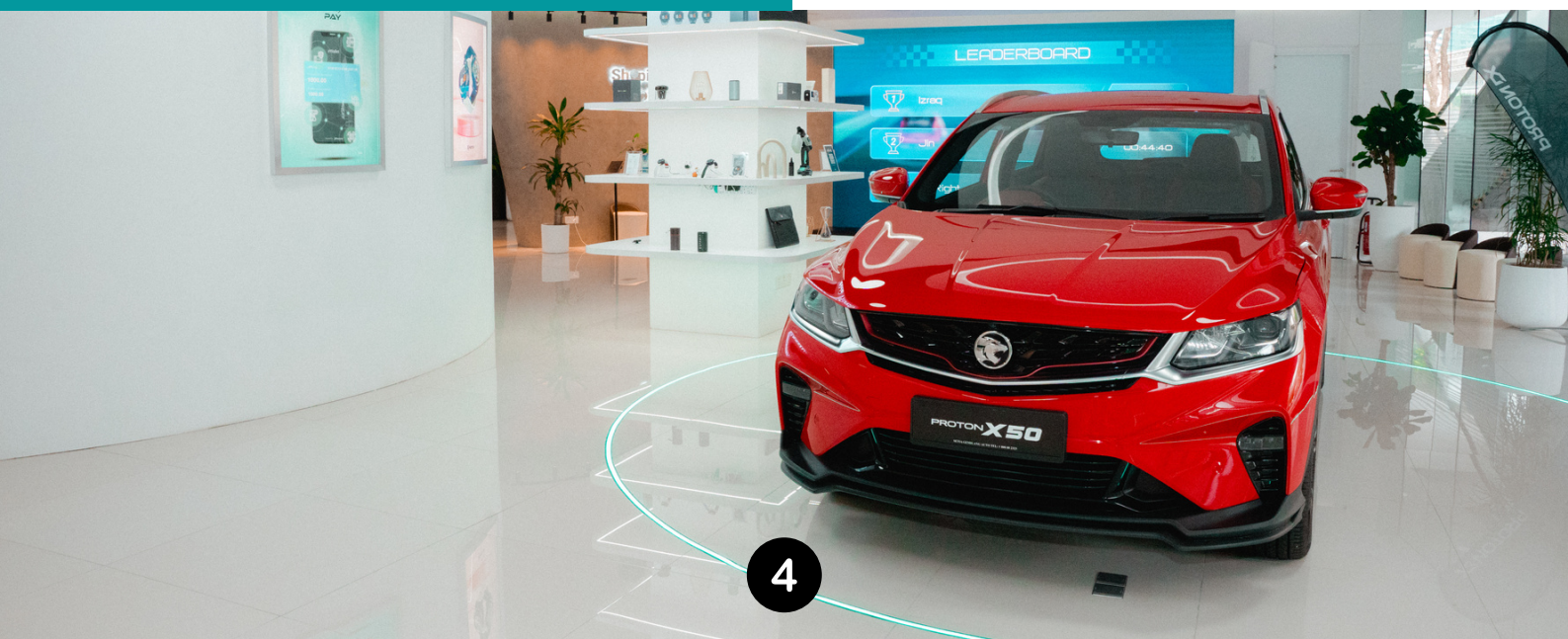
COLLABORATIVE PRODUCTS AND MERCH ARE SOLD HERE



AICO CAFE OFFERS A WIDE RANGE OF ARTISANAL BEVERAGES

Visit us at:
PROTON DX
Unit G 07-10,
Quill City Mall, 1018, Jalan Sultan Ismail,
Bandar Wawasan, 54200, Kuala Lumpur

Opening hours: 10AM-10PM daily



RAISING THE BAR



PROTON'S FIRST NEW ENERGY VEHICLE IS ITS MOST CONNECTED CAR TO DATE. ENTER THE X90.

On the back of an exciting few years that saw the introduction of many game-changing models to the local automotive market, national carmaker PROTON is maintaining its heady momentum heading into the second half of 2023, propelled by the recent launch of the all-new X90.

Already the highest-volume D-segment SUV in Malaysia, the X90 headlines a period of massive growth for the brand. Having sold 77,321 cars in the first six months of the year, PROTON has marked its best 1H performance since 2012. And growing interest in its first-ever New Energy Vehicle (NEV) is unsurprising given the wealth of technology it packs for such a competitive price.

The PROTON X90 is the latest connected PROTON model to be supported by the ATLAS ecosystem. It is also the most capable model in the network, featuring the most powerful infotainment head unit (IHU) and display – a 12.3-inch touchscreen – officially fitted to a Malaysian vehicle to date.



THE X90 FEATURES THE MOST POWERFUL PROTON IHU TO DATE

Powered by the class-leading E02 automotive chipset with an eight-core processor, the IHU of the PROTON X90 is well-equipped to keep drivers well connected at all times via a variety of digital solutions, be it those installed in the car or online services offered by ACO Tech through the ATLAS ecosystem.

The increased processing power is complemented by 6GB of onboard memory and 64GB of built-in storage to ensure smooth operation at all times. This allows drivers to access popular apps such as Spotify and SYOK interchangeably with built-in navigation and voice recognition (VR) features seamlessly for a truly connected experience.

The PROTON X90 is powered by a 1.5-litre TGD i engine mated to a 48V electric motor synergy system; the first hybrid powertrain of its kind for the brand. It is priced from RM123,800 to RM152,800 on the road without insurance.



X90 IS THE LATEST CAR SUPPORTED BY THE ATLAS ECOSYSTEM

**"ALREADY THE HIGHEST-VOLUME
D-SEGMENT SUV IN MALAYSIA, THE
X90 HEADLINES A PERIOD OF
MASSIVE GROWTH FOR PROTON"**

SALES VOLUME INFORMATION ACCURATE AS OF 30 JUNE 2023



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REINVENTING MOBILITY

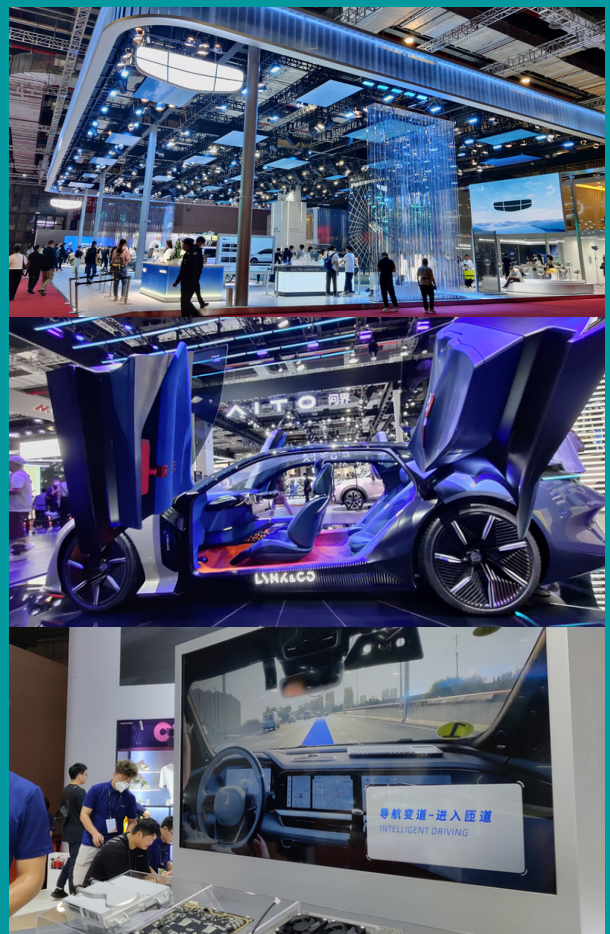


CHINA ESTABLISHES
ITSELF AS GLOBAL
BENCHMARK FOR
NEW-AGE VEHICLE
TECHNOLOGY

In the past decade, China has quickly established itself as one of the leading automotive markets not just in Asia, but the world over. This extends beyond its sheer volume to the growth of its local automotive players, spurring far-reaching adoption of the latest vehicle technologies.

As they have with other digital trends such as e-wallets and online shopping, other nations are now keeping a keen eye on the developments in China's automotive sector to determine the direction in which the industry is headed.

This was evident during the latest edition of the Shanghai Motor Show (Auto Shanghai 2023), which saw journalists and automotive professionals from across the globe descend upon Shanghai for a glimpse of things to come.



AI AND EVS DOMINATE AUTO SHANGHAI HEADLINES

ELECTRIC AND AUTONOMOUS

Electric vehicles (EVs) and autonomous driving technologies continue to dominate the headlines as carmakers continue to invest heavily into broadening their electrified offerings, most of which endowed with the latest radar-based self-driving capabilities.

Some of the notable EVs on display in Shanghai include the smart #3 and Geely's all-new range of Galaxy EVs. Hybrid platforms also remain relevant as EV adoption rates continue to vary across different markets and locations depending on their respective infrastructure.



INTEGRATION AND ASSISTANCE

Almost every carmaker now has its own form of onboard AI assistance to bridge the gap between personal connectivity and mobility. This comes at a time when full vehicle integration of commonly used online services ranging from media streaming and navigation to communication is at an all-time high.

ECARX continues to impress with its wide range of applications, from the smart OS-powered Human Machine Interface (HMI) to the dual-chip, multi-screen system in the Lotus Eletre, both capable of continuous improvement through OTA updates.



COMMUNITY EFFORT

ECHO WITH ACO CAMPAIGN CONNECTS ACO TECH WITH PROTON USERS AND SERVICE CENTRES

Ecosystems are defined by the communities that develop them. This is especially true for new concepts such as the ATLAS (ACO Tech Local Automotive Services) automotive ecosystem, which bring mobility to the fore as a key component of personal connectivity.

To foster greater adoption and understanding of the technologies offered under the ATLAS ecosystem, ACO Tech launched the 'Echo with ACO' campaign to connect with PROTON users nationwide, offering tips and advice on how to maximise the features at their fingertips along the way.

To date, Echo with ACO has reached audiences in the Klang Valley, Penang and even East Malaysia thanks to collaborations with partnering service centres in these regions.

PROTON users who did not manage to join these sessions are encouraged to connect with ACO Tech via Facebook should for assistance with their ATLAS IHU, mobile app or wearable (X Watch).



THE TURNOUT IN PENANG WAS INCREDIBLY POSITIVE



ON-THE-SPOT INSPECTIONS ARE OFFERED DURING THE EVENT



DISCUSSION TOPICS RANGE FROM IHU TO X WATCH

LATEST SOFTWARE VERSIONS

Drive a PROTON car equipped with an ACO Tech IHU? Keep your system in tip-top shape via OTA (over-the-air) updates to enjoy the latest features and improvements

ATLAS users are encouraged to install OTA Downloader from A Store prior to downloading new OTA packages to enjoy faster updates.

MODEL	VERSION NUMBER
PROTON X50 (Standard & Executive)	SW0SXRA0413H5170.00645
PROTON X50 (Premium & Flagship)	SW0SXRA0413H5170.00644
PROTON X70 (ATLAS)	SWNL3RB0328H1224
PROTON X70 (GKUI)	1.2.0 4.0.3 (1C4)
PROTON X90	SWVX11R0224H8CWH.00553

SOFTWARE VERSIONS UP-TO-DATE AS OF 15 JULY 2023

