



**MEDIA RELEASE**

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## **EON UNVEILS NEW LOGO AND ANNOUNCES NINE PROTON DEALERSHIPS**

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**SHAH ALAM, 1 November 2020:** Edaran Otomobil Nasional Berhad (EON) has unveiled a new logo for the brand, marking the inclusion of PROTON as a new marque under their stable. EON now operates nine PROTON dealerships, having taken over the outlets from PROTON Edar Sdn Bhd.

### **NEW EON LOGO**

This would be the third iteration of the EON logo, which was set up in 1984 as the exclusive distributor of PROTON cars in Malaysia. In 1990, a minor change to the logo was made to coincide with their listing on Bursa Malaysia. EON was subsequently de-listed from Bursa Malaysia as part of a streamlining exercise.

The new logo is a total departure from EON's previous logo, looking bold and modern. It sports a stylised red "E" that sits within a blue diamond, showing a forward-movement motion. The company's acronym "EON" also appears on a more modern font, signifying the brand's coming of age after more than 30 years in the automotive distribution business in Malaysia.

The red "E" depicts the boldness of the brand that retails a number of automotive brands in Malaysia. The blue diamond is a show of strength for the 36-year-old brand, as well as the typical traits that are associated with the colour blue: loyalty and wisdom.

### **NINE PROTON OUTLETS**

Along with the new logo, EON has announced the commencement of their PROTON retailing business. EON now owns nine PROTON dealerships, including four 4S (sales, service, spares and spray) centres and three 3S outlets. Four branches are in the central region, while there are two each in Johor and Penang.

Effective today, the management of these nine branches come under the EON umbrella:



Outlet	Location	Type
Larkin	Jalan Langkasuka, Kwsn. Perusahaan Dato' Onn, Johor Bahru	4S
Batu Pahat	Jalan Bukit Pasir, Batu Pahat, Johor	4S
Taiping	Jalan Simpang, Taiping, Perak	4S
Penang	Jalan Makloom, Georgetown, Penang	4S
Damansara	Jalan Damansara, Kg Sg Penchala, Selangor	3S
Glenmarie	Jalan Juruhebah U1/50, Shah Alam, Selangor	3S
Juru	Jalan Perusahaan, Highway Auto City, Prai, Penang	3S
Banting	Jalan Sultan Abd Samad, Banting, Kuala Langat, Selangor	1S
Ampang	Jalan Ampang, Taman U-Thant, Kuala Lumpur	1S

These outlets were formerly owned by PROTON Edar Sdn Bhd and have been established in their respective business areas for a while now. With PROTON making a strong comeback with a new and revised model range, EON is well-positioned to take advantage of the popularity of the national car.

The addition of PROTON to the EON stable adds further sheen to the list of brands the company manages. Presently, it also sells German marques Audi and Volkswagen as well as Japan's Mitsubishi range.

For Mitsubishi, EON Automart Sdn Bhd is the Japanese brand's largest network in Malaysia, with 9 centres across the country. It operates seven 3S centres across Malaysia (Ampang, Glenmarie, Johor Bahru, Bayan Lepas, Kuching, Kota Kinabalu and Tawau). The other two EON Automart branches are in Melaka, and Kota Damansara which is a bodywork and paintshop outlet.

The Audi brand is represented via Euromobil, which operates the 4S Audi Centre Glenmarie in Shah Alam and the 3S Audi Johor Bahru in Skudai, as well as the Audi Kuala Lumpur Service Centre on Jalan Chow Sow Lin in the city. The Volkswagen business is operated under HICOM Auto Sdn Bhd and is housed at VW Seremban. The 3S centre is located in Oakland Industrial Park in Seremban.

EON also operates the world-renowned Avis car rental and leasing network in Malaysia, from 14 locations across the country. It is an award-winning franchisee, having been named Licensee of The Year' Award by the Avis Budget Group in 2018. Avis Malaysia is also ISO 9001:2015 certified.

**ENDS**



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