



**DRB-HICOM**

**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

## **SAY HELLO TO EON'S BRAND-NEW WEBSITE**

- **Website to optimise business growth in digital shift**
- **Redeem a Shell voucher with every PROTON purchase**

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**SHAH ALAM, 9 August 2021:** Edaran Otomobil Nasional Berhad (“EON”) has announced the launch of a dedicated PROTON Division website. The long-established automobile dealer is now ready to reach a wider customer base, every day of the year through its website. EON is PROTON’s largest dealer with nine branches across Malaysia.

Created with the user experience in mind, the newly-designed website includes many features to help users quickly and easily navigate and browse for their favourite PROTON models. The integrated platform allows customers to check for latest promotions, book a test drive, reserve their next service appointment and even calculate vehicle loans, all at their fingertips and in the comfort of their home.

Akkbar Danial, Head of Automotive Distribution of DRB-HICOM and Chief Executive Officer of EON believes that the possibilities are endless for brands with a strong on-line presence as a website not only provides massive opportunity for business growth, but is also at the heart of the car buying process today.

“A new website was overdue. With over 80% of Malaysian car buyers doing their research on-line before making a purchase, it is only logical to have a website, and a good one that works well on personal computers, smartphones and tablets.



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“As the single largest PROTON dealer in Malaysia, we aim to be the preferred automobile dealer nationwide by positioning ourselves and bringing customers to the forefront of our ‘stores’. Through the website, the most accurate, up-to-date information and promotions regarding our products are easily accessible for our current and prospective customers to make informed car-buying decisions. We endeavour to also offer savvy Malaysian shoppers a virtual showroom to browse and book from a wide range of PROTON cars, even when showrooms are closed for any reason,” said Akkbar.

Beyond distribution and an extensive after-sales network, EON also provides customised solutions for corporate clients under the PROTON Fleet Programme, targeted at fleet operators.

### **EXTRA JOY FROM EON**

To pump up the jam, in conjunction with the new website, EON is partnering with Shell Malaysia (“Shell”) for a campaign that offers new PROTON owners Shell Vouchers as a token of appreciation. The *Get Extra Joy from EON* campaign is open to all customers who place a booking and register their new PROTON cars with EON outlets from 1 August 2021 to 31 October 2021.

Eligible customers will be entitled to a Shell Voucher redeemable at all Shell Stations & Shell SELECT Stores nationwide for retail purchases\*. Customers can head to their nearest Shell station to utilise the voucher from 1 September 2021 to 28 February 2022.

For more information about EON, *the Get Extra Joy from EON* campaign and to locate a PROTON Authorised dealer, customers can log on to EON’s new website at [www.proton.eon.com.my](http://www.proton.eon.com.my) and subscribe to the newsletter.

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*\*Not valid for purchase of tobacco products, e-Pay reloads and Touch ‘N Go top-ups.*



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### **ABOUT EON PROTON DIVISION**

[www.proton.eon.my](http://www.proton.eon.my)

*EON PROTON Division (“EPD”) is part of Edaran Otomobil Nasional Berhad (“EON”), which is a wholly-owned subsidiary of DRB-HICOM Berhad.*

*EPD is the largest PROTON dealer in Malaysia, with a network of 9 outlets across peninsular Malaysia, and growing. Out of 9 outlets, 4 outlets are 4S centres, 3 outlets are 3S centres and remaining 2 outlets are 1S centres.*

*We became part of the PROTON network in November 2020, but our history with PROTON goes back to the early years of the national car. Back then, the EON brand name was synonymous with PROTON and the partnership successfully delivered over a million PROTON cars into the hands of Malaysians all over the country.*

*Thus, our experience will show when we serve you at any of our nine outlets. Professional, courteous and ready, our branches offer everything from routine service to specialised service, bodywork to wheel alignment and balancing, insurance to hire-purchase application assistance. And of course, we carry the entire range of PROTON cars that millions of Malaysians have trusted over the years. From small hatchback to sedans, MPVs to SUVs, there will always be a PROTON car that can meet your needs. We even offer fleet services for organisations that operate multiple vehicles for their businesses.*

*With extensive experience gathered since the mid-80s, EPD which has a workforce of about 420 employees are well prepared and equipped to serve you either as an individual customer or a business concern. Visit us today and experience the EON difference.*

### **ABOUT EON BERHAD**

*Edaran Otomobil Nasional (“EON”) was incorporated as a private limited company in 1984 to be the distributor for Malaysia's first national car project, PROTON, and in that role, successfully delivered over a million PROTON cars nationwide. Over the years, EON evolved and adopted a multi-brand strategy, and now is a dealer for global brands via its subsidiaries. Euromobil Sdn Bhd markets the Audi range, while HICOM Auto Sdn Bhd is a dealer for Volkswagen. The Mitsubishi range is offered through EON Automart Sdn Bhd, the largest Mitsubishi network in Malaysia. For the PROTON brand, EON owns nine dealerships across Malaysia. EON also is the franchise holder for AVIS, and operates 16 rental centres and 1 Meet & Greet location across airports and cities in Malaysia. Operating via DRB-HICOM EZ Drive Sdn Bhd, Avis Malaysia was awarded the Avis Budget Group's “Licensee of The Year” in 2018. EON has been ISO 9001:2000 certified since 2003.*

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