

## **FACTSHEET**

### **PROTON X70 SPORT EDITION (SE) – MALAYSIA'S MOST REFINED SUV**



#### **Introduction**

- The Proton X70 Sport Edition (SE) represents a limited-run evolution of PROTON's C-segment SUV, building on the success of the Proton X70 since its debut in 2018.
- The Proton X70 marked a pivotal milestone for the brand, redefining customer perceptions through advancements in design, technology, and overall product quality.
- As one of the earliest models developed under the PROTON–Geely partnership, the X70 signalled a significant step forward in the company's transformation, introducing higher levels of refinement, connectivity, and safety to the market.
- Developed based on the 2026 Proton X70 Premium variant, the Sport Edition introduces exclusive styling enhancements, delivering a more dynamic and distinctive driving presence.
- Since its introduction, the Proton X70 has remained one of PROTON's best-selling SUVs, reinforcing its strong position within the highly competitive C-segment SUV market.
- The Proton X70 Sport Edition is limited to 600 units, further enhancing its exclusivity.

#### **Sales & Market Performance**

- Since launch, the Proton X70 has consistently been a strong performer in the C-segment SUV category in Malaysia.
- The model has recorded more than 114,000 units sold locally, reflecting sustained customer confidence and market acceptance.
- Globally, the model shares its roots with the Geely Boyue platform, which has achieved over 2 million units in cumulative sales worldwide, underscoring its proven product foundation.
- The model has also contributed to the strengthening of PROTON's localisation efforts, supporting the development of Malaysia's automotive ecosystem and vendor network.

#### **Sport Edition Exclusive Package (10 Upgrades)**

- The Sport Edition package introduces 10 exclusive enhancements, with additional value of approximately RM6,000.
- **Exterior**
  - Quartz Black Body Colour
  - Black 19" Alloy Wheels
  - Sport Edition Front Skirt
  - Sport Edition Side Skirt
  - Sport Edition Rear Skirt
  - Sport Edition Emblem



- **Interior**
  - Red Seat Stitching with Embroidered Sport Edition Logo
  - Red Stitching Steering Wheel
  - Red Stitching Armrest
  - Boot Tray

## **Key Unique Selling Points (USPs) of Proton X70**

### **REFINED DESIGN**

- LED Headlamps with DRL
- 19" Alloy Wheels
- Auto Rain Sensing Wipers
- Front Welcome Lamps
- Rhythmic Ambient Light
- 6-Way Driver Power Seat with Lumbar 2-Way
- 4-Way Front Passenger Power Seat with 'Boss' Switch
- Front Ventilated Seats
- Auto Dual Zone Air-Conditioning
- Air Purifier System
- Power Tailgate with Nearby Auto Open

### **REDEFINED CONNECTIVITY**

- 12.3" Infotainment Head Unit
- Hi PROTON Voice Command
- PROTONLink 2.0 Application
- Wireless Apple CarPlay & Android Auto
- Online Navigation, Music Streaming & Weather Forecast
- 5 USB Ports

### **RESPONSIVE PERFORMANCE**

- i-GT 1.5TD Engine (181 PS max power, 290 Nm max torque)
- Fuel Consumption: 6.9L/100km (~5.5% improvement)
- 7-Speed Dual Clutch Transmission with Manual Mode
- Drive Mode Selection
- Steering Mode Selection
- Electronic Parking Brake with Auto Brake Hold

### **REASSURED SAFETY**

- Autonomous Emergency Braking (AEB) and Forward Collision Warning (FCW)
- Adaptive Cruise Control (ACC) with Stop and Go
- Intelligent Cruise Control (ICC)
- Lane Keep Assist (LKA)
- Lane Change Assist (LCA)
- Rear Cross Traffic Alert (RCTA)
- Door Opening Warning (DOW)
- Traffic Sign Information (TSI)
- Intelligent High Beam Control (IHBC)
- Tyre Pressure Monitoring System (TPMS)



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- 360 HD Camera with 180 Transparent View
- Walk Away Auto Lock
- 6 SRS Airbags
- The Proton X70 Sport Edition enhances a proven SUV formula with sporty design upgrades and premium detailing, without compromising its established strengths in performance, safety, and comfort.
- With limited availability, strong brand equity, and added value, the X70 SE is positioned as a compelling choice for buyers seeking exclusivity and style within the C-segment SUV space.

Bookings for the PROTON X70 Sport Edition can now be made via PROTON's official website or at authorised showrooms nationwide, with further updates and promotions available on Proton Cars Official social media platforms.

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**OUTLET LISTING - THE PROTON X70 SPORT EDITION**

<b>N O</b>	<b>ZONE</b>	<b>OUTLET NAME</b>
1	ZONE 1	JAYA JOHAN
2	ZONE 1	MC PREMIUM (JENJAROM)
3	ZONE 1	MING HENG MOTOR
4	ZONE 1	SALIENT PROGRESS
5	ZONE 2	SG CAR (IDCC)
6	ZONE 2	THE APPLE AUTO SERVICES & TYRES
7	ZONE 3	LON G PUNCAK
8	ZONE 3	MBF AUTOMOBILE (JELATEK)
9	ZONE 3	RAHMAN BROTHERS AUTOMOTIVE
10	ZONE 3	SAG WIRA (M)
11	ZONE 4	EZY Automobile Sdn Bhd
12	ZONE 4	FLEET PARADE
13	ZONE 4	HZN ENGINEERING
14	ZONE 4	JEWEL SONIC
15	ZONE 4	VR GREEN
16	PERAK	DK MOTOR
17	PERAK	HHC AUTOBAHN
18	PERAK	WARNA BESTARI
19	PENANG	CS PRIMA AUTO
20	PENANG	JELITA MENAWAN
21	PENANG	SG CAR SDN BHD
22	PENANG	SWL MOTORS SDN BHD
23	PAHANG	AAPICO MOTORS (TEMERLOH)
24	PAHANG	HOI KEEN SERVICE
25	PAHANG	PESAT AUTO CTM
26	PAHANG	YS AUTOWORLD (KUANTAN)

2 7	N.SEMBILAN	HZN RESOURCES (SEREMBAN)
2 8	N.SEMBILAN	LHM ONE STOP CAR SERVICE CENTRE
2 9	N.SEMBILAN	ULTRA GALLANT
3 0	MELAKA	GT ONE AUTOCARE
3 1	MELAKA	PERINGGIT AUTO
3 2	KLTN/TRGN	HARIMA AUTOMOBIL (3S)
3 3	KLTN/TRGN	HARIMA AUTOMOBIL (4S)
3 4	KLTN/TRGN	INDAH SARI OTOMOBIL (DUNGUN)
3 5	KLTN/TRGN	JM OTOMOBIL (INOVATIF)
3 6	KLTN/TRGN	YS AUTOWORLD (KEMAMAN)
3 7	KDH/PRL	APEG SOLUTION (ALOR SETAR)
3 8	KDH/PRL	PENGANGKUTAN SEDAR
3 9	JHR SOUTH	AG AUTOWORLD (JOHOR BAHRU)
4 0	JHR SOUTH	HG AUTOMOTIVE
4 1	JHR SOUTH	JUARA MULIA MOTOR
4 2	JHR SOUTH	KULIS AUTO
4 3	JHR SOUTH	VELOCITY AUTOMOBILE (PLENTONG)
4 4	JHR NORTH	ES TEAM AUTO
4 5	JHR NORTH	MBL PROAUTO (MUAR)
4 6	JHR NORTH	STREET CAR (KOTA TINGGI)
4 7	JHR NORTH	WLK MOTOR
4 8	SWK SOUTH	ISMACO
4 9	SWK SOUTH	NGU'S MOTOR SERVICE (SIBU)
5 0	SABAH WEST	GHEE HWA MOTORPOL (LABUAN)
5 1	SABAH WEST	MELINAU AUTO (KK INANAM)





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