



PRESS RELEASE

ITALDESIGN GIUGIARO GOES BEYOND TRADITIONAL MARKET SEGMENTATION

The Geneva Motor Show will host the debut of a reduced environmental impact car family created with the Malaysian manufacturer Proton that will offer many surprises

Launch: 12 February

Moncalieri (TO)

Italdesign Giugiaro is introducing a family of low environmental impact cars at the eightieth edition of the Geneva International Motor show (4-14 March 2010) that is set to revolutionise traditional segmentation in the car market.

The design, created with the Malaysian manufacturer Proton (Perusahaan OTomobil Nasional), is based on a hybrid drive system and was developed with the aim of optimising the available on-board space and car access ergonomics.

“This is the outcome of several years of study: the solution allows interior spaciousness on a par with that of a segment D saloon despite maintaining the exterior dimensions of a segment A car” explained Giorgetto Giugiaro, Chairman of Italdesign Giugiaro.

“You could say that it is a brand new type of car, a new automotive concept where looks are as important as function, ergonomics and comfort, not to mention environmental impact. It is higher than other compact cars to make the best use of interior space; the seat H point is at the same height as the passengers' hips: you do not get down into your car as in a coupé, you do not climb up as in an SUV but you enter in a natural way. Rear seat comfort when you enter and leave the car is absolutely unprecedented, the distance from the front seat is comparable to that of an SUV” added Giugiaro.

The platform, specially designed by Italdesign Giugiaro for this car family, includes a raised floorpan that is able to accommodate the hybrid system's batteries at the rear. The four seats are identical, independent and sliding, ensuring identical comfort to passengers and driver alike.

The first configuration of the compact car family created by Italdesign Giugiaro with PROTON, due to be unveiled on 2 March at 10 am, is a four-seater, five-door hatchback just 3550 mm in length.

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With 25 years of experience in the automotive sector, Proton is ready to expand its horizons with a revolutionary car that meets global standards. To date, PROTON has produced more than 10 car models and sold more than 3 million cars worldwide.

The hybrid system includes an internal combustion engine fitted at the front used to recharge the lithium ion batteries, while the drive is fully electric.

As of 12 February, it will be possible to follow the development of the entire project step by step on the website www.italdesign.it, fully revised and completely dedicated to the Geneva International Motor Show.

ITALDESIGN GIUGIARO

Italdesign Giugiaro's roots go back to 1968 when Giorgetto Giugiaro set up a design studio. This represented an innovative formula for the car industry and its *mission* has remained unchanged throughout the intervening 43 years: a company conceived as an independent service company, capable of supplying creativity, engineering, construction of preseries prototypes, production start-up assistance and all the support required to put a new product into production. Giorgetto Giugiaro heads the company as its Chairman together with his son Fabrizio, Deputy Chairman and Manager of the Style Centre.

Since 1968, some 200 car models have been created that have spawned 50 million standard production units produced by leading international car manufacturers.

Further information is available on the website www.italdesign.it

PROTON

PROTON was set up in 1983 and is the biggest car manufacturer in Malaysia. It is present in key markets, from the United Kingdom and Western Europe to the Middle East, South East Asia and Australasia. Activities include vehicle engineering, research and development, construction, distribution, sales, marketing and aftersales services. The company has research centres dedicated to new automotive technologies in Malaysia and the UK.

PROTON produces cars that are able to meet consumer requirements. The product range includes a family of versatile, reliable, four-door vehicles, three-door hatchback versions for customers who are young at heart, deluxe saloons, roomy, economical MPVs as well as the world-renowned Lotus sports cars. For further details, visit www.proton.com.

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