

The new  
**Persona**  
*Elegance*

DESIGNED FOR  
FUNCTION  
& COMFORT

**LOTUS**  
**RIDE**  
&  
HANDLING

**CAMPRO**  
**1.6 DOHC**  
**IAFM**

**ACTIVE**  
**SAFETY**  
FEATURES

EXTENDED  
WARRANTY  
175,000KM  
OR 5 YEARS  
WHICHEVER COMES FIRST

「Be seen differently.」



[www.proton.com](http://www.proton.com)

# Introducing, the new Persona Elegance.

Now that you've arrived, you need a car to complement your success. And the Persona Elegance will do just that. With its contemporary design, envious stares and endless compliments will become the norm. So get used to people seeing you in new light while you cruise about in the new definition of elegance.



## Designed to impress.

From head to tail, the new Persona exudes elegance. It comes with a full body kit, new rear LED combi, alloy rim design, turning lamps on each side mirror – plus an interior that maximizes space and comfort.



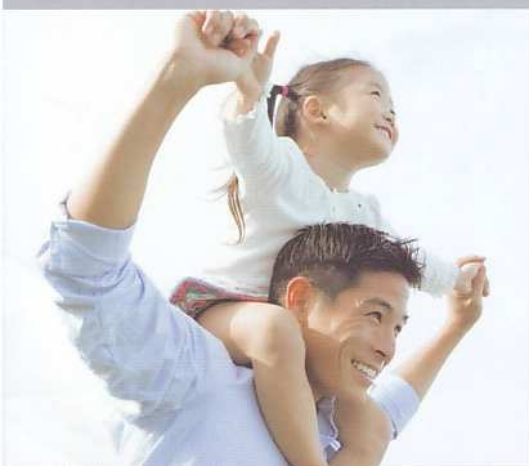
Stylised LED rear lights.



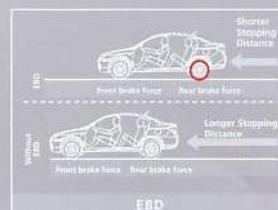
New signature front grille is a fusion of style and sleekness.



## Safety 24/7



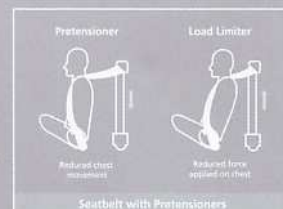
ABS with EBD helps stabilize the car on slippery roads and prevent accidents.



EBD monitors weight distribution between the right and left wheels to decide the best balance possible for stable braking.



Dual SRS airbags protect both driver and passenger from severe injuries in the event of collision.



Pre-tensioner seatbelt helps slow upper body movement during a sudden crash.

## All round comfort.

Slip into a spacious cocoon of sheer comfort and luxury. Allow the quiet cabin to promise you peace of mind as you enjoy a smooth drive within an interior that makes you forget all the happenings of your day.



Luxurious and comfortable leather seats. \* H-Line only.



Cabin compartments and boot offer generous space for luggage and personal belongings.

Audio system comes with MP3 compatibility, AUX and USB port.



Be impressed by the sleek, white illuminated meter that allows easy readability.



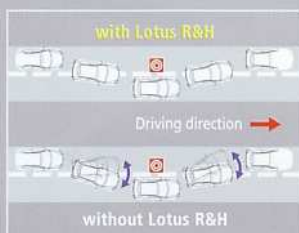
A contemporary 2-toned dashboard that is pleasing to the eye.



## Lotus Ride and Handling Precise to the last millimetre.



GRIP



STABILITY



RESPONSE

- It puts control back in your hands.
- It responds to your every move.
- It helps you master whatever the road throws at you.

## Specifications:

		Base-Line		Medium-Line		High-Line
		MT	AT	MT	AT	AT
Powertrain						
Engine		Campro IAFM, 4 Cylinder, DOHC 16V				
Bore x Stroke	mm	76.0 X 88.0				
Total displacement	cc	1597				
Maximum power	kW/rpm	82/6500				
Maximum torque	Nm/rpm	148/4000				
Fuel tank capacity	litre	50				
Performance						
Acceleration 0 - 100 km/h	sec	11.5	13.9	11.5	13.9	13.9
Minumum turning radius	m	5.4				
Chassis						
Power steering		Hydraulic power steering				
Front / Rear suspension		Macpherson Strut / Multilink with stabilizer bar				
Front brake service		Ventilated disc 15"				
Rear brake service		Drum 8"				Solid disc 15"
Tyre / Wheel size		195 / 60R15 - Steel		195 / 60R15 - Alloy		
Dimension & weight						
Overall L x W x H	mm	4477 x 1725 x 1438				
Wheelbase	mm	2600				
Track front / rear	mm	1475 / 1470				
Overhang front / rear	mm	867 / 1010				
Kerb weight	kg	1170	1195	1200	1225	1245
Features						
Alarm System & Keyless Remote Entry		✓		✓		✓
Immobilizer		✓		✓		✓
Auto Door Lock		✓		✓		✓
Reverse Sensor		✓		✓		✓
Power Window (Front & Rear)		✓		✓		✓
Radio CD & MP3 Player with USB		✓		✓		✓
Tilt Steering		✓		✓		✓
Multipurpose Container		✓		✓		✓
Utility Hook - Front Passenger Seat		✓		✓		✓
Upholstery		Fabric		Fabric		Leather
Navigator		-		✓		✓
Body Kit		-		✓		✓
Rear Spoiler		-		✓		✓
Front Fog Lamp		-		✓		✓
Electric Side Mirror		-		✓		✓
Audio Switches on Steering Wheel		-		✓		✓
Driver Seat with Height Adjuster		-		✓		✓
Foldable Rear Seat		-		✓		✓
Luggage Tray		-		✓		✓
Drivers' Airbag with Seabelt Pre-tensioner		-		✓		✓
Passenger Airbag with Seatbelt Pre-tensioner		-		-		✓
ABS with EBD		-		-		✓
Trunk with Remote Release		-		-		✓
Auto Cruise		-		-		✓
Colour Variations						
Chiffon Green		✓		✓		✓
Bronze Garnet		✓		✓		✓
Tranquility Black		✓		✓		✓
Genetic Sliver		✓		✓		✓
Brilliant Red		-		-		✓

Proton i-care 1 300 880 888

All information detailed in this brochure is correct at time of printing. Perusahaan Otomobil Nasional Sdn. Bhd. reserves the right to make changes to the colours, features and/or other specifications detailed in this brochure as well as discontinue any individual model without prior notice. The vehicle may differ slightly from those featured in this brochure. Please consult your Proton dealer to ensure the vehicle is in accordance with your expectations.

FROST & SULLIVAN

2008 BEST MODEL OF THE YEAR





**Proton Edar Sdn Bhd**  
Company No: 133533 - A

**PERSONA ELEGANCE 1.6 B-LINE METALLIC**

<b>EFFECTIVE DATE</b>	<b>01/March/2010</b>	
<b>PENINSULAR MALAYSIA</b>	<b>1.6MT</b>	<b>1.6AT</b>
	<b>METALLIC (RM)</b>	
SELLING PRICE - Inclusive of STD Govern Accessories,Sales Tax and Excise Duty	43,719.50	46,641.50
METALLIC PAINT	450.00	450.00
ROAD TAX - 12 MONTHS	90.00	90.00
REGISTRATION FEES	300.00	300.00
NUMBER PLATES	40.00	40.00
SECURITY ETCHING	35.00	35.00
H.P. OWNERSHIP CLAIM	50.00	50.00
<b>TOTAL SALES PRICE</b>	<b>44,684.50</b>	<b>47,606.50</b>
<b>ACCESSORIES PACKAGE</b>		
COIL MAT		
DOOR VISOR		
FIRST AID KIT	435.00	435.00
NUMBER PLATE HOLDER		
SAFETY TRIANGLE		
MULTIPURPOSE CONTAINER		
<b>ON THE ROAD PRICE with accs packa</b>	<b>45,119.50</b>	<b>48,041.50</b>
INSURANCE PREMIUM	1,379.50	1,457.50
<b>ON THE ROAD PRICE with insurance</b>	<b>46,499.00</b>	<b>49,499.00</b>
Sum insured	44,000.00	47,000.00



**Proton Edar Sdn Bhd**  
Company No: 133533 - A

**PERSONA ELEGANCE 1.6 M-LINE METALLIC**

<b>EFFECTIVE DATE</b>		<b>01/March/2010</b>	
<b>PENINSULAR MALAYSIA</b>		<b>1.6MT</b>	<b>1.6AT</b>
		<b>METALLIC (RM)</b>	
SELLING PRICE - Inclusive of STD Government Approved Accessories, Sales Tax and Excise Duty		48,172.50	51,094.50
METALLIC PAINT		450.00	450.00
ROAD TAX - 12 MONTHS		90.00	90.00
REGISTRATION FEES		300.00	300.00
NUMBER PLATES		40.00	40.00
SECURITY ETCHING		35.00	35.00
H.P. OWNERSHIP CLAIM		50.00	50.00
<b>TOTAL SALES PRICE</b>		<b>49,137.50</b>	<b>52,059.50</b>
<b>ACCESSORIES PACKAGE</b>			
COIL MAT			
DOOR VISOR			
FIRST AID KIT			
NUMBER PLATE HOLDER			
SAFETY TRIANGLE		2,300.00	2,300.00
MULTIPURPOSE CONTAINER			
TRUNK LID			
BOOT TRAY			
NAVIGATOR GPS			
<b>ON THE ROAD PRICE with accs package</b>		<b>51,437.50</b>	<b>54,359.50</b>
INSURANCE PREMIUM		1,561.50	1,639.50
<b>ON THE ROAD PRICE with insurance</b>		<b>52,999.00</b>	<b>55,999.00</b>
Sum insured		51,000.00	54,000.00

**NOTE :-**

A. Price and specifications are subject to change without prior notice.



**Proton Edar Sdn Bhd**  
Company No: 133533 - A

**PERSONA ELEGANCE 1.6AT H-LINE MET**

<b>EFFECTIVE DATE</b>	<b>01/March/2010</b>
<b>PENINSULAR MALAYSIA</b>	<b>1.6AT</b>
	<b>METALLIC</b>
	<b>(RM)</b>
SELLING PRICE - Inclusive of STD Government Approved Accessories, Sales Tax and Excise Duty	53,831.50
METALLIC PAINT	450.00
ROAD TAX - 12 MONTHS	90.00
REGISTRATION FEES	300.00
NUMBER PLATES	40.00
SECURITY ETCHING	35.00
H.P. OWNERSHIP CLAIM	50.00
<b>TOTAL SALES PRICE</b>	<b>54,796.50</b>
<b>ACCESSORIES PACKAGE</b>	
COIL MAT	
DOOR VISOR	
FIRST AID KIT	
NUMBER PLATE HOLDER	
SAFETY TRIANGLE	2,985.00
MULTIPURPOSE CONTAINER	
TRUNK LID	
BOOT TRAY	
NAVIGATOR GPS	
SAFETINT PERFORMANCE	
<b>ON THE ROAD PRICE with accs package</b>	<b>57,781.50</b>
INSURANCE PREMIUM	1,717.50
<b>ON THE ROAD PRICE with insurance</b>	<b>59,499.00</b>
Sum insured	57,000.00

**NOTE :-**

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