

The All-New Persona
Loaded with NEW Features for Comfort and Convenience

THE ALL-NEW PERSONA. Impressively practical, in economy and in comfort. Smart in convenience, in control and in fuel-efficient driving. And above all, unmatched in safety for all variants.

SMART

ECO Drive Assist (5.6L/100km)
Passive Keyless Entry
Push Start Button
Auto ON/OFF Headlamp
2 Rear USB Chargers
Bluetooth Connectivity
Wifi Enabled
Follow Me Home Lamp
Electric Headlamp Leveling

PRACTICAL

1.6L VVT Engine
Remote Trunk Release
All-round Sensors
10 Compartments with 7 Cup Holders
Comfort Cabin
510L Luggage Space

SAFE

5-Star ASEAN NCAP Rating (All Variants)
6 Airbags
Electronic Stability Control (ESC) with Traction Control
Hill-hold Assist
ISOFIX & Top Tether
Brake Assist
Anti-lock Braking System (ABS)

NOTE: Features vary according to variant. For details, please refer to Specifications table.



Specifications table with columns for Model, Standard MT, Standard CVT, Executive CVT, and Premium CVT. Rows include Engine, Transmission, Steering, Braking, Suspension, Dimensions and Weight, Wheels and Tire, Exterior, Interior, Features, Safety, and Exterior Colours.

Table showing exterior color options: Graphite Grey, Carmelian Brown, Fire Red, Sterling Silver, Cotton White, and Midnight Black.

SALES ADVISOR STAMP AREA

PROTON logo and text: It's in the Drive!™

The All-New PERSONA
Experience the Evolution



PROTON Edar Sdn Bhd (133533-A)




newpersona.proton.com


MyProton Official





PROTON It's in the Drive!™


AVAILABLE IN ALL VARIANTS


**1.6L VVT Engine**


**ECO Drive Assist**
(5.6L/100km)


**ELECTRONIC STABILITY CONTROL**


**ABS** - Anti-lock Braking System (ABS) with EBD


**BA** - Brake Assist (BA)

**- Traction Control System (TCS)**

**- Hill-hold Assist**

**15" Alloy Wheels**

**ASEAN NCAP**
Safety ★★★★★

**Bluetooth Connectivity**

**Electric Headlamp Leveling**

**All-round Sensors**

**510L Luggage Space**



EXTERIOR Modern, Stylish, Sporty

The all-new Persona sports a stylish look to match your modern sophisticated personality. With eye-catching design from every vantage point.

**Bold & Strong Frontal Presence*****

**Bodykit for Sporty Modern Look*****

**Stylish Front Headlamp with Smart Lighting***

**Rear Spoiler****

**Front Fog Lamp****

**15" Alloy Wheels**

INTERIOR Elegant and Practical Touches All-round

Step into a surprisingly spacious comfort zone, with ergonomically designed seating and console layout that puts you in effortless control. Advanced touchscreen technology provides entertainment and navigation at your fingertips.



Spacious Interior

**Semi-sculptured Leather Seats***

**PROTON Infotainment with Touchscreen Audio System, Bluetooth Connectivity & GPS Navigation***

**6 Airbags***

**Steering Audio Switches****

**Rear Seat 60:40 Split Folding****

**Multi Info Display**

VARIANTS Choices That Reflect Your Lifestyle

Select from three variants of the all-new Persona: Standard, Executive or Premium. Distinctive packages with a variety of feature options, each providing you the assurance of all-round safety and comfort.

STANDARD

**Dual-tone Dashboard**
Single DIN Radio

**1.6L VVT Engine**

**10 Compartments with 7 Cup Holders**

**All-round Sensors**

**15" Alloy Wheels**

**510L Luggage Space**

EXECUTIVE

**2-DIN Radio**
with Steering Audio Switches

**Titanium Chrome Finishing**

**2 Rear USB Chargers**

**Remote Trunk Release**

**Front Fog Lamp**

**Rear Seat 60:40 Split Folding**

PREMIUM

**Touchscreen Audio System**
with GPS Navigation

**Leather Upholstery**

**Reverse Camera**

**6 Airbags**

**Push Start Button**

**Passive Keyless Entry**

*Available in Premium variant only. **Available in Executive & Premium variants only. ***Available as option for Premium variant only.