

The All-New
PERSONA
Experience the Evolution



Safety ★★★★★

newpersona.proton.com



PROTON

It's in the Drive!™

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

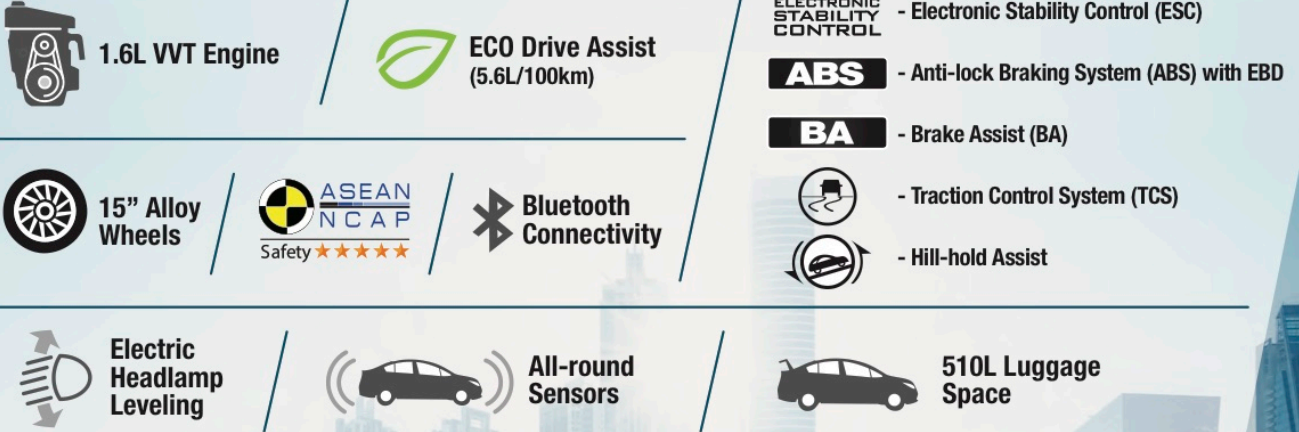


Anti-lock Braking System (ABS)

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

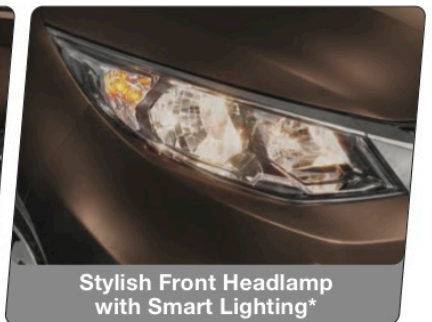


AVAILABLE IN ALL VARIANTS



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.



*Available in Premium variant only.

**Available in Executive & Premium variants only.

***Available as option for Premium variant only.

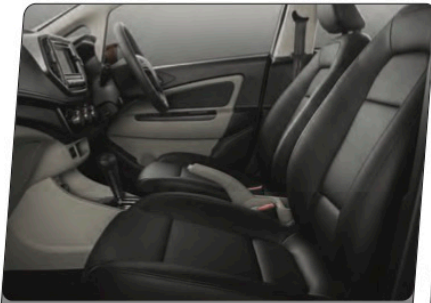
INTERIOR

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



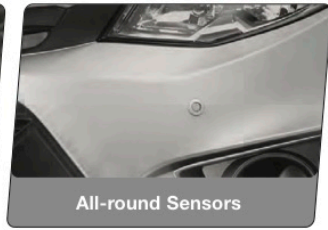
Dual-tone Dashboard
Single DIN Radio



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

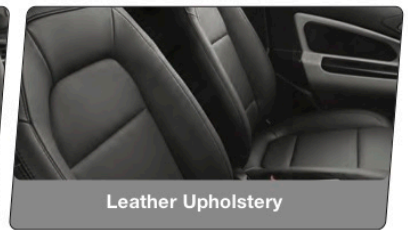


Rear Seat 60:40 Split Folding

PREMIUM



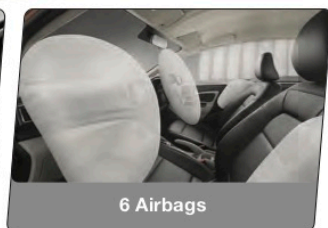
Touchscreen Audio System
with GPS Navigation



Leather Upholstery



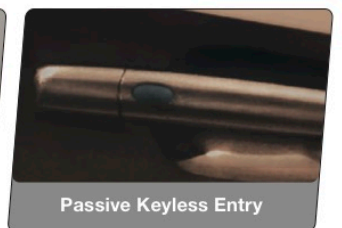
Reverse Camera



6 Airbags



Push Start Button



Passive Keyless Entry

Specifications

New Persona					
Model	Standard MT	Standard CVT	Executive CVT	Premium CVT	
ENGINE					
Engine Type	1.6L 4 Cylinder DOHC 16V VVT				
Fuel Supply System	MPI (Multi Point Injection)				
Bore & Stroke (mm)	76.0 X 88.0				
Displacement (cc)	1,597				
Compression Ratio	10				
Max. Output	[kW(hp)@rpm]	80 (107) @ 5,750			
Max. Torque	[Nm(kg-m)@rpm]	150 (15.3) @ 4,000			
Fuel Consumption (L/100km)	ECO Drive Assist	5.6	6.1	6.1	6.1
TRANSMISSION					
Transmission Type	5-speed Manual	CVT Automatic			
STEERING					
Gear Type	Rack & Pinion Motion Electric Power Steering				
Steering Adjust	Tilt				
Turning Radius (m)	5.0				
BRAKING					
Front	Ventilated Disc				
Rear	Drum				
SUSPENSION					
Front	MacPherson Strut with Stabilizer Bar				
Rear	Torsion Beam Axle				
Dimensions	Length	4,387			
	Width	1,722			
	Height	1,554			
	Wheelbase	2,555			
Ground Clearance (mm)	155				
Luggage Area (L)	510				
Kerb Weight (kg)	1155	1175	1195	1210	
Wheel Size	15"x6.0J		15"x6.5J		
Tire Size	185/55 R15				
EXTERIOR					
Front Fog Lamp	-	-	√	√	√
Rear Fog Lamp	√	√	√	√	√
Follow Me Home Lamp	-	-	√	√	√
Auto ON/OFF Headlamp	-	-	-	√	√
Front Sensor	√	√	√	√	√
Reverse Sensor	√	√	√	√	√
Bodykit	-	-	-	-	*Optional
Rear Spoiler	-	-	√	√	√
Electric Fold Mirror Housing	-	-	-	-	Auto
INTERIOR					
Interior Colour	Dual-Tone, Matt Black Finish		Dual-Tone, Titanium Chrome Finish		
Upholstery	Fabric		Leather		
Steering Audio Switches	-	-	√	√	√
Head Unit/Radio Fascia	Single DIN		Double DIN		
Touchscreen Audio System	-	-	-	√	√
Rear USB Charger	-	-	√	√	√
Driver Seat Height Adjuster	√	√	√	√	√
Rear Seat 60:40 Split Folding	-	-	√	√	√
FEATURES					
Electric Headlamp Levelling	√	√	√	√	√
Remote Trunk Release	-	-	√	√	√
Push Start Button	-	-	-	√	√
Passive Keyless Entry	-	-	-	√	√
Radio/CD/MP3	√	√	√	√	√
USB/AUX Jack/Wifi Enabled	√	√	√	√	√
No. of Speakers	2	2	4	4	4
Bluetooth Connectivity	√	√	√	√	√
ECO Drive Assist	√	√	√	√	√
DVD Player	-	-	-	√	√
GPS Navigation	-	-	-	-	√
SAFETY					
ABS with EBD	√	√	√	√	√
Brake Assist (BA)	√	√	√	√	√
Electronic Stability Control (ESC)	√	√	√	√	√
Traction Control (TC)	√	√	√	√	√
Hill-hold Assist	√	√	√	√	√
Front Airbags	√	√	√	√	√
Side Airbags	-	-	-	√	√
Curtain Airbags	-	-	-	√	√
ISOFIX & Top Tether	√	√	√	√	√
Dual Pre-tensioner Seat Belt	√	√	√	√	√
Immobilizer	With Alarm System				
Reverse Camera	-	-	-	-	√
EXTERIOR COLOURS					

Graphite Grey

Carnelian Brown

Fire Red

Sterling Silver

Cotton White

Midnight Black

SALES ADVISOR STAMP AREA

A Member of
DRB-HICOM
proton.com
 PROTON Edar Sdn Bhd (133533-A)



PROTON Customer Care 1 800 888 398

All information detailed in this leaflet is correct at the 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 leaflet as well as discontinue any individual model without prior notice. The vehicles may differ slightly from those featured in this leaflet. Please consult your PROTON dealer to ensure the vehicle is in accordance with your expectations. 2016 (All rights reserved) Perusahaan Otomobil Nasional Sdn. Bhd.