

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



Smart E-Link



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

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)	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 AND WEIGHT					
Length (mm)	4,387				
Width (mm)	1,722				
Height (mm)	1,554				
Wheelbase (mm)	2,555				
Ground Clearance (mm)	155				
Luggage Area (L)	510				
Kerb Weight (kg)	1155	1175	1195	1210	
WHEELS AND TIRE					
Wheel Size	15"x6.0J				
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		
Rear USB Charger	-	-	√	√	√
Proton Infotainment System	-	-	-	-	√ (with Voice Command)
Smart E-Link	-	-	-	-	√
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	√	√	√	√	√
Voice Command	√	√	√	√	√
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					

*Driving at constant 90km/h with Eco Drive Assist mode under predetermined control conditions
**Additional body kit is offered only for Premium variant

Graphite Grey | Carnelian Brown | Fire Red | Sterling Silver | Cotton White | Midnight Black

SALES ADVISOR STAMP AREA

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PROTON Edar Sdn Bhd (133533-A)



PROTON Customer Care 1 800 888 398

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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)
- 15" Alloy Wheels**
- ASEAN NCAP Safety** ★★★★★
- Bluetooth Connectivity**
- ELECTRONIC STABILITY CONTROL** - Electronic Stability Control (ESC)
- ABS** - Anti-lock Braking System (ABS) with EBD
- BA** - Brake Assist (BA)
- TCS** - Traction Control System (TCS)
- Hill-hold Assist**
- 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**



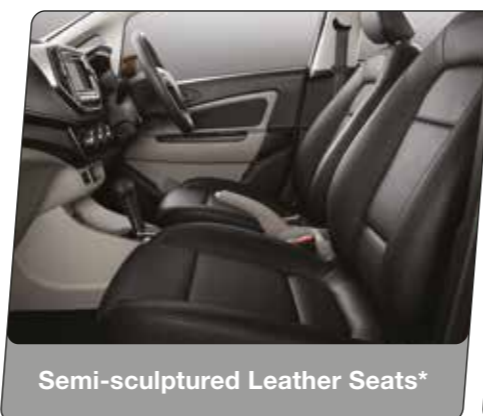
15" Alloy Wheels

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 & Smart E-Link*



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



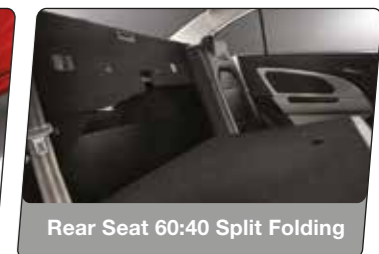
2 Rear USB Chargers



Remote Trunk Release



Front Fog Lamp



Rear Seat 60:40 Split Folding

PREMIUM



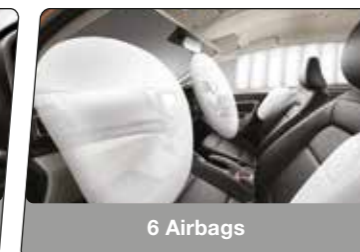
PROTON Infotainment with Touchscreen Audio System, Bluetooth Connectivity GPS Navigation & Smart E-Link*



Leather Upholstery



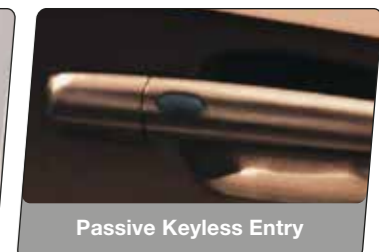
Reverse Camera



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.