

**Proton  
cars**



**Proton 12 VALVE**  
**NEW 1991 MODELS**  
**INSIDE**

# JAPANESE



PROTON 1.5 SE AEROBACK & 1.5 SE SALOON IN SILVER BIRCH



# TECHNOLOGY MALAYSIAN STYLE

Proton cars are manufactured in an advanced car plant in the Far East, where man and technology combine with outstanding efficiency to deliver superbly built cars – consistently. So well built in fact, that in the 1988 British Motor Show International Coachwork Competition, Proton were honoured with two gold medals and one silver medal; an accolade from the UK motor industry never before bestowed on a new importer.



The Proton range comprises 10 front wheel drive models. You can choose between the 5 door Aeroback or the 4 door Saloon, powered by either a 1.3 or 1.5 litre engine. All are good looking, built to the highest standards of reliability, economy and safety, and superbly hand-finished.

Proton also represents exceptional value for money, being substantially lower in price than the equivalent competition, without sacrificing specification or standards.

The sleek, aerodynamic styling is as efficient in the wind tunnel as it is pleasing to the eye. Carefully co-ordinated exterior features ensure that your Proton will draw more than its share of admiring glances.

Proton cars are powered by well-proven four cylinder Mitsubishi developed Magma petrol engines capable of running, without adjustment, on lead free or leaded (4 star) petrol. Both the 1.3 and 1.5 litre units provide smooth, reliable, fuel efficient power to the front wheels via the economical five-speed gearbox fitted as standard.

#### PROTON CARS ARE DRIVERS' CARS.

Positive handling and good road-holding, generous leg and head room, well positioned, comprehensive controls, good all round visibility, contoured seats which are firm and well upholstered with adjustable head restraints ensure relaxed, comfortable and safe driving whether on long or short journeys.

#### PROTON CARS ARE PASSENGERS' CARS TOO.

The attractive, high quality tailored upholstery and fitted carpets have been specified with durability in mind and are carefully co-ordinated for smart good looks.

A comprehensive sound-proofing package with special 'press seal' doors minimises road noise, ensuring refined high speed cruising and allowing full enjoyment of the Blaupunkt stereo radio cassette system fitted as standard.

Your luggage is well accommodated too with generous, well-planned boot space in all models and with the added benefit of a 60/40 split folding rear seat in the 5 door Aerobacks and the top of the range SE Saloon.

As you expect in a top quality car from the Far East, the Proton range boasts a high specification level with lots of 'extras' fitted as standard.

Maintenance is easy and cost efficient too, with service and parts readily available from the comprehensive national network of around 180 highly qualified, Proton dealers.

You will find that the Proton range is very competitively priced alongside many smaller and less well equipped cars making Proton cars far better value – with guaranteed Far Eastern quality.

#### T H E L I N E U P

AEROBACK	1.3 GL	5 DOOR
	1.5 GL	5 DOOR
	1.3 GLS	5 DOOR
	1.5 GLS	5 DOOR
	1.5 SE	5 DOOR
SALOON	1.3 GL	4 DOOR
	1.5 GL	4 DOOR
	1.3 GLS	4 DOOR
	1.5 GLS	4 DOOR
	1.5 SE	4 DOOR

★ FULLY  
COMPREHENSIVE  
2 YEAR OR 50,000 MILES  
WARRANTY

- ★ 6 YEAR BODYWORK WARRANTY
- ★ 2 YEARS COMPREHENSIVE RAC MEMBERSHIP\*
- ★ ACCESS TO 24 HOUR 365 DAY WINDSCREEN REPLACEMENT\*
- ★ PROTONSURANCE\*

\*United Kingdom only.



180 PROTON DEALERS  
THROUGHOUT  
THE UK & IRELAND



# A NATION DRIVING FORWARD

Malaysia is a beautiful go-ahead country with bustling skyscraper cities and thriving commercial and industrial centres. It is a nation on the move.

In a joint venture with Mitsubishi of Japan in 1983, Proton built an advanced car plant close to Kuala Lumpur, Malaysia's capital city, and equipped it with the very latest production technology.

Proton's carefully selected workforce is trained to the highest standards of expertise and discipline with a strong 'work ethic'.

Many employees received extensive training in Japan and this highly skilled and motivated workforce now produces a range of cars which is a credit to any nation and the envy of most.

Proton employees enjoy sponsored accommodation, recreational and medical facilities and other generous benefits.

Building Proton cars is, to them, more than just a job. It is a way of life with quality as its watchword and a way of life in which each and every Proton employee takes a tremendous personal pride.

Every single car is quality checked at each manufacturing stage before finally undergoing a rigorous programme of static and dynamic checks, a gruelling run on Proton's own test track and a searching water test. The cars are then wax protected and shipped direct on special ocean-going car carriers transporting over 6,000 cars per voyage.

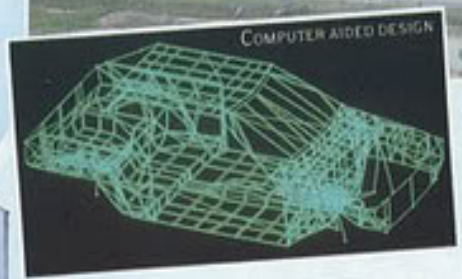
On arrival the cars are transported by Britain's largest transporter company, direct to Proton Cars (UK) Limited's own Import Centre where they are subjected to a thorough pre-delivery inspection before they are delivered to your local dealer.







PROTON MANUFACTURING PLANT



COMPUTER AIDED DESIGN



ZAM PERFORMANCE TEST TRACK



WELDING ROBOT





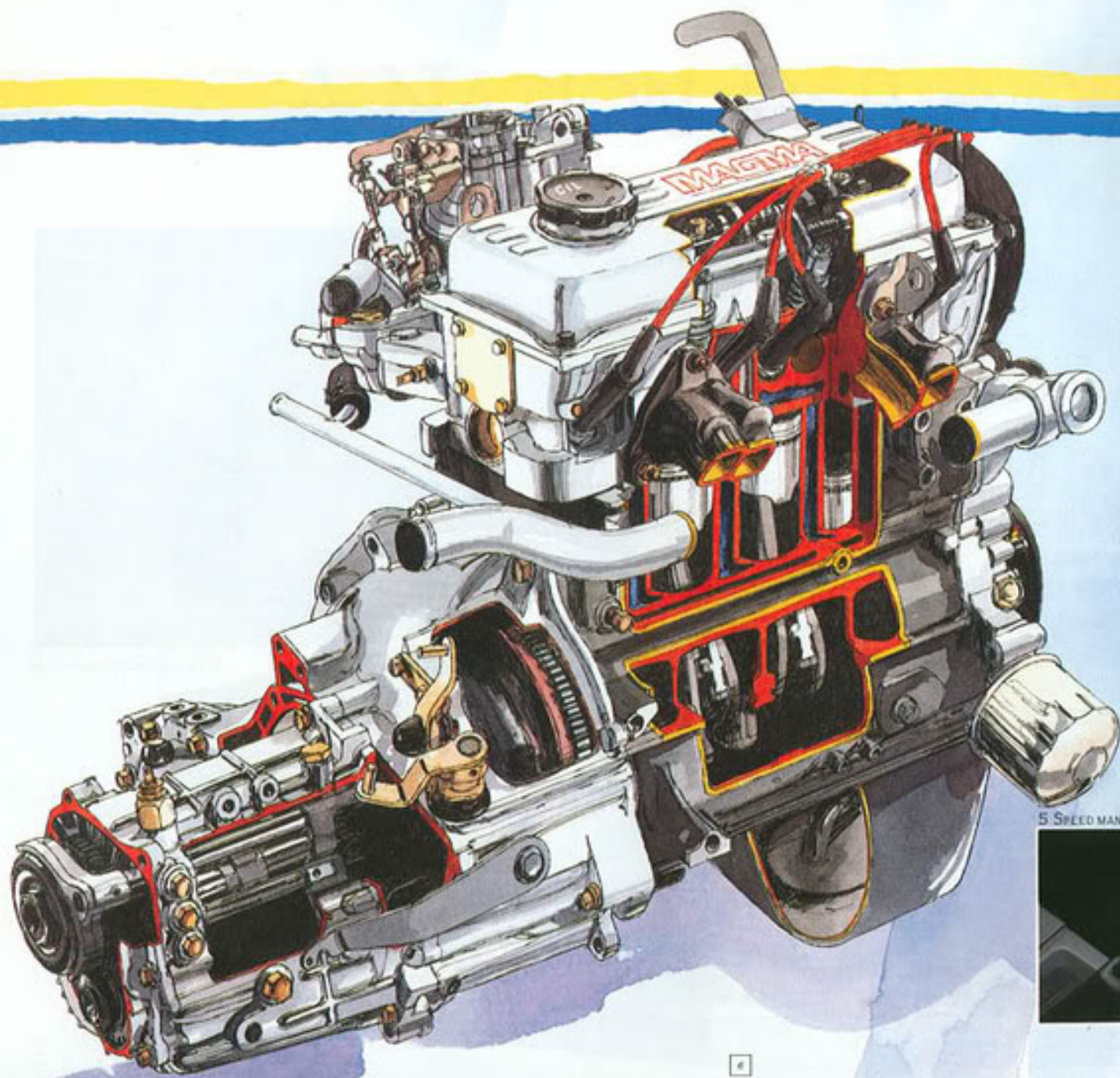
# PROVEN

The cornerstones of any well-built car are its reliability and safety. The joint venture agreement with Mitsubishi ensures that the key mechanical components are of the highest quality and are backed by a proven pedigree of sound, solid, reliability. In addition, every Proton is expertly engineered with an impressive range of safety features.

The tried and tested four cylinder, overhead cam, Mitsubishi Magma engines come in 1.3 and 1.5 litre versions which develop 68 and 75 Brake Horsepower respectively to give brisk acceleration and a top speed of about 100 mph.

The slick, manual, five speed gearbox is positive and economical, while the automatic transmission, available as an option on some models, is as smooth as silk.

With ever rising fuel costs, fuel consumption is a key consideration for today's motorists. Proton cars are miserly with fuel delivering up to 52 miles per gallon. Proton cars perform happily on either leaded (4 star) or



5 SPEED MANUAL GEARBOX



AUTOMATIC TRANSMISSION





# RELIABILITY, POWER & SAFETY

— cheaper and healthier — lead free petrol. No adjustments are needed.

Purchasing a Proton means that you are purchasing proven engineering excellence that you can rely on to keep you on the move — safely.

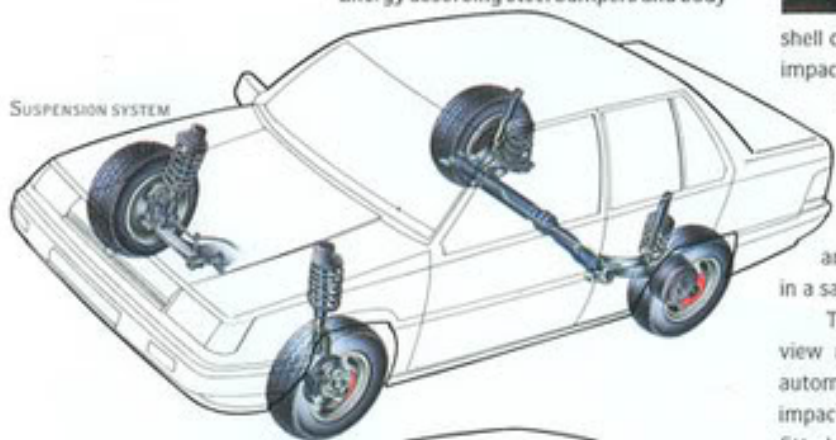
Inside and outside, every Proton car is designed and engineered with careful consideration for the safety of its driver and passengers.

Energy absorbing steel bumpers and body

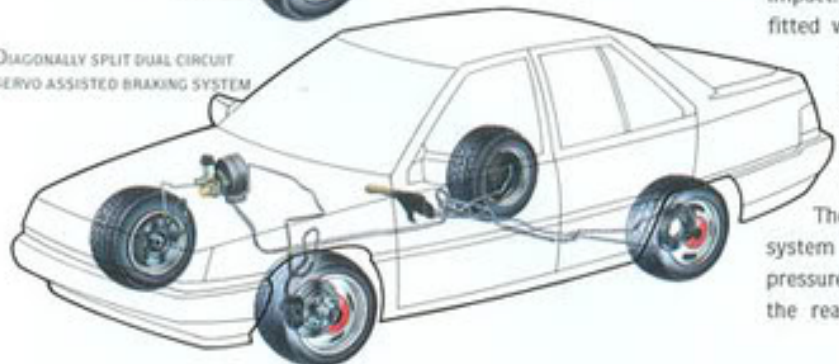


CRASH TEST

SUSPENSION SYSTEM



DIAGONALLY SPLIT DUAL CIRCUIT SERVO ASSISTED BRAKING SYSTEM



shell crumple zones absorb the shock of major impacts to help keep the occupants safe inside the rigid passenger cell; while spring-loaded door mirrors, semi-concealed wipers and flush fitting door handles make the car safer from the outside.

The driver has good all round visibility and faces a collapsible steering column set in a safety contoured dash panel.

The dipping rear view mirror displaces automatically on impact. Every seat is fitted with an inertia reel seat belt and head restraint as standard



WATER TEST

(adjustable to front, integral to rear). The dual circuit, servo-assisted braking system is diagonally split and features a pressure differential device which helps prevent the rear wheels locking prematurely under

heavy braking.

All doors are fitted with anti-burst safety locks with child-proof locks on the rear doors.

A 'Door open' warning light completes the impressive list of safety features.



COLLAPSIBLE STEERING COLUMN



REAR SEAT BELTS  
CHILD PROOF LOCKS TO  
REAR DOORS

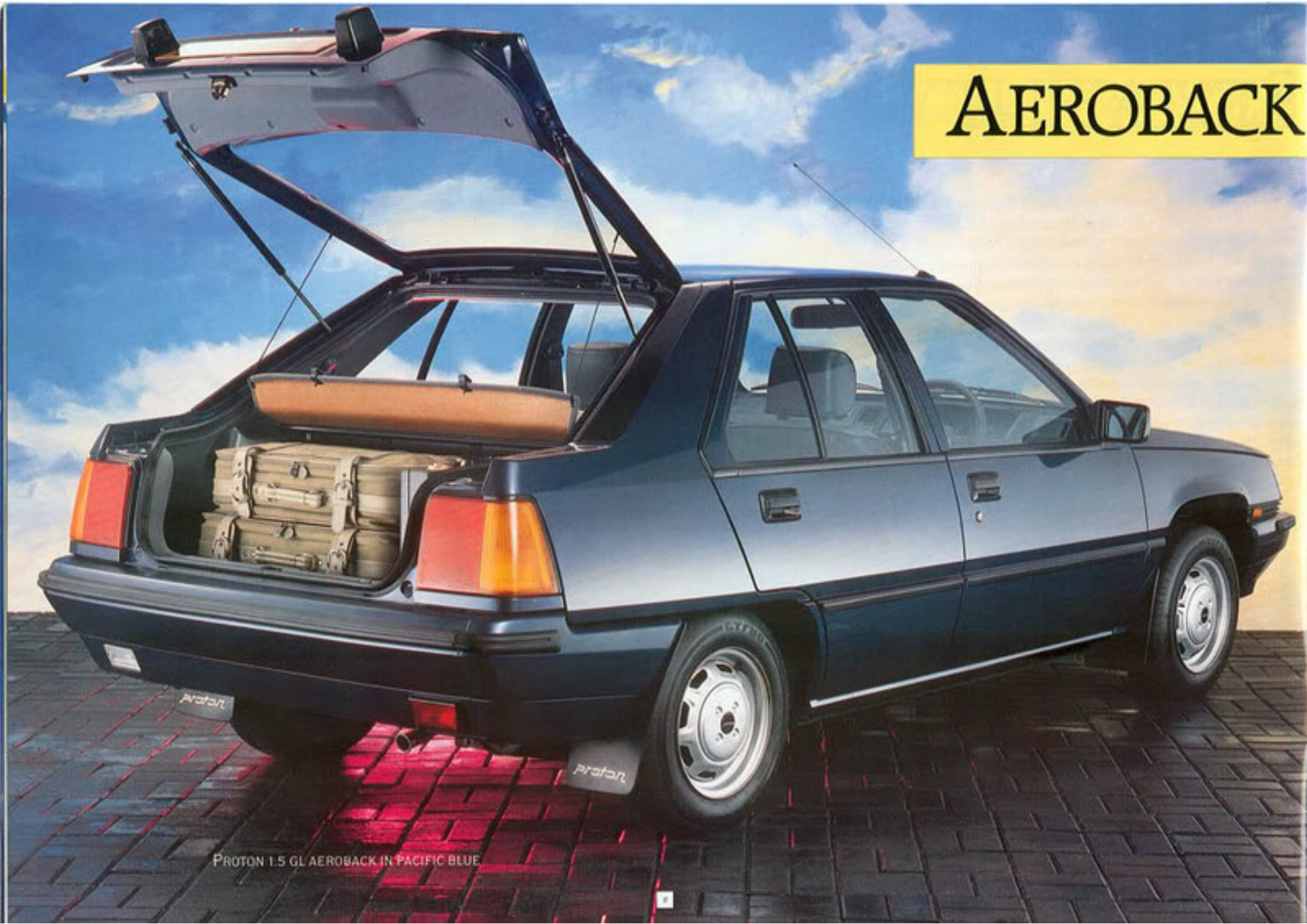


INERTIA REEL SEAT BELTS  
AND ADJUSTABLE HEAD  
RESTRAINTS





# AEROBACK



PROTON 1.5 GL AEROBACK IN PACIFIC BLUE



# GL

The stylish 1.3 and 1.5 GL Aero-backs are superbly equipped, well appointed family cars with exceptional load carrying versatility.

#### KEY FEATURES INCLUDE:

- ▶ Choice of 1.3 or 1.5 litre, front wheel drive petrol engines
- ▶ 5 speed gearbox
- ▶ Colour keyed, real steel, impact absorbing bumpers
- ▶ Co-ordinated fabric/PVC upholstery and full door trim
- ▶ Needle punch fitted carpets throughout
- ▶ Contoured front seats with adjustable head restraints
- ▶ Split, fold down 60/40 rear seats with a choice of 3 back rest positions
- ▶ Blaupunkt stereo radio cassette system
- ▶ Remote fuel flap and tailgate openers
- ▶ Full centre console with ashtray and oddment tray
- ▶ Dipping rear view mirror
- ▶ Tinted windscreen
- ▶ Childproof locks to rear doors
- ▶ Front and rear inertia reel seat belts
- ▶ Collapsible steering column
- ▶ Analogue quartz clock
- ▶ Illuminated cigarette lighter
- ▶ 'Open Door', 'Low Fuel' and 'Hand brake On' warning lights

#### 1.5 GL AEROBACK MODELS ALSO INCLUDE:

- ▶ Tailgate Wiper/Washer
- ▶ 175 HR tyres
- ▶ Two door mirrors
- ▶ Tachometer
- ▶ Full fabric seat facings
- ▶ Fabric inserts to door trim
- ▶ Loop pile, fitted carpets throughout
- ▶ Side protector body mouldings

#### OPTIONS AVAILABLE:

- ▶ Metallic Paint. Tilt and slide sunroof (U.K. fitted).

For full specification details see pages 12 and 13.



COMPREHENSIVE INSTRUMENTATION AND WARNING LIGHTS



60/40 SPLIT FOLD DOWN REAR SEATS



REAR SEAT WITH 3 POSITION BACK REST



LUXURIOUS INTERIOR WITH RECLINING FRONT SEATS



REMOTE FUEL FLAP AND TAILGATE OPENERS



HEATED REAR WINDOW (ALL MODELS)  
TAILGATE WIPER/WASHER (1.5 ONLY)



ADJUSTABLE HEAD RESTRAINTS



DOOR MIRROR







PROTON 1.5 GLS AEROBACK IN JAPANESE GOLD

GLASS  
TILT & SLIDE  
SUNROOF



FULL WHEEL COVERS



4 SPEAKER BLAUPUNKT STEREO RADIO CASSETTE SYSTEM



# AEROBACK GLS

The 1.3 and 1.5 GLS Aerobacks offer a higher standard of specification for just a little extra.

**ADDITIONAL FEATURES INCLUDE:**

- ▶ Glass tilt and slide sunroof\*
- ▶ 4 speaker Blaupunkt stereo radio cassette system
- ▶ 2 door pockets
- ▶ Full wheel covers\*
- ▶ Designer body striping\*

**OPTIONS AVAILABLE:**

- ▶ Metallic paint.

For full specification details, see pages 12 and 13.

\*UK Fitted.

DOOR POCKET



Every feature and refinement you could wish for in a car in this class is available on the magnificent 1.5 SE Aeroback.

# AEROBACK SE

## THE EXCELLENT SPECIFICATION INCLUDES:

- ▶ 1.5 litre, front wheel drive, petrol engine
- ▶ 5 speed manual gearbox
- ▶ Power assisted steering
- ▶ Electrically powered front windows
- ▶ Electrically powered, twin remote control door mirrors
- ▶ Central door locking
- ▶ Glass tilt and slide sunroof\*
- ▶ 4 speaker Blaupunkt stereo radio cassette system with autosearch, memory and 5 pre-sets
- ▶ Instrument panel rheostat
- ▶ Driver's seat height adjuster
- ▶ Fully reclining front seats with adjustable head restraints
- ▶ Luxurious, high grade fabric upholstery co-ordinated with full door trim and carpet kick strip
- ▶ Loop pile carpets fitted throughout with 'needle punch' carpet in luggage compartment
- ▶ Luggage compartment light
- ▶ Full, badged, wheel covers
- ▶ Matching upper and lower side protector mouldings and bumper inserts

## OPTIONS AVAILABLE:

- ▶ Metallic paint and air conditioning.

For full specification details, see pages 12 and 13.

\*UK Fitted.



BLAUPUNKT STEREO RADIO CASSETTE SYSTEM WITH AUTOSEARCH, MEMORY AND 5 PRE-SETS



PROTON 1.5 SE AEROBACK IN COOL JADE



DRIVER'S SEAT HEIGHT ADJUSTER



COMPREHENSIVE INSTRUMENTATION AND WARNING LIGHTS



CENTRAL DOOR LOCKING



ADJUSTABLE HEAD RESTRAINTS



LUGGAGE COMPARTMENT LIGHT



POWER ASSISTED STEERING



TWIN ELECTRICALLY POWERED DOOR MIRRORS



ELECTRICALLY POWERED FRONT WINDOWS









MAP POCKET IN BACK OF FRONT SEAT



# AEROBACK SPECIFICATIONS

	1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE		1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE		1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE
<b>STEERING</b>						<b>INTERIOR</b>						<b>INSTRUMENTS</b>					
Collapsible Steering Column	*	*	*	*	*	Sun Visors (with Vanity Mirror on Passenger Floor)	*	*	*	*	*	Instrument Cluster: Speedometer, Fuel Gauge, Water Temp. Gauge	*	*	*	*	*
Steering Wheel Lock	*	*	*	*	*	Dipping Rear View Mirror	*	*	*	*	*	Trip Recorder	*	*	*	*	*
Power Assisted Steering					*	Front Seat Belts (Inertia Reel)	*	*	*	*	*	Tachometer	*	*	*	*	*
<b>WINDOW GLASS</b>						Rear Seat Belts (2 x Inertia Reel plus Centre Lap Belt)	*	*	*	*	*	Instrument Panel Rheostat					*
Tinted Windscreen	*	*	*	*	*	Grab Handles (Rear 2)	*	*	*	*	*	Clock (A = Analogue, D = Digital)	A	A	A	A	D
Heated Rear Window	*	*	*	*	*	Centre Console with Oddments Tray	*	*	*	*	*	<b>WARNING LIGHTS</b>					
<b>SEATING</b>						Glove Box	*	*	*	*	*	Brake Fluid and Hand Brake	*	*	*	*	*
Fully Reclining Front Seats	*	*	*	*	*	Ash Tray	*	*	*	*	*	Door Ajar	*	*	*	*	*
Head Restraints	*	*	*	*	*	Cigarette Lighter (Illuminated)	*	*	*	*	*	Hazard Flasher	*	*	*	*	*
Rear Seats with Integral Head Restraints	*	*	*	*	*	Full Door Trim (Vinyl)	*	*	*	*	*	Low Fuel	*	*	*	*	*
3 Position, Rake Adjustable Rear Seat Backrest	*	*	*	*	*	Full Door Trim (Vinyl, Fabric Inserts)		*	*	*	*	Battery Charge	*	*	*	*	*
60/40 Split Fold Down Rear Seat	*	*	*	*	*	Full Door Trim (Vinyl, Fabric, Carpet)					*	High Beam	*	*	*	*	*
Seat Cloth (Fabric/PVC)	*	*	*	*	*	Floor Carpet (Needle Punch)	*	*	*	*	*	Low Oil Pressure	*	*	*	*	*
Seat Cloth (High Grade Fabric)		*	*	*	*	Floor Carpet (Loop Pile)		*	*	*	*	<b>IN CAR ENTERTAINMENT BY BLAUPUNKT</b>					
Seat Height Adjuster (Driver's Seat)				*	*	Door Pocket	1	1	2	2	2	2 Speaker, 3 Band, Stereo Radio Cassette System	*	*	*	*	*
<b>HEATER AND VENTILATION</b>						Door Arm Rest (Med. Size)	*	*	*	*	*	4 Speaker, 3 Band, Stereo Radio Cassette System			*	*	*
Heater	*	*	*	*	*	Door Arm Rest (Large Size)					*	4 Speaker, 3 Band, Digital, Stereo Radio Cassette System with Autosearch, Memory and 5 Pre-sets					*
4 Speed Ventilation Boost Fan	*	*	*	*	*	Luggage Compartment Mat (Vinyl)	*	*	*	*	*						
Frost Windscreen Demister	*	*	*	*	*	Luggage Compartment Mat (Needle Punch Carpet)					*						
Side, Foot and Mid Flow Ventilation	*	*	*	*	*	Luggage Compartment Light					*						
Air Conditioning (a Optional)				o		Luggage Compartment Trim					*						
						Remote Fuel Flap and Tailgate Openers	*	*	*	*	*						

## COLOUR & TRIM GUIDE

INTERIOR TRIM		ENAMEL COLOURS			METALLIC COLOURS		
							
PALE GREY, RUSSEL FABRIC	GREY VINYL	PEARL WHITE	PAGODA RED	PACIFIC BLUE	JAPANESE GOLD	STORM GREY	



PRODUCER

PROTON CARS

SCENE 1

TAKE 1

The real star  
of the show



"Great Sounds, Style & High Speed Action - A Must For The Street Wise."

# THRILLER



FIELD SOUND BY  
**BLAUPUNKT**

DISTRIBUTED BY  
200 DEALERS NATIONWIDE

The **REAL** Star of the Show.

FEATURES 1.3 or 1.5 litre 12 Valve Engine • 3 Speed Manual or Automatic Gearbox • Power Steering • Electric Windows • Electric Door Locks • Central Locking • Sub-vented Steel Key Body Panels • 170 and 50km/h Speedometer • Low Rolling Coefficient • Lashed or Sealed Perfor • Rear Wheel Drive • Blaupunkt Equipment Set, 3 Speed Electric Radio Cassette system • Stereo Seat Height Adjuster • Frontal Fuel Pump and Turbine System • 20000km warranty - a record, gift valued after each package which includes 4 years power-train warranty, 4 years bodywork warranty, 2 years manufacturer's warranty, 2 years free 24h emergency and assistance for the road Professionals

## proton 12 VALVE

JAPANESE TECHNOLOGY  MALAYSIAN STYLE

"GOES LIKE"



WITH THE

BLAUPUNKT

proton

"POWER, EXCITEMENT and MONEY in the BANK"

### FOR A DOLLARS



The **REAL** STAR of the SHOW.

FEATURES 1.3 or 1.5 litre 12 Valve Engine • 3 Speed Manual or Automatic Gearbox • Power Steering • Electric Windows • Electric Door Locks • Central Locking • Sub-vented Steel Key Body Panels • 170 and 50km/h Speedometer • Low Rolling Coefficient • Lashed or Sealed Perfor • Rear Wheel Drive • Blaupunkt Equipment Set, 3 Speed Electric Radio Cassette system • Stereo Seat Height Adjuster • Frontal Fuel Pump and Turbine System • 20000km warranty - a record, gift valued after each package which includes 4 years power-train warranty, 4 years bodywork warranty, 2 years manufacturer's warranty, 2 years free 24h emergency and assistance for the road Professionals

proton 12

JAPANESE TECHNOLOGY

# Premiere

# COMING SOON TO A



THE WIND

1st Malaysian  
Modern Classic



*'Real' STAR OF THE SHOW*

**12 VALVE**  
TECHNOLOGY ♦ MALAYSIAN STYLE

The STORY of one MAN'S Driving AMBITION



**12 VALVE**  
MALAYSIAN STYLE

*“Some like it hot”*

*“Memorable Performance from a Relative Newcomer”*



The *'Real' STAR OF THE SHOW*  
Featuring:

- 1.3 or 1.5 litre 12 Valve Engine ♦ 5 Speed Manual or Automatic Gearbox ♦ Power Steering ♦ Electric Windows ♦ Electric Door Mirrors ♦ Central Locking ♦ Customized Steel Key Body Panels ♦ 3rd and 5th Side Sunroof ♦ Low Running Costs ♦ Loaded or Unloaded Petrol ♦ Blaupunkt Electronic Self-Seek 3 Band Stereo Radio Cassette system ♦ Drivers Seat Height Adjuster ♦ Remote Fuel Flap and Boot Lid Openers ♦ Start/Drive — a unique, pH edged after care package which includes: 6 years power-train warranty, 8 years bodywork warranty, 2 years manufacturer's warranty, 2 years free RAC membership and qualification for low cost. Proinsurance.

STEREO SOUND BY: **BLAUPUNKT**

DISTRIBUTED BY: **200 DEALERS NATIONWIDE**



© 1994  
Proton & PUSA  
Carsten Paton

**proton 12 VALVE**

JAPANESE TECHNOLOGY ♦ MALAYSIAN STYLE

**SHOWROOM NEAR YOU!**



• **QUICKER • QUIETER • SMOOTHER • SMARTER** •  
THE NEW, EVEN MORE REFINED PROTON ... LET THE CREDITS ROLL.



Dim the lights. Lift the curtains. The new 12-valve Proton is poised to make a glittering debut.

One look will tell you it's destined for lasting stardom.

It is, after all, the newest member of the illustrious, award-winning Proton family, already established as Britain's fastest selling new make of car ever.

Under the spotlight, the new generation 12-valve Proton is positively stunning.

Beneath the bonnet is Proton's outstanding new 1.3 or 1.5 litre Mitsubishi 12-valve engine. Up to 16% more powerful than its well proven predecessor, this refined power unit delivers greater acceleration, performance and flexibility ... frugally, smoothly and quietly.

Behind the scenes, additional sound insulation makes Proton, already a quiet car, quieter still.

Redesigned and restructured seating accommodates driver and passengers with even greater comfort and support. Trimmed in a new range of luxurious yet practical fabrics the interior is styled in relaxing shades of grey or brown to meet everyone's tastes. Carpetted kick strips to all four doors, coat hooks and a 'light's on/key in' warning buzzer are caring touches typical of Proton's attention to detail.

At the controls the driver will appreciate the remodelled three spoke soft feel steering wheel, the shorter, even more precise, gear change and, on 1.5's, the internally adjustable twin door mirrors.

Additionally, the elegant new centre console allows easier access to switches, cigarette lighter, oddments storage and the stereo. Developed by

Blaupunkt the new sound system offers the Proton owner the luxury of a three band Digital Stereo Radio Cassette Player with all the convenience of Electronic Search, a Large Preset Memory and Auto Reverse.

A laminated windscreen adds an extra dimension of safety. And unlike many competitive marques, you don't have to part with an arm and a leg to



enjoy the convenience and light, precise feel of power steering. All Proton 1.5's have power steering ... as standard.

Externally, subtle changes result in smoother, cleaner, smarter lines. All Protons have twin reversing lamps and the twin fog lamps are now located under the rear bumper. The front grille, tailgate styling, protective wrap-around bumper and bodyside mouldings with contrasting inserts on GLS and SE, along with a brand new choice of eye-catching colours add yet more star qualities to an already elegant car.

Qualities that will last and last. Because all key body panels are now made from galvannealed steel. A galvanising process much favoured by the top German and Japanese luxury car manufacturers. It offers exceptional bodywork protection without the penalty of excessive weight.

And on top of that, an eight stage painting process and well proven under-body protection system will help to keep Proton's good looks for years and years to come.


The new Proton 12-valve. Every inch a Proton, complete with the imitated (but not yet equalled) StarDrive package of aftercare benefits which includes: 6 year powertrain and bodywork warranties, 2 years manufacturer's warranty, 2 years RAC membership and qualification for low cost Proton insurance.

And remember, every Proton car is also backed by the reassuring presence of over 200 committed Proton dealers - nationwide.

Reserve your seat for one of the most accomplished motoring performances of the decade. Call your nearest Proton dealer and ask for an invitation to your local premiere.



# proton 12 VALVE

JAPANESE TECHNOLOGY  MALAYSIAN STYLE

PROTON CARS (UK) LIMITED, WESTERN HOUSE, MIDDLE LANE, WYTHALL, BIRMINGHAM B47 6LA. TELEPHONE: 0564 826167. FAX: 0564 823435.

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# AND TECHNICAL DATA

	1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE
<b>EXTERIOR</b>					
Colour Keyed Bumper (Full Size Steel with Mouldings)	*	*	*	*	*
Semi Concealed Wipers	*	*	*	*	*
Sunroof (Glass Tilt and Slide) (o Optional)	o	o	*	*	*
Wheel Centre Covers (Body Colour)	*	*	*	*	*
Wheel Centre Covers (Wheel Colour)	*	*	*	*	*
Wheel Covers (Flat)	*	*	*	*	*
Wheel Covers (Full, Badged Style)	*	*	*	*	*
Side Protector Body Mouldings	*	*	*	*	*
Lower Body Side and Sill Mouldings	*	*	*	*	*
Metallic Paint (o Optional)	o	o	o	o	o
<b>FEATURES</b>					
Quartz Halogen Headlamps	*	*	*	*	*
Integral Rear Fog Light	*	*	*	*	*
Reversing Light	*	*	*	*	*
Intermittant Wipers/Washers	*	*	*	*	*
Tailgate Wiper/Washer	*	*	*	*	*
Door Mirrors	1	2	1	2	*
Door Mirrors (Electrically Powered Remote)	*	*	*	*	2
Rear Doors with Childproof Locks	*	*	*	*	*
Central Door Locking System	*	*	*	*	*
Electric Windows (Front)	*	*	*	*	*

## DIMENSIONS AND WEIGHT

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Overall Length	162.8 (4135)	162.8 (4135)	162.8 (4135)
Overall Width	64.2 (1630)	64.2 (1630)	64.2 (1630)
Overall Height	53.5 (1360)	53.5 (1360)	53.5 (1360)
Wheelbase	93.7 (2380)	93.7 (2380)	93.7 (2380)
Track - Front	54.7 (1390)	54.7 (1390)	54.7 (1390)
Track - Rear	52.8 (1342)	52.8 (1342)	52.8 (1342)
Ground Clearance	5.9 (150)	5.9 (150)	5.9 (150)
Interior Length	70.1 (1780)	70.1 (1780)	70.1 (1780)
Interior Width	53.7 (1364)	53.7 (1364)	53.7 (1364)
Interior Height	44.7 (1136)	44.7 (1136)	44.7 (1136)
Kerb Weight	2031.0 (923)	2033.0 (924)	2033.0 (924)

## STEERING AND SUSPENSION

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Steering	Rack and Pinion	Rack and Pinion	Power Assisted, Rack and Pinion
Min. Turning Radius (m/mm)	185(4600)	185(4600)	185(4600)
Suspension Front	McPherson struts with coil springs and Anti-roll bar		
Suspension Rear	Independent trailing arm with Anti-roll bar, coil springs and telescopic shock absorbers		
Brakes Front	Disc - Diagonally split, dual circuit, servo assisted		
Brakes Rear	Drum		
Tyres	155 SR 13	175/70 HR 13	175/70 HR 13

## TRANSMISSION

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Manual	5 speed	5 speed	5 speed

## PERFORMANCE

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Max. Speed (mph)	96	97	97
Acceleration 0-60 mph (sec)	14.1	13.1	13.1

## ENGINE

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Valve Mechanism	OHC 4	OHC 4	OHC 4
No. of Cyl.	4	4	4
Bore x Stroke (mm)	71 x 82	75.5 x 82	75.5 x 82
Total Displacement (cc)	1298	1468	1468
Compression R	9.8:1	9.5:1	9.5:1
Max. Output BHP	68) at 50) 6000 rpm	75) at 55) 5500 rpm	75) at 55) 5500 rpm
Max. Torque lbs/ft	75) at 102) 4000 rpm	87) at 118) 3500 rpm	87) at 118) 3500 rpm
Fuel System	Carburettor, downdraught on all models		
Alternator Output (VA.)	12.50	12.50	12.50
Battery Capacity (VA.H.)	12.40	12.40	12.40
Fuel	4 star or Unleaded	4 star or Unleaded	4 star or Unleaded
Tank Capacity (Galls)	9.9	9.9	9.9

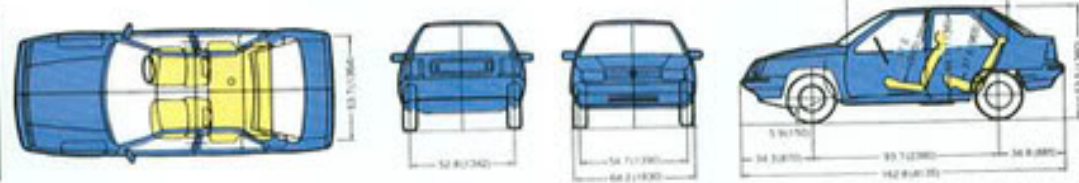
**LEADED OR LEAD FREE PETROL** ALL PROTON CARS WILL TAKE EITHER LEADED PETROL OR CHEAPER AND HEALTHIER - LEAD FREE PETROL WITHOUT ADJUSTMENT

## DoT FUEL CONSUMPTION FIGURES mpg (litres/100km)

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Simulated Urban Driving	31.2(9.0)	28.1(10.1)	28.1(10.1)
Constant 56 mph (90 kph)	52.6(5.4)	49.2(5.7)	49.2(5.7)
Constant 75 mph (120 kph)	36.4(7.6)	37.3(7.6)	37.3(7.6)

Fuel consumption data for Proton passenger cars officially certified by the United Kingdom Government as required by the Passenger Car Fuel Consumption Order 1983.

**IMPORTANT:** The results given relate to the particular car tested. Inevitably there are differences between individual cars of the same model. In addition, some cars may incorporate particular modifications. Driving style, road and traffic conditions, vehicle mileage and standard of maintenance may also affect fuel consumption. Therefore the results do not express or imply any guarantee of fuel consumption attainment.



Specifications correct at time of going to press. The manufacturer reserves the right to alter specifications at any time without notice. Please consult your Proton dealer for current details. The colours reproduced may vary slightly from the actual paint colour or material due to limitations of the printing process. Please note that Proton dealers are the agents neither of Proton Cars (S)R) Limited nor of the manufacturer. Except for the issue of the Proton Vehicle Warranty on behalf of Proton Cars (S)R) Limited or the manufacturer in any way by any express or implied undertaking, promise or representation.



# SALOON



PROTON 1.3 GL SALOON IN PAGODA RED



# GL

Handsome, superbly built and well appointed, the 1.3 and 1.5 GL Saloons offer reliable, economical family motoring in style.

#### KEY FEATURES INCLUDE:

- ▶ Choice of 1.3 or 1.5 litre front wheel drive, petrol engines
- ▶ 5 speed gearbox
- ▶ Colour keyed, real steel, impact absorbing bumpers
- ▶ Co-ordinated fabric/PVC upholstery and full door trim
- ▶ Needle punch fitted carpets throughout
- ▶ Contoured front seats with adjustable head restraints
- ▶ Generous, 20 cu. ft., boot
- ▶ Blaupunkt stereo radio cassette system
- ▶ Remote fuel flap and boot-lid openers
- ▶ Full centre console with ashtray and oddment tray
- ▶ Dipping rear view mirror
- ▶ Tinted windscreen
- ▶ Childproof locks to rear doors
- ▶ Front and rear inertia reel seat belts
- ▶ Collapsible steering column
- ▶ Analogue quartz clock
- ▶ Illuminated cigarette lighter
- ▶ 'Open Door', 'Low Fuel' and 'Hand brake On' warning lights

#### 1.5 GL SALOON MODELS ALSO INCLUDE:

- ▶ 175 HR tyres
- ▶ Two door mirrors
- ▶ Tachometer
- ▶ Full fabric seat facings
- ▶ Fabric inserts to door trim
- ▶ Loop pile, fitted carpets throughout
- ▶ Side protector body mouldings

#### OPTIONS AVAILABLE:

- ▶ Metallic Paint. Tilt and slide sunroof (U.K. fitted).
- For full specification details see pages 18 and 19.



REMOTE BOOT LID & FUEL CAP OPENERS



DOOR MIRROR



LUXURIOUS INTERIOR WITH RECLINING SEATS



20 CU. FT. BOOT



HEATED REAR WINDOW



ADJUSTABLE HEAD RESTRAINTS



DIPPING REAR VIEW MIRROR



QUARTZ CLOCK



STEERING LOCK





PROTON 1.3 GLS SALOON IN STORM GREY\*

GLASS TILT AND SLIDE  
SUNROOF



FULL WHEEL COVERS



4 SPEAKER BLAUPUNKT STEREO RADIO CASSETTE SYSTEM



# SALOON GLS

The 1.3 and 1.5 GLS Saloons offer a far higher standard of specification for just a little extra.

**ADDITIONAL FEATURES INCLUDE:**

- ▶ Glass tilt and slide sunroof\*
- ▶ 4 speaker Blaupunkt stereo radio cassette system
- ▶ 2 door pockets
- ▶ Full width wheel covers\*
- ▶ Designer body striping\*

**OPTIONS AVAILABLE:**

- ▶ Metallic paint.

For full specification details, see pages 18 and 19. \*U.K. Fitted  
\*Passenger door mirror standard on 1.5 models only.



DOOR POCKET



Superbly equipped and outstanding value for money with every feature you would expect from a car in this class.

# SALOON SE

## EXTRA FEATURES INCLUDE:

- ▶ 1.5 litre, front wheel drive, petrol engine
- ▶ 5 speed manual gearbox
- ▶ Automatic transmission (optional extra)
- ▶ Power assisted steering
- ▶ Electrically powered front windows
- ▶ Electrically powered, twin remote control door mirrors
- ▶ Central door locking
- ▶ Glass tilt and slide sunroof\*
- ▶ Split, fold-down 60/40 rear seats
- ▶ 4 speaker Blaupunkt stereo radio cassette system with autosearch, memory and 5 pre-sets
- ▶ Instrument panel rheostat
- ▶ Driver's seat height adjuster
- ▶ Fully reclining front seats with adjustable head restraints
- ▶ Luxurious, high grade fabric upholstery co-ordinated with full door trim and carpet kick strip
- ▶ Loop pile carpets fitted throughout with 'needle punch' carpet in luggage compartment
- ▶ Luggage compartment light
- ▶ Full, badged, wheel covers
- ▶ Matching upper and lower side protector mouldings and bumper inserts

## OPTIONS AVAILABLE:

- ▶ Metallic paint, air conditioning and automatic transmission.

For full specification details, see pages 18 and 19.

\* UK Fitted.



BLAUPUNKT STEREO RADIO CASSETTE SYSTEM WITH AUTOSEARCH, MEMORY AND 5 PRE-SETS



PROTON 1.5 SE SALOON IN SILVER BIRCH



COMPREHENSIVE INSTRUMENTATION AND WARNING LIGHTS



POWER ASSISTED STEERING



ADJUSTABLE HEAD RESTRAINTS



60/40 SPLIT FOLD-DOWN REAR SEATS



DRIVER'S SEAT HEIGHT ADJUSTER



HIGH GRADE FABRIC UPHOLSTERY



AUTOMATIC TRANSMISSION (OPTIONAL EXTRA)



TWIN ELECTRICALLY OPERATED DOOR MIRRORS



ELECTRICALLY POWERED FRONT WINDOWS









DOOR POCKET



# SALOON SPECIFICATIONS

	1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE		1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE		1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE
<b>STEERING</b>						<b>INTERIOR</b>						<b>INSTRUMENTS</b>					
Collapsible Steering Column	*	*	*	*	*	Sun Visors (with Vanity Mirror on Passenger Visor)	*	*	*	*	*	Instrument Cluster: Speedometer, Fuel Gauge, Water Temp. Gauge	*	*	*	*	*
Steering Wheel Lock	*	*	*	*	*	Dipping Rear View Mirror	*	*	*	*	*	Trip Recorder	*	*	*	*	*
Power Assisted Steering					*	Front Seat Belts (Inertia Reel)	*	*	*	*	*	Tachometer		*		*	*
<b>WINDOW GLASS</b>						Rear Seat Belts (2 x Inertia Reel plus Centre Lap Belt)	*	*	*	*	*	Instrument Panel Rheostat					*
Tinted Windscreen	*	*	*	*	*	Grab Handles (Rear 2)	*	*	*	*	*	Clock (A = Analogue, D = Digital)	A	A	A	A	D
Heated Rear Window	*	*	*	*	*	Centre Console with Oddments Tray	*	*	*	*	*	<b>WARNING LIGHTS</b>					
<b>SEATING</b>						Glove Box	*	*	*	*	*	Brake Fluid and Hand Brake	*	*	*	*	*
Fully Reclining Front Seats	*	*	*	*	*	Ash Tray	*	*	*	*	*	Door Ajar	*	*	*	*	*
Head Restraints	*	*	*	*	*	Cigarette Lighter (Illuminated)	*	*	*	*	*	Hazard Flasher	*	*	*	*	*
Rear Seats with Integral Head Restraints	*	*	*	*	*	Full Door Trim (Vinyl)	*		*			Low Fuel	*	*	*	*	*
Seat Cloth (Fabric/PVC)	*		*			Full Door Trim (Vinyl, Fabric Inserts)		*		*		Battery Charge	*	*	*	*	*
Seat Cloth (High Grade Fabric)		*		*	*	Full Door Trim (Vinyl, Fabric, Carpet)					*	High Beam	*	*	*	*	*
Seat Height Adjuster (Driver's Seat)				*	*	Floor Carpet (Needle Punch)	*		*			Low Oil Pressure	*	*	*	*	*
60/40 Split Fold-Down Rear Seat					*	Floor Carpet (Loop Pile)		*		*	*	<b>IN CAR ENTERTAINMENT BY BLAUPUNKT</b>					
<b>HEATER AND VENTILATION</b>						Door Pocket	1	1	2	2	2	2 Speaker, 3 Band, Stereo Radio Cassette System	*	*			
Heater	*	*	*	*	*	Door Arm Rest (Med. Size)	*	*	*	*		4 Speaker, 3 Band, Stereo Radio Cassette System			*	*	
4 Speed Ventilation Boost Fan	*	*	*	*	*	Door Arm Rest (Large Size)					*	4 Speaker, 3 Band, Digital, Stereo Radio Cassette System with Autosearch, Memory and 5 Pre-sets					*
Front Windscreen Demister	*	*	*	*	*	Luggage Compartment Mat (Vinyl)	*	*	*	*							
Side, Foot and Mid Flow Ventilation	*	*	*	*	*	Luggage Compartment Mat (Needle Punch Carpet)					*						
Air Conditioning (is Optional)					o	Luggage Compartment Light					*						
						Luggage Compartment Trim					*						
						Remote Fuel Flap and Boot-Lid Openers	*	*	*	*	*						

## COLOUR & TRIM GUIDE

INTERIOR TRIM		ENAMEL COLOURS			METALLIC COLOURS		
							
PALE GREY, RUSSEL FABRIC	GREY VINYL	PEARL WHITE	PAGODA RED	PACIFIC BLUE	JAPANESE GOLD	STORM GREY	



# AND TECHNICAL DATA



	1.3 GL	1.5 GL	1.3 GLS	1.5 GLS	1.5 SE
<b>EXTERIOR</b>					
Colour Keyed Bumper (Full Size Steel with Mouldings)	*	*	*	*	*
Semi Concealed Wipers	*	*	*	*	*
Sunroof (Glass Tilt and Slide) (o Optional)	o	o	*	*	*
Wheel Centre Covers (Body Colour)	*	*	*	*	*
Wheel Centre Covers (Wheel Colour)		*			
Wheel Covers (Full)			*	*	
Wheel Covers (Full, Badged Style)					*
Side Protector Body Mouldings		*		*	*
Lower Body Side and Sill Mouldings					*
Metallic Paint (o Optional)	o	o	o	o	o
<b>FEATURES</b>					
Quartz Halogen Headlamps	*	*	*	*	*
Integral Rear Fog Light	*	*	*	*	*
Reversing Light	*	*	*	*	*
Intermittent Wipers/Washers	*	*	*	*	*
Door Mirrors	1	2	1	2	
Door Mirrors (Electrically Powered Remote)					2
Rear Doors with Childproof Locks	*	*	*	*	*
Central Door Locking System					*
Electric Windows (Front)					*
Automatic Transmission (o Optional)					o

## DIMENSIONS AND WEIGHT

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE	1.5 SE AUTO
Overall Length	ins(mm) 169.7 (4310)	169.7 (4310)	169.7 (4310)	169.7 (4310)
Overall Width	ins(mm) 64.2 (1630)	64.2 (1630)	64.2 (1630)	64.2 (1630)
Overall Height	ins(mm) 53.5 (1360)	53.5 (1360)	53.5 (1360)	53.5 (1360)
Wheelbase	ins(mm) 93.7 (2380)	93.7 (2380)	93.7 (2380)	93.7 (2380)
Track - Front	ins(mm) 54.7 (1390)	54.7 (1390)	54.7 (1390)	54.7 (1390)
- Rear	ins(mm) 52.8 (1342)	52.8 (1342)	52.8 (1342)	52.8 (1342)
Ground Clearance	ins(mm) 5.9 (150)	5.9 (150)	5.9 (150)	5.9 (150)
Interior Length	ins(mm) 70.1 (1780)	70.1 (1780)	70.1 (1780)	70.1 (1780)
Interior Width	ins(mm) 53.7 (1364)	53.7 (1364)	53.7 (1364)	53.7 (1364)
Interior Height	ins(mm) 44.7 (1136)	44.7 (1136)	44.7 (1136)	44.7 (1136)
Kerb Weight	lbs(kg) 2028.0 (922)	2037.0 (926)	2037.0 (926)	2086.0 (948)

## STEERING AND SUSPENSION

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE & 1.5 SE AUTO
Steering	Rack and Pinion	Rack and Pinion	Power Assisted, Rack and Pinion
Min. Turning Radius	ins(mm) 185(4600)	185(4600)	185(4600)
Suspension Front	- McPherson struts with coil springs and Anti-roll bar		
Rear	- Independent trailing arm with Anti-roll bar, coil springs and telescopic shock absorbers		
Brakes Front	- Disc } Diagonally split, dual circuit, servo assisted		
Rear	- Drum }		
Tyres	155 SR 13	175/70 HR 13	175/70 HR 13

## TRANSMISSION

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE
Manual	5 speed	5 speed	5 speed
Automatic	-	-	Optional

## PERFORMANCE

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE	1.5 SE AUTO
Max. Speed (mph)	96	97	97	89
Acceleration 0-60 mph (sec)	14.1	13.1	13.1	17.6

## ENGINE

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE	1.5 SE AUTO
Valve Mechanism				
No. of Cyl.	OHC 4	OHC 4	OHC 4	OHC 4
Bore x Stroke (mm)	71 x 82	75.5 x 82	75.5 x 82	75.5 x 82
Total Displacement (cc)	1298	1468	1468	1468
Compression R	9.8:1	9.5:1	9.5:1	9.5:1
Max. Output BHP	68) at 50) 6000 rpm	75) at 55) 5500 rpm	75) at 55) 5500 rpm	75) at 55) 5500 rpm
KW				
Max. Torque lbs/ft	75) at 102) 4000 rpm	87) at 118) 3500 rpm	87) at 118) 3500 rpm	87) at 118) 3500 rpm
NM				
Fuel System	Carburettor, downdraught on all models			
Alternator Output (V.A.)	12.50	12.50	12.50	12.50
Battery Capacity (V.A.H.)	12.40	12.40	12.40	12.40
Fuel Grade	4 star or Unleaded	4 star or Unleaded	4 star or Unleaded	4 star or Unleaded
Tank Capacity (Galls)	9.9	9.9	9.9	9.9

LEADED OR LEAD FREE PETROL ALL PROTON CARS WILL TAKE EITHER LEADED PETROL OR - CHEAPER AND HEALTHIER - LEAD FREE PETROL WITHOUT ADJUSTMENT

## DOT FUEL CONSUMPTION FIGURES mpg (litres/100km)

	1.3 GL & GLS	1.5 GL & GLS	1.5 SE	1.5 SE/AUTO
Simulated Urban Driving	31.2(9.0)	29.1(9.7)	29.1(9.7)	26.5(10.7)
Constant 56 mph (90 kph)	51.3(5.5)	49.1(5.8)	49.1(5.8)	38.5(7.3)
Constant 75 mph (120 kph)	37.9(7.5)	36.7(7.7)	36.7(7.7)	30.3(9.3)

Fuel consumption data for Proton passenger cars officially certified by the United Kingdom Government as required by the Passenger Car Fuel Consumption Order 1983.

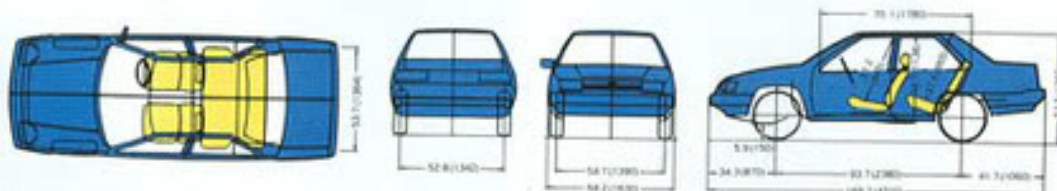
IMPORTANT: The results given relate to the particular car tested, inevitably there are differences between individual cars of the same model; in addition, some cars may incorporate particular modifications. Driving style, road and traffic conditions, vehicle mileage and standard of maintenance may also affect fuel consumption. Therefore the results do not express or imply any guarantee of fuel consumption attainable.



SILVER BIRCH



COOL JADE



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# NATIONWIDE PARTS

Proton is the only new manufacturer ever to launch in the UK and Ireland having pre-appointed a nationwide network of around 180 dealerships, all with full sales, service and parts facilities.

You will find that both Proton and every dealer in this comprehensive network are mindful of their opportunity to establish long lasting relationships with their customers by providing really efficient and cost effective maintenance backed by a parts service that's second to none.

Proton and their dealers share a joint commitment to provide dedicated customer service.

## PARTS

No new marque has ever been launched with a parts availability and distribution service to equal Proton's.

Each dealer carries a substantial, comprehensive stock supplied from the modern, 15,000 sq. ft. Proton Parts Distribution Centre in Yorkshire.

Dealers' orders are processed using an efficient computerised system and despatched

via Proton's own parts delivery fleet on a weekly cycle with a promptness that Proton dealers can set their watches by.

Urgently required parts are delivered on a special service, from stock, within 24 hours.

Proton parts represent very good value and help make the cost of Proton ownership the lowest in its class.

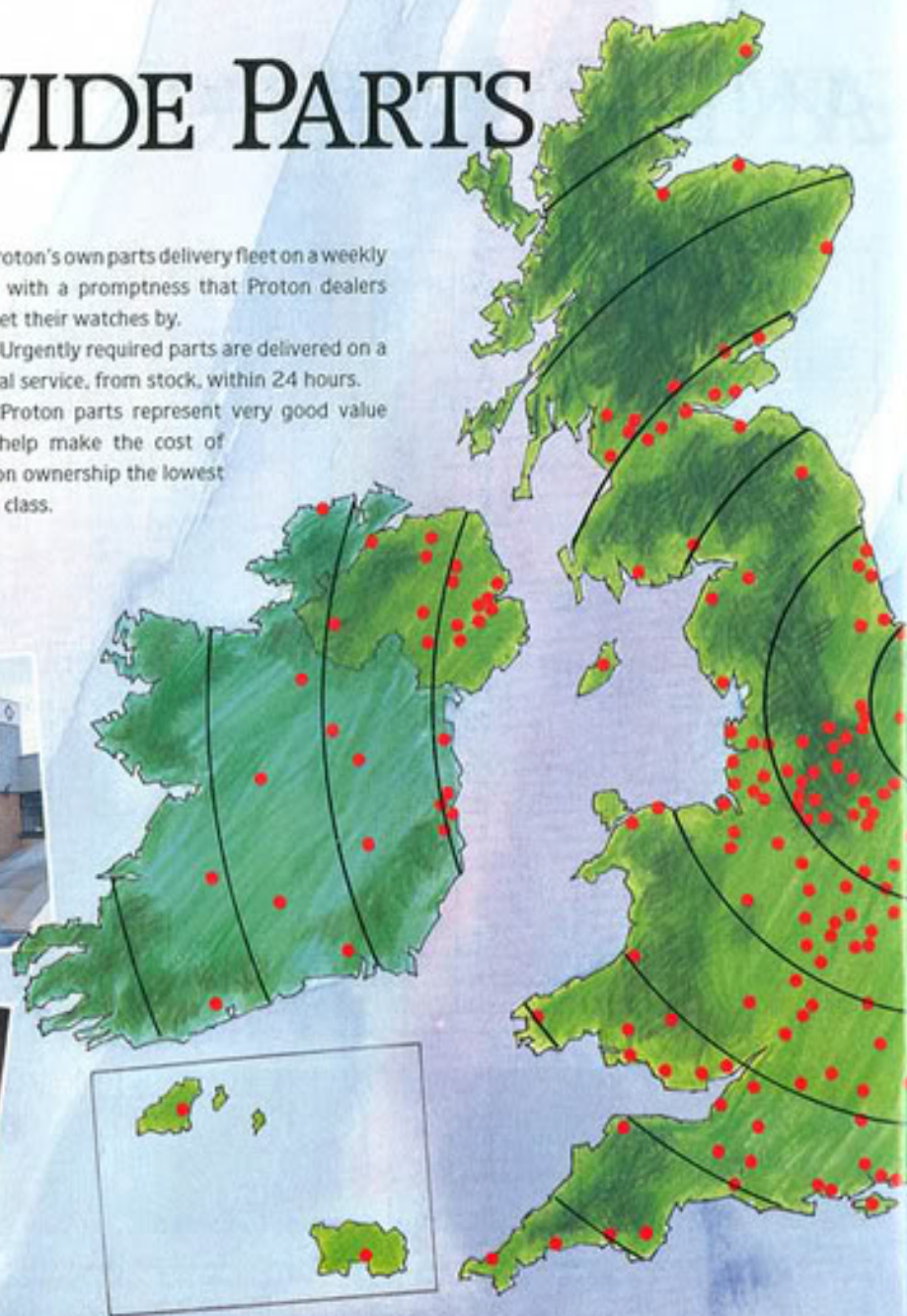
COMPUTERISED PARTS ORDERING



PROTON IMPORT CENTRE



GENUINE PROTON PARTS





# AND SERVICE NETWORK



PARTS DISTRIBUTION CENTRE



PROTON TRANSPORTATION



PARTS WAREHOUSE



PROTON DEALER SERVICE TEAM



## S E R V I C E

Proton cars are built to the highest standards of quality and reliability. Proton service is geared to provide equally high standards of technical expertise and efficiency.

Technicians attend the Proton Training School, which is backed by the Proton Engineering Division to ensure that all dealership service staff are experts in the latest diagnostic and servicing techniques.

In addition, Proton promotes a rigorous programme of customer care standards and provides compulsory technician training schemes, which are backed by the latest servicing technology and special equipment at all its dealerships.

Proton and Proton Dealers care – and it shows.



# PROTON WARRANTIES,

## BUILT & GUARANTEED TO LAST

The quality and reliability of Proton cars is reflected in the 2 YEAR/50,000 MILE PROTON WARRANTY, backed by the 6 YEAR PROTON BODYWORK WARRANTY.

These long term warranties are your guarantee of carefree Proton motoring for years to come. They also testify to the confidence which the manufacturer has in its products.

Like the best of the more up-market cars from the world's specialist car manufacturers, Proton uses galvanised steel for vulnerable, key body panels, which, together with a well proven underbody treatment system and a comprehensive eight stage painting and bodywork

protection process, help to ensure that Proton cars are built to last.

## LESS EXPENSIVE TO INSURE

Every Proton owner qualifies for the unique benefits of Proton Insurance, which gives high quality, fully comprehensive cover with substantial savings on premiums plus an easy payment plan. Ask your Proton dealer for details.





# INSURANCE & CUSTOMER CARE

THE  
INSURANCE  
SCHEME  
FOR  
OWNERS



FROM  
**proton**

## CUSTOMER CARE

The Proton commitment to customer care starts the minute you enter a Proton showroom and goes on and on – right through every minute of every day.

Proton cars all come complete with comprehensive RAC Membership and the Autoglass nationwide windscreen replacement service.

## 2 YEARS RAC MEMBERSHIP

Every Proton driver enjoys the benefit of comprehensive RAC membership including Roadside Assistance and Breakdown Recovery with transport for both car and passengers on to their destination (useful when going on holiday or business!).

Additional benefits include access to legal advice, travel and weather information, continental travel information, technical advice and holiday assistance regarding hotels, camping and caravanning.

## WINDSCREEN REPLACEMENT

Proton drivers also have the added convenience of instant access to the Autoglass Windscreen Replacement Service. A simple, free phone call will bring a prompt replacement with Autoglass invoicing either the customer direct or the insurance company.

24 hours a day, 365 days a year you can be sure that the wide range of services provided by two of the most respected motoring organisations in the country are only a telephone call away.

You can be confident that Proton cares – always.



COMPREHENSIVE RAC MEMBERSHIP



AUTOGLASS WINDSCREEN REPLACEMENT SERVICE




# Proton

YOUR LOCAL PROTON DEALER

PROTON CARS (UK) LIMITED, WESTERN HOUSE, MIDDLE LANE,  
WYTHALL, BIRMINGHAM B47 6LA, TELEPHONE: 0564 826167



PROTON 1.5 SE AEROBACK IN PAGODA RED

JAPANESE TECHNOLOGY  MALAYSIAN STYLE