Proton Exora's Thai Stopover

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Malaysian car maker, Proton will end its Exora marketing assault in Thailand this weekend with only pillar wraps at BTS Skytrain stations expected to run into 2010.

Thailand is the fourth export market to welcome the Exora after Singapore, Indonesia, and Brunei. The advertising push included TV, print, online, and outdoor executions.

Proton launched the Exora on the beginning of this month at Thailand International Motor Expo 2009 but the marketing for Malaysia's first multi purpose vehicle (MPV) began back in November.

The company considers Thailand to be an important export market for the brand which has been working to establish its presence there.

"In this short period of two years, the acceptance level has been positive and with the encouraging sales of 1,059 units in 2008, we know we have to now make more aggressive moves to grow bigger and become more visible here," Dato' Haji Syed Zainal Abidin, managing director for Proton Holdings Group said.

Phra Nakorn Automobile Group is the country's sole distributor of Proton cars.

McCann Erickson developed most of the campaign's creative which was sent to Thailand for localisation.

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