

Proton e.MAS Dealers Gain Cutting-Edge Insights on Geely R&D Tour in China

Total Number of Proton e.MAS Dealerships Appointed Increased to 36, Showcasing Readiness To Take on Malaysia's EV Market

Subang Jaya, 1 October 2024 – PRO-NET, a subsidiary of national carmaker PROTON, today announced it has appointed 36 Proton e.MAS dealerships, more than doubling the 17 dealerships initially announced in June 2024, and highlighting the company's commitment in driving Malaysia's EV market forward and expanding its customer service capabilities.

The expansion in the number of dealerships was supplemented by a visit to the Geely Research Institute (GRI) in Hangzhou, China, which was participated by over 40 Malaysian dealer executives and principals. The three-day tour aimed to provide attendees the opportunity to experience Geely's advanced technology as well as gain first-hand experience about the operations to sell and service premium EV models from Geely's stable of premium dealerships.

"Since the launch of the Proton e.MAS brand in June, the pace of development ahead of our first model launch has been breathtaking. The addition of 19 new dealerships to our ecosystem shows the enthusiasm surrounding the impending arrival of PROTON's first EV while the enthusiastic response received from our dealer principals who participated in the Geely tour has been overwhelming. Geely's extensive research into intelligent technology development has enhanced their readiness to operate their Proton e.MAS dealerships while growing Malaysia's EV ecosystem," said Zhang Qiang, CEO of PRO-NET.

Spearheading Intelligent Technology

The group visited the state-of-the-art GRI centre in Hangzhou Bay to learn more about the intelligent technology and innovations that are embedded within the Proton e.MAS 7, the brand's first model. In addition to the technology sharing sessions, attendees were able to get a hands-on experience of the technology by driving a Geely E5 on closed roads.

The group also made a pit stop at the Vehicle Validation Centre and New Energy Validation Centre to observe how Geely conducts its pre-production testing, evaluation and validation for manufacturing and technology.

In an effort to benchmark standards and practices in customer service techniques, sales strategies, staff training and operational efficiencies, visits to various premium dealerships under Geely's extensive network were also arranged. Dealers were impressed by the showroom experience, quality standards and modern practises and are set to incorporate the various elements for future Proton e.MAS dealerships.

"The opportunity to visit and tour the GRI was eye-opening. Experiencing the remarkable technology being developed, tested and validated has solidified our confidence in the global technology and innovation that was co-developed between Geely and PROTON that will be deployed in Malaysia's first electric vehicle," said Abdul Hakim Bin Basri, Dealer Principle of Proton e.MAS Kota Bharu - JM Otomobil (EV)

Armed with fresh experiences, perspectives and strategies, Proton e.MAS dealers aim to build dealerships that aren't just points-of-sale but hubs of innovation and learning, dedicated to educating and inspiring individuals on the next generation EV technology.

PRO-NET's expansion to 36 Proton e.MAS dealerships mark a crucial step in creating an extensive and far-reaching network of customer service touchpoints across Peninsular and East Malaysia. The strategic expansion underscores its commitment in providing accessible and comprehensive support to customers while advancing Malaysia towards a future of sustainable mobility.

"I am very impressed by not just the technology research and development undertaken by Geely but also the premium experience of the dealerships we visited. Personally, I left feeling inspired and eager to bring elements of that experience into our own Proton e.MAS dealerships in Malaysia." Datuk Andrew Quek Tze Kean, Dealer Owner, Proton e.MAS Shah Alam - SG Car

Interested in Becoming a Proton e.MAS Dealer?

With the EV revolution gaining momentum, PRO-NET's mission extends beyond EV adoption but to provide career pathways for those passionate in growing and nurturing the local EV ecosystem with the aim of sustainable mobility.

PRO-NET continues to scout passionate and dedicated partners to join its expanding network of Proton e.MAS dealerships. If you're interested in being part of our journey towards a sustainable and electrified future, we would love to hear from you. Email Us at Zhaole@proton.com / affendyk@proton.com

Follow Proton e.MAS's [website](#) and official social media accounts under the username "Proton e.MAS Cars" for [Facebook](#) and [Xiaohongshu](#), "@protonemasofficial" for [Instagram](#) and [TikTok](#) to stay updated on the latest news and developments from Proton e.MAS. Join us and be a part of the revolution in the automotive industry.

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About Proton e.MAS

Proton e.MAS is Malaysia's pioneering national electric vehicle and new energy brand, a sub-brand of PROTON and distributed by PRO-NET. Playing a pivotal role in EV adoption and building the brand's ecosystem, Proton e.MAS is dedicated to leading the charge towards sustainable transportation with an unwavering commitment to innovation and excellence. Our expanding network of dealerships, comprehensive aftersales services, and ecosystem ensures that every customer enjoys a seamless and gratifying experience. Our mission, aligned with our parent company PROTON is to INSPIRE CONNECTIONS by consistently delivering Innovative Technology, Reliability, and International standards. Proton e.MAS was unveiled on 12 June 2024.

Proton e.MAS

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