

## Proton e.MAS 7 Tour Kicks Off an Electrifying Chapter for Malaysia's First National EV Brand.

*First of its kind EV adventure brings Malaysian Spirit of exploration and innovation to all corners of the nation.*

**Subang Jaya, 4 October 2024** – Malaysians are set to get a first taste of the Proton e.MAS 7, the first EV from national carmaker PROTON, as it embarks on the e.MAS 7 Tour, a coast-to-coast journey totalling over 2,000km. The epic trip that covers all states in the country starts on 5 October and will not only display the capabilities of the EV but also the Malaysian Spirit in engineering excellence.

Now in its final phase of testing, test units continue to be rigorously tested in an effort to tailor it for the needs of Malaysian consumers. The e.MAS 7 Tour builds upon the Geely E5's Long Test Drive from China to Malaysia which demonstrated the durability and reliability of the technology despite inclement weather. Baton in hand, it is now set to traverse Malaysian roads while sampling culinary specialities, starting with Negeri Sembilan before culminating in Sarawak on 29 November.

### Electrifying Malaysia One KM at a Time

The first leg on the e.MAS 7 Tour brings the EV southbound to Negeri Sembilan, Melaka and Johor. The tour is dotted with stops at charging stations and popular eateries where the public will get an opportunity to interact and foster a connection with the e.MAS 7.

The e.MAS 7 Tour sparks a new chapter for the national carmaker, eager to highlight its maiden EV's striking design profile to the people. Amidst its camouflaged exterior, the modern design language hints at full-length LED taillights and power retractable door handles, reaffirming PROTON's global intelligent design and thinking.

By taking on Malaysia's roads in all weather conditions, the e.MAS 7 Tour is an opportunity to showcase the quality, reliability and durability of the class-leading technologies packed into the country's first EV. Formed through the collaborative knowledge sharing and partnership with Geely, it exemplifies the possibilities of what can be achieved by the engineering talents at PROTON and its partner.

"The e.MAS 7 Tour is the start of an exciting journey for the brand as it brings the bold, striking design of our first EV model down to the people while highlighting the progress in technology and innovation we have made. I am confident our team of dedicated engineers will accelerate the adaptation of the Proton e.MAS 7 to the unique conditions in Malaysia, highlighting PRO-NET's commitment in building and expanding the local EV ecosystem," said Zhang Qiang, Chief Executive Officer, PRO-NET.

To captivate audiences along the tour's many stops and draw in participation, the Proton e.MAS 7 Tour will feature a traveling host. While in each state, a local public figure joins the tour to engage the *rakyat* at delicacy hotspots to nurture a connection with the first-ever national EV. During the course of each leg, the e.MAS 7 will visit Proton e.MAS dealerships accompanied by digital content creator that will join the host in engaging the people with festivities.

### Upcoming Stops of Proton e.MAS 7 Tour

The first leg on the e.MAS 7 Tour kicks off from PROTON's Centre of Excellence in Shah Alam and heads toward Negeri Sembilan. The Proton e.MAS 7 will be visiting your state on the following dates:

5 October 2024 – Negeri Sembilan and Melaka.

6 October 2024 – Melaka and Johor.

7 October 2024 – Johor.

Stay connected with the Proton e.MAS 7 Tour on our official social media channels for live updates on exact stop locations and timings along with the chance to engage with our influencers as they explore charging stations and visit the best food stops. Be part of this exciting adventure as we continue our journey toward a sustainable future for Malaysia #eMAS7Tour #JELAJAHeMAS7.

Please 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.

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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**

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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