

Proton e.MAS 7 Undergoes Extensive Testing to Perfect Malaysia's National EV

Proton e.MAS 7 Shines in Local Testing with Enhanced Durability and Features Tailored for Malaysian Roads, Covering Various Key Testing Regimes such as DAT, ERT, ADAS, and QRT

SUBANG JAYA, 13 September 2024 – Following the introduction of our first-ever national electric vehicle and its public debut at the 67th National Day celebrations in Putrajaya, PRO-NET has expressed confidence in the ongoing local road testing of the Proton e.MAS 7. This C-segment SUV, equipped with the Global Modular Architecture (GMA) platform, the world's leading 12-in-1 intelligent electric propulsion system, Cell-To-Body battery architecture, and the innovative Flyme Auto Connectivity System, has shown promising results in its local testing phase.

Innovative local testing to shape Malaysia's National EV

PRO-NET has launched an extensive local testing phase with six Proton e.MAS 7 units, guided by our expert engineers across the diverse terrains of Peninsular Malaysia. This rigorous phase is crucial to ensure the vehicle meets the demands of Malaysian dedicated environment and affirms its durability, adaptability and alignment with local market requirements. Our testing regimen includes Durability Adaptive Testing (DAT), Electrical Road Testing (ERT), Advanced Driver Assistance System (ADAS) Road Test, and Quality Reliability Test (QRT), along with ongoing enhancements to navigation systems and Digital Head Unit (DHU) and Telematic Service Provider (TSP) services.

To date, our engineers have conducted DAT simulations that replicate Malaysia's unique environmental factors and traffic patterns, fine-tuned the in-car navigation to accurately reflect Malaysian road maps and optimized radio frequency capture for local stations focusing on rural and mountainous routes and train stations to test internet connectivity. The electrical system is targeted to complete a 10,000 km road test during ERT, ensuring flawless integration of all electronic functions. Meanwhile, ADAS has been rigorously tested in various scenarios, including shopping mall parking lots, road forks, and elevated roads.

Our team has also localized key software components, ensuring the DHU system accurately translates the original Chinese market language into Malaysian English and adapts to local settings, rather than relying on generic translations. This collaborative effort between PROTON and Geely demonstrates that the Proton e.MAS 7 isn't just a rebadged vehicle but one infused with true Malaysian character.

Our durability tests, including rigorous troubleshooting and system checks ensure the vehicle's resilience under local conditions. We've requested and implemented 49 additional processes and unique features from Geely to guarantee that the Proton e.MAS 7 meets the highest standards both locally and globally. These tests cover everything from vehicle load performance to electronic stability control and enhanced water-wading capabilities—where the Proton e.MAS 7 exceeds the Geely Galaxy E5 with a 400mm water depth to handle potential flooding scenarios. The test was conducted at the proving ground in July with the specified water depth, along with a speed bump test to simulate actual Malaysian road conditions. An issue was found and corrected after the test.

Looking ahead, the Proton e.MAS 7 will undergo ASEAN NCAP accreditation, designed to push the vehicle to its limits and ensure the highest level of safety for passengers. Additionally, it will undergo QRT, achieving 100,000km in acceleration, braking performance, and power consumption. Moreover, software testing is a key focus for Proton engineers. These tests reflect the dedication of our Malaysian engineers and highlight significant local involvement from both PROTON and PRO-NET. The Proton e.MAS 7 is far from just another global model, it is meticulously crafted to meet and exceed the expectations of Malaysian drivers.

Continue to spot the Proton e.MAS 7 on the Road

As our testing progresses, you might catch a glimpse of these groundbreaking vehicles on the road. Keep an eye out around your area as we bring the future of mobility to the streets of Malaysia.

"I am thrilled to see the Proton e.MAS 7 embark on this crucial phase of local testing. This marks a significant step toward delivering a vehicle that not only represents a technological breakthrough but also embodies our commitment to meeting the specific needs of the Malaysian market. Our team is dedicated to ensuring that the Proton e.MAS 7 stands up to the highest standards of quality and reliability, paving the way for its grand launch," said Zhang Qiang, Chief Executive Officer of PRO-NET.

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 New Energy Technology Sdn Bhd

Incorporated on 16 August 2022, we are a wholly-owned subsidiary of Perusahaan Otomobil Nasional Sdn Bhd. We are the exclusive distributor of Proton e.MAS vehicles in Malaysia, as well as the smart brand for Malaysia and Thailand. Our mission is to become the leader in the new energy ecosystem for automotive solutions.

Our business scope includes the distribution of New Energy Vehicles (NEVs), provision of EV charging solutions, supply of electronic parts and mobility solutions, and retailing of accessories and merchandise. Proton e.MAS covers 17 dealerships, and smart covers 13 dealerships nationwide.

The smart #1 made its debut on 23 November 2023, and the Proton e.MAS brand 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/>

smart Malaysia

Facebook: <https://www.facebook.com/profile.php?id=100086465554162>

Instagram: <https://www.instagram.com/smart.malaysia/>

TikTok: <https://www.tiktok.com/@smartmalaysia>

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