

Proton e.MAS Reveals Name For First Malaysian EV

Upcoming C-Segment SUV to be called e.MAS 7 and feature advanced Global Modular Architecture (GMA) platform and world-leading 12-in-1 Intelligent Electric Propulsion System

SUBANG JAYA, 2 August 2024 – National automotive company PROTON today officially announced the name of the first model for e.MAS, its new electric vehicle brand. The first-ever Malaysian EV will be known as the Proton e.MAS 7, marking the beginning of a new chapter in the country's automotive history.

A C-segment SUV, the e.MAS 7 underscores PROTON's commitment to the Malaysian Government's Electric Vehicle Agenda which calls for national carmakers to introduce electric vehicles by 2025. While the full launch will occur later in the year, the confirmation of the name and preview of this exciting new model highlights PROTON's proactive approach to leading the country's automotive industry towards a more sustainable future.

Since the announcement of the e.MAS brand name and the subsequent introduction of 18 Proton e.MAS outlets in June, PRO-NET has now expanded its reach to a total of 29 outlets. PRO-NET, a subsidiary of PROTON, aims to have 25 Proton e.MAS showrooms operational before the public launch of the e.MAS 7.

Introducing the Proton e.MAS 7 All-Electric SUV

Co-developed with Geely, the Proton e.MAS 7 is a C-segment SUV designed to cater to the needs of modern lifestyles offering ample space and utility. The Proton e.MAS 7 is the first model to feature the advanced Global Modular Architecture (GMA) platform, ensuring superior performance, handling, and comfort. With dimensions measuring 4,615 mm in length, 1,901 mm in width, 1,670 mm in height, and a wheelbase of 2,750 mm, it offers a spacious interior wrapped by a contemporary exterior design.

A true collaborative effort, PROTON worked together with Geely in developing the model including in areas covering product strategy, engineering, design, production quality control, and local ecosystem development. More than one hundred PROTON engineers made hands-on contributions to the project ensuring it caters to the needs of Malaysians as much as those from other countries.

This cutting-edge all-electric vehicle boasts the world's leading 12-in-1 intelligent electric propulsion system, setting a new standard in its class by seamlessly integrating multiple functions into a single, highly efficient unit. Additionally, the e.MAS 7 features a groundbreaking Cell-To-Body battery architecture, which enhances structural strength, increase interior space, improves stability in high-speed cornering, and overall handling.

The Proton e.MAS 7 also includes the innovative Flyme Auto Connectivity System that integrates with the local IHU system. The Telematic Service Provider supports various advanced functions, bringing intelligent technology directly to the consumer. With these innovations, the Proton e.MAS 7 emerges as a leader in the EV segment, setting new standards for technology and driving experience.

Thorough Road Testing for Full Product Readiness

PROTON has invested significantly in the development of the Proton e.MAS 7's chassis to ensure exceptional driving dynamics suited to Malaysian roads. The e.MAS 7 has undergone rigorous testing, with 700,000 manhours and 10 million kilometres of testing performed to verify its durability and reliability. This comprehensive testing ensures that the vehicle is road-ready and safe.

Equipped with an always-on system, the e.MAS 7 benefits from continuous testing and updates, including regular improvements to navigation systems and enhancements to DHU and TSP services. PRO-NET's team has also

developed local telematics services to support vehicle control, navigation, integrated charging, and the Proton e.MAS superApp, delivering a seamless and tailored experience for Malaysian customers.

“Our goal with the Proton e.MAS 7 is to fulfil our promise of delivering Malaysia’s first national all-electric vehicle. With the groundbreaking technology embedded in it, we are confident it will not only impress with its innovative breakthroughs but also deeply resonate with our audience on an emotional level. As we eagerly anticipate its imminent presence on the roads, we are excited to reveal more about the Proton e.MAS 7 in the coming months,” said Dr Li Chunrong, Chief Executive Officer, PROTON.

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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