

Proton e.MAS 7 Records Over 2,500 Bookings

Strong interest shown in PROTON's first EV, signalling strong interest in move towards sustainable mobility

Subang Jaya, 26 December 2024 – PRO-NET, a subsidiary of national automaker PROTON, proudly announces that the Proton e.MAS 7, the company's first EV, has achieved over 2,500 bookings. This resounding milestone highlights the growing enthusiasm of Malaysians for sustainable mobility and signals strong demand for the Proton e.MAS 7.

The Proton e.MAS 7, Malaysia's first national EV, continues to attract attention for its innovation and value, featuring two variants, Prime and Premium, powered by 49.52 kWh and 60.22 kWh battery packs, respectively. With a WLTP range of up to 410 km, the EV supports 11kW AC charging and DC fast charging up to 100kW. The On-The-Road Price (without insurance) for the Proton e.MAS 7 is RM109,800 for the Prime variant and RM123,800 for the Premium variant. As part of a special launch offer for the first 3,000 customers, a RM4,000 rebate is available, bringing the price to RM105,800 for the Prime variant and RM119,800 for the Premium variant.

Innovative Features and Local Development

The Proton e.MAS 7's success is fueled by its unique blend of innovation, practicality, and affordability. Developed locally with the support of PROTON's engineering team, the e.MAS 7 offers a dynamic driving experience while catering to the needs of modern Malaysian motorists. Designed with Malaysians in mind, it also integrates a comprehensive EV charging map accessible through the Proton e.MAS App, enhancing convenience for EV users nationwide.

"The enthusiasm Malaysians have shown for the Proton e.MAS 7 highlights their readiness to embrace sustainable mobility. Combining innovative features with exceptional value, the Proton e.MAS 7 is designed to be the ideal choice for those looking to electrify their journeys. This EV represents a significant step forward, not only for PROTON but also for Malaysia's green automotive future," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Be Part of the Journey

Bookings for the Proton e.MAS 7 can be made at any of the 30 Proton e.MAS dealerships nationwide or through the Proton e.MAS website. The Proton e.MAS App, now available for download on app stores, offers unparalleled convenience, ensuring a seamless ownership experience. Book your e.MAS 7 now and be part of the electric revolution!

Launch Power Pack for First 3,000 Customers

To celebrate this milestone, PROTON is offering a special Launch Power Pack to the first 3,000 customers, providing a package of exclusive benefits worth up to RM8,000 to enhance the EV ownership experience:

- **Power Home:** Complimentary 7kW home charger worth RM1,500
- **Power Plus:** Complimentary V2L adaptor worth RM500
- **Power Online:** 5 years of unlimited internet data worth RM1,800
- **Power Thru:** 6-year unlimited mileage vehicle warranty and 8-year/160,000 km high-voltage battery warranty
- **Power Financing:** Special 1.98% interest rate from Proton Commerce, offering savings of up to RM3,000
- **Power Exchange:** Exclusive Proton owner trade-in rebate worth RM1,200

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 [TikTok](#) and [Instagram](#) 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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