

Proton e.MAS 7 Officially Launched by PM YAB Dato' Seri Anwar Ibrahim

- *First national EV to help kickstart adoption of sustainable mobility in Malaysia*
- *Prices start from RM109,800 with six incentives worth up to RM8,000 offered for a limited time*

KUALA LUMPUR, 16 December 2024 – National automotive brand PROTON today took its highly anticipated first step into the EV market when its new energy vehicle arm, PRO-NET, launched the Proton e.MAS 7, the company's and the nation's first electric vehicle (EV). The historic event was officiated by YAB Dato' Seri Anwar Ibrahim, Prime Minister of Malaysia, and marked a new chapter in advancing Malaysia's commitment to sustainable mobility by driving the adoption of EVs towards reducing its carbon footprint.

Also present at the event were, YAB Dato' Sri Haji Fadillah bin Haji Yusof, Deputy Prime Minister of Malaysia and Minister Energy Transition and Water Transformation, YB Tuan Anthony Loke, Minister of Transportation, YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade and Industry, YB Tuan Nik Nazmi Nik Ahmad, Minister of Natural Resources and Environmental Sustainability, YB Liew Chin Tong Deputy Minister of Investment, Trade and Industry, and Tan Sri Dato' Sri Shamsul Azri bin Abu Bakar, Chief Secretary to the government.

PROTON's shareholders were represented by Tan Sri Wan Zulkiflee Wan Ariffin, Chairman of DRB-HICOM; Jerry Gan Jiayue, Chief Executive Officer of Geely Auto Group and Dr Wei Mei Senior Vice President Geely Auto Group. While representing the company were Tan Sri Syed Faisal Albar, Chairman of PROTON, Dr. Li Chunrong, Chief Executive Officer of PROTON and Roslan Abdullah, Deputy Chief Executive Officer of PROTON.

Leveraging on Technical Collaboration to Empower Malaysians to Adopting Sustainable Mobility

PROTON envisions the launch of the first Malaysian national EV as a driver towards sustainability and innovation in transportation in the country. This in turn is in line with the National Energy Transition Roadmap (NETR) that counts the transformation of Malaysia into a net-zero emissions nation by 2050 among its main objectives. The launch of the e.MAS brand as well as the Proton e.MAS 7 are amongst the most tangible steps being taken to achieve these aims.

The first national EV is the fruit of labours undertaken by PROTON in the development of its first EV. The Proton e.MAS 7, underscores the company's commitment to innovation and is a rolling showcase of its close collaboration with partner Geely. PROTON & GEELY engineers spent over 700,000 man-hours developing the latest model, which then underwent 100,000 km of testing across Malaysia's diverse terrain and in harsh weather conditions.

"By collaborating closely with its partner, PROTON has successfully developed a global product that allows us to take a major step towards a sustainable future for Malaysia's automotive industry. Drawing on over 40 years of experience in the local automotive industry, PROTON has the expertise to develop a car from the ground up, from a robust supply chain to comprehensive aftersales support. We believe this will be a significant step forward, helping us transition to the next chapter thus reaffirming our commitment to innovation and growth in line with the nation's vision for a greener, carbon-neutral future." said Dr. Li Chunrong, Chief Executive Officer, PROTON.

Proton e.MAS 7 Leads Innovation, Equipped with the Latest Technologies And 5-Star Safety Features

The all-new Proton e.MAS 7 comes with both Prime and Premium variants, which will be available in five colours—Platinum Silver, Turquoise Green, Slate Grey, Quartz Rose and Lithium White. The selected tones complement the stylish design language and help to accentuate the silhouette of the Proton e.MAS 7.

With a tagline of '*Intelligence that Electrifies*', PROTON's very first EV is equipped with the latest technologies. Built on the Global Modular Architecture (GMA) platform and powered by the world's leading 12-in-1 intelligent electric propulsion system, it features the innovative Cell-to-Body (CTB) battery architecture. Notably, it also introduces the advanced Aegis Short-Blade Battery, a new generation of lithium iron phosphate (LFP) Battery, setting new benchmarks in safety, efficiency, and performance for electric vehicles. The C-segment electric SUV

features L2-ADAS (Level 2 Advanced Driver Assistance System) and 360 Degree View Camera, earning a 5-Star ASEAN NCAP rating.

The 12-in-1 electric drive unit produces 160kW and 320Nm of torque, accelerating the e.MAS 7 from 0 to 100km/h in 6.9 seconds while braking distance from 100km/h to a complete halt is achieved in just 35 metres. The Prime version features a 49.52kWh with a WLTP range of 345km, while the Premium variant offers a 60.22kWh battery, extending the range to 410km. Both variants support DC fast charging that allows for a 30 to 80% charge in approximately 20 minutes, recovering up to 135km of range in just 10 minutes of charging.

Inside the cabin, drivers' experience is elevated while cruising with its ultra comfortable ventilated car seats and ample legroom with 33 storage compartments. Paired with 16-speaker Flyme Sound with WANOS System and best-in-class 256-colour Ambient Lighting, the 15.4-inch, 2.5K resolution touchscreen Display Head Unit features an integrated charging map that helps to locate over 1,700 charging points, with coverage expanding by more than 85% across Malaysia. This expansion is made possible through collaborations with leading charge point operators (CPOs), including Gentari, JomCharge, chargEV, and DC Handal, Carput Zap and ChargeSini.

"From being the best-selling SUV brand in Malaysia, PRO-NET aims to replicate this success with Proton e.MAS in the EV segment. We know this is a very competitive segment, but we are fully confident in our offering and our goal is to continue innovating and enabling Malaysians from all walks of life to make that shift to sustainable mobility. Moving forward, we plan to export this latest model starting with Singapore, Trinidad & Tobago, Mauritius and Nepal next year, helping us to solidify our position in the international market and strengthen our commitment to providing eco-friendly, accessible mobility solutions globally," said Zhang Qiang, Chief Executive Officer of PRO-NET.

PRO-NET has to-date appointed 37 dealers nationwide and 30 of them will be fully operational by end of 2024. For those who would like to learn more about the latest model, you may download the Proton e.MAS App from [Apple App Store](#), [Google Play Store](#), and [Huawei App Gallery](#) to book or visit <https://emas.proton.com/>.

Six Power Packs with Special Launch Price For First 3,000 Customers

To celebrate the launch of Proton e.MAS 7, buyers will receive a comprehensive package of benefits, for a limited time, worth up to RM8,000 for an electrifying ownership experience. The Launch Power Packs are stated as follows:

Power Home

- Complimentary 7kW Home Charger worth RM 1,500

Power Plus

- Complimentary V2L Adaptor worth RM 500

Power Online

- 5-Years Unlimited Internet Data worth RM 1,800

Power Thru

- 6-year Unlimited Mileage Vehicle Warranty
- 8-Year / 160,000km High Voltage Battery and Component Warranty

Power Financing

- 1.98% Interest Rate from Proton Commerce Up to RM3,000

Power Exchange

- Exclusive Proton Owner Trade-In Rebate Worth RM1,200

The On-The-Road Price (without insurance) of the Proton e.MAS 7 Prime and Premium are as follows:

Variant	Peninsular Malaysia	East Malaysia
e.MAS 7 Prime	RM 109,800	RM 112,800
e.MAS 7 Premium	RM 123,800	RM 126,800

Special Launch Offer for First 3,000 Customers with RM 4,000 rebate, On-The-Road Price (without insurance) of the Proton e.MAS 7 Prime and Premium are as follows:

Variant	Peninsular Malaysia	East Malaysia
e.MAS 7 Prime	RM 105,800	RM 108,800
e.MAS 7 Premium	RM 119,800	RM 122,800

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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/>

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