

SG Car Sdn Bhd Opens First Proton e.MAS Showroom

Malaysia's first Proton e.MAS dealership officially opens at IDCC Shah Alam

Subang Jaya, 21 December 2024 – Proton dealer SG Car Sdn Bhd (SG Car) has officially opened its Proton e.MAS dealership at the Ideal Convention Centre (IDCC) in Shah Alam, marking it as the first official showroom for the national automaker's New Energy Vehicle (NEV) brand, Proton e.MAS.

Presiding over the event were YB Tuan Lau Weng San, Speaker Of The Selangor State Legislative Assembly; Roslan Abdullah, Deputy Chief Executive Officer of PROTON; Mr Zhang Qiang, Chief Executive Officer of PRO-NET; and Datuk Andrew Quek, Dealer Owner of SG Car

Driving the Future of Sustainable Mobility

The opening of the first Proton e.MAS dealership reflects the commitment of PROTON and SG Car in delivering class-leading sustainable automotive solutions. This launch marks a significant step forward in Malaysia's transition toward electric mobility.

"We are proud to collaborate with SG Car Sdn Bhd in opening the first Proton e.MAS dealership, a testament to our shared vision of bringing sustainable mobility to Malaysians. Our goal is to ensure that these dealerships are more than just point-of-sale locations; they are hubs of education and inspiration, dedicated to showcasing the next generation of EV technology. We are committed to working closely with SG Car to deliver a premium, all-electric experience for Proton e.MAS customers," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Elevating Customer Experiences and Expanding The Dealer Network

Under the watchful eye of PRO-NET, Proton e.MAS dealerships will implement and execute a new standard of operating procedures designed to improve the sales and after-sales experience. All dealership sales assistants will also be well-trained to educate first-time EV users on how to properly handle and care for their new EV, further adding value and engaging customers for the Proton e.MAS brand.

"With these new facilities in place, we are confident this showroom will meet the needs of the community while contributing to the local economy by creating job opportunities in the automotive sector. It is my sincere hope that this new outlet will not only cater to the needs of our customers but also inspire a greater appreciation for the future of sustainable automotive technology," said Datuk Andrew Quek, Dealer Owner of SG Car.

PRO-NET has appointed 37 dealers nationwide, with 30 expected to be fully operational by the end of 2024. This expansion effort was bolstered by a recent R&D knowledge trip to the Geely Research Institute in Hangzhou, China, which saw the participation of over 40 dealers principals and executives. During the visit, attendees were introduced to Geely's cutting-edge technology and gained invaluable insights into premium EV customer care, staff training, sales strategies, and operational excellence.

Interested in Becoming a Proton e.MAS Dealer? With the EV revolution gaining momentum, PRO-NET's mission extends beyond EV adoption but to provide career pathways for those passionate in growing and nurturing the local EV ecosystem with the aim of sustainable mobility.

PRO-NET continues to scout passionate and dedicated partners to join its expanding network of Proton e.MAS dealerships. If you're interested in being part of our journey towards a sustainable and electrified future, we would love to hear from you. Email us at zhaole@proton.com / affendyk@proton.com

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

-End-

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/>

Issued by:

PRO-NET

Salawati Mohd Yusoff
Chief Branding Officer
Telephone: +6012-219 4581
Email: salawati@proton.com

Faisal Shah Mohamed Shah
Senior Manager Group Communication
Telephone: +6019-321 8897
Email: faisalshah@proton.com

Agus Mohd Nawiah
Senior Executive, Public Relations
Telephone: +6017-232 6225
Email: agusmn@proton.com

For media enquiries, please contact H/Advisors Klareco on behalf of PRO-NET:

Nicholas Nathaniel Raj
H/Advisors Klareco
Telephone: +6017 610 3249
Email: nicholas.raj@h-advisors.global

Joshua Fredrick
H/Advisors Klareco
M: +6012 392 8943
Email: joshua.fredrick@h-advisors.global