

Proton e.MAS 7 Order Book Officially Opens; Public Gets Exclusive Look at the First National EV at ACE 2024

The Proton e.MAS 7 Unveils Interior and Opens for Booking at ACE 2024: Malaysia's First National Electric Vehicle Reveal the Estimated Price and new Super-App.

Subang Jaya, 26 October 2024 – In a groundbreaking event at the Auto Car Expo (ACE) 2024, PRO-NET, a subsidiary of PROTON, is excited to unveil the interior of the Proton e.MAS 7 and open bookings for Malaysia's first national electric vehicle. This significant reveal takes place at the Setia City Convention Centre. This follows the successful first-half of the ongoing e.MAS 7 tour which has clocked well over 3,200km up till today.

Early Bird Offer and e.MAS App Launch

As part of the launch, PRO-NET introduces the Proton e.MAS 7 at an inviting estimated price of RM 120,000, making advanced electric vehicle technology accessible to a wider audience. To further entice early adopters, an early bird offer is available, featuring the Pioneer Privilege Deal that comes with a RM 500 rebate and the Pioneer Gift Pack worth RM 1,000 which will provide exceptional value to first buyers. This offer is valid from the 26th of October all the way up to the grand launch.

Accompanying this is the launch of the e.MAS App, a dynamic platform designed to enhance the user experience from booking through ownership. This super app simplifies managing vehicle bookings, scheduling services and accessing Malaysia's comprehensive EV charging network, which will be made available on a staggered basis.

The Proton e.MAS 7 Intelligence that Electrifies

The Proton e.MAS 7 is engineered to impress with its sleek design and advanced functionality. The vehicle features a stylish exterior profile with 19-inch aerodynamic alloy wheels, concealed door handles and full-length 3D LED taillights which boosts both visibility and aesthetic appeal.

Performance is paramount with the e.MAS 7's robust 12-in-1 electric motor, which delivers exhilarating acceleration from 0 to 100 km/h in 6.9 seconds. Equipped with 160kW of power and 320 Nm of torque, it promises an efficient and powerful driving experience while being environmentally friendly.

Safety is enhanced with the top-rated Aegis Short Blade Battery and comprehensive Level 2 Advanced Driver Assistance System (ADAS), setting new benchmarks to ensure safety and driving confidence.

Interior Design: A Fusion of practicality and High-Tech Connectivity

The interior of the Proton e.MAS 7 is a true combination of practicality and connectivity which is fully designed for comfort and convenience. With a spacious cabin built around a 2,750mm wheelbase, it offers ample room, making every journey a pleasure. The EV boasts best-in-class storage solutions, ensuring that practicality meets style seamlessly.

Enhancing the experience is the sophisticated Flyme Sound System with 16 speakers, which provides an immersive high-fidelity audio experience ideal for both music lovers and audiophiles alike.

The anticipation for PROTON's first-ever electric vehicle is intensifying in the lead up to its grand launch. Come experience the excitement for yourself at ACE 2024 on 26 & 27 October 2024 at Setia City Convention

Centre (SCCC) – Hall 1 & 2. Discover the cutting-edge technology, impressive performance and sleek design of the Proton e.MAS 7.

Finally, the Proton e.MAS 7 Tour is off on the fourth leg of the electric journey, focusing on the central region states of Selangor and Kuala Lumpur. Don't forget to follow the official Proton e.MAS social media channels to keep up with the Proton e.MAS 7 Tour with live updates on exact stop locations and timings.

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