

## Proton e.MAS 7 Drives Sustainability Pledge at KLIMS 2024

*PRO-NET Elevates Eco-awareness and EV Confidence amongst Public at KLIMS 2024 by Showcasing Impact of Switching from ICE to EV*

**KUALA LUMPUR, 4 December 2024** – PROTON’s first ever electric vehicle, the e.MAS 7, is making its penultimate pre-launch appearance at the Kuala Lumpur International Mobility Show (KLIMS) 2024 happening from 5 to 11 December, while showcasing its advanced innovation in sustainable mobility.

On display at the PROTON pavilion, the Proton e.MAS 7 is clad with a holographic wrap. Dubbed *Nadi e.MAS or pulse of the nation*, the wrap represents the impending arrival of the first Malaysian EV on the local EV landscape. The pulsing gradient of the wrap symbolises the infinite potential of Proton e.MAS as the nation’s pioneering EV and is a celebration of PROTON’s innovation and heritage.

PRO-NET also launched the *Nadi e.MAS Drive Sustainability Pledge* which is a call to action for all Malaysians to join the movement by pledging for better sustainability. With every pledge that visitors make at KLIMS, the interactive display board will not only add their signatures but also indicate the impact of their pledge via a live carbon emission tracker.

The annual mobility exhibition was officiated by YAB Dato’ Sri Haji Fadillah bin Haji Yusof, Deputy Prime Minister of Malaysia and Minister of Energy Transition and Water Transformation. Dato’ Sri Haji Fadillah stopped by the PROTON pavilion and marked the achievement of the recently concluded e.MAS 7 Tour by signing the e.MAS 7 Tour Plaque as well as the newly launched Drive Sustainability Pledge.

### **A Model for the Eco-Conscious Malaysian**

PRO-NET aspires to lead the charge in transforming the behaviour of Malaysians toward sustainable practises in mobility by encouraging the transition to electric vehicles such as Proton e.MAS which helps in reducing noise and air pollution. PRO-NET aims to do this by educating and inspiring eco-conscious Malaysians via the *Nadi e.MAS Drive Sustainability Pledge*.

Visitors to KLIMS can join our *Nadi e.MAS Drive Sustainability Pledge* and answer a few easy questions on electric vehicles and get to take home a goodie bag. As a bonus, visitors also stand a chance to win an RM50 Touch 'n Go eWallet credit by snapping a photo with the *Nadi e.MAS 7* wrap and posting it on their social media accounts, tagging Proton e.MAS’s official accounts and using the hashtag #NADieMAS7.

“With the evolution of KLIMS now incorporating the theme of sustainability, it’s only fitting that PRO-NET shows its support with our participation featuring our Proton e.MAS 7. We are truly excited to aid Malaysia along its transformative movement towards a future of sustainable mobility,” said Zhang Qiang, Chief Executive Officer of PRO-NET.

### **Proton e.MAS 7 Tour Officially Concludes, Clocking in 4,020km Nationwide**

PRO-NET also announced the successful completion of the Proton e.MAS 7 Tour that flagged off in early October from PROTON’s Centre of Excellence in Shah Alam. PRO-NET is the first brand in Malaysia to undertake a nationwide road trip using an EV. The e.MAS 7 Tour kickstarted its journey by heading to the southern, northern and east coast states before returning to the Klang Valley for its interior reveal at ACE 2024. The tour then hopped over to Sabah and Sarawak for its final East Malaysia leg.

The first national electric vehicle traversed the breadth of Malaysia’s diverse terrains and landscapes, from winding mountainous roads in Sabah to picturesque coastal tarmac in Terengganu, smoothly and without incident. All in all, the Proton e.MAS 7 Tour successfully clocked in a total of 4,020km across the 13 states. Proton e.MAS 7 received such positive feedback from scores of Malaysians throughout the e.MAS 7 Tour, and interactions with the public at dealership stops demonstrated their eagerness for an advanced new energy vehicle from PROTON.

An existing PICE driver, shared, "I have been considering a full EV but had not seen anything yet on the market which had both a good price as well as good range and specs. Just looking from the exterior of the e.MAS 7, in terms of height and size, it seems quite suitable for me. In fact, the size exceeded my expectations; I thought it would be smaller, but it is bigger than similar cars in this segment which was quite a surprise."

Meanwhile, Ms. Dewi, a Kuching resident commented, "Firstly, as a Malaysian, I feel very proud that PROTON has come up with an EV which is truly comparable with anything that is already out there. And as a Sarawakian, we are heeding the call of our premier (Abang Jo) to embrace green energy and I really think that the car will do well here as there are lot of Sarawakians who wish to make a change in terms of being more sustainable and environmentally friendly. If we truly want to be a leader in that respect in Southeast Asia, we need to lead by example."

"I'm moved by the readiness of the people especially in Sabah and Sarawak to embrace new energy vehicles as part of their daily drives. This is an encouraging sign of the progress we expect to make in accelerating the adoption of sustainable mobility," added Zhang Qiang, Chief Executive Officer, PRO-NET.

You can now book the e.MAS 7 at Proton e.MAS dealers nationwide and on the e.MAS official website with a booking fee of RM500. Alternatively, you can also make a booking through the Proton e.MAS app that is available through Google Play, Huawei App Gallery, and iOS App Store. An early bird offer is currently available, featuring the Pioneer Privilege Deal that comes with a RM500 rebate and the Pioneer Gift Pack worth RM1,000 for added value. This offer is only valid up to the grand launch. Additionally, if you book the e.MAS 7 at KLIMS 2024, you will also receive a free Hot Wheels Proton Saga (limited to first 200 bookings).

Don't forget to follow the official Proton e.MAS social media channels to keep up with the Proton e.MAS 7 in the lead up to its grand unveiling. 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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