

Proton e.MAS 7 Special Launch Package and Pricing, Now Extended to 6,000 Customers!

3000 customers secured bookings less than a month after launch

Subang Jaya, 8 January 2024 – PRO-NET, a subsidiary of national automaker PROTON has announced an extension of the special launch package for the Proton e.MAS 7, following overwhelming response from Malaysians with over 3,000 bookings already secured less than a month after launch. PRO-NET will be extending its attractive launch power package and RM4,000 price rebate to the next 3,000 customers, meaning a total of the 6,000 bookings get to enjoy this exclusive offer.

As Malaysia's first national EV, the Proton e.MAS 7 has captured the hearts of Malaysians with its combination of innovation, affordability, and practicality. PRO-NET will be extending its attractive launch power package and RM4,000 price rebate to the next 3,000 customers, meaning a total of the 6,000 bookings get to enjoy this exclusive offer. The extended offer reaffirms PRO-NET's commitment to making sustainable mobility accessible to more Malaysians. Customers who qualify for this extension will enjoy the same exclusive benefits, including a RM4,000 rebate on the Proton e.MAS 7. Additionally, the five launch packages will remain unchanged, offering exceptional value to early adopters.

"Due to the overwhelming demand, we are excited to extend this offer so that more Malaysians can experience the Proton e.MAS 7 and the benefits of owning an EV. This milestone demonstrates the trust our customers have in us and their eagerness to move towards a greener future. We are truly grateful for the support, and we are committed to making electric cars more accessible to all," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Secure Your Proton e.MAS 7 Today

The Proton e.MAS 7 was launched by Prime Minister YAB Anwar Ibrahim in mid-December with a comprehensive package of benefits for the ultimate EV ownership experience.

Under the extended offer, customers from the first 6,000 bookings will enjoy the same RM4,000 rebate, making the Proton e.MAS 7 more accessible:

| 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 |

Additionally, the Launch Power Packs will remain part of the extended package, offering exceptional value:

- **Power Home:** A free 7kW home charger (worth RM1,500)
- **Power Plus:** A complimentary V2L adaptor (worth RM500)
- **Power Online:** Unlimited internet for 5 years (worth RM1,800)
- **Power Thru:** A 6-year unlimited mileage warranty for the vehicle, plus an 8-year/160,000 km warranty for the high-voltage battery
- **Power Exchange:** Exclusive Proton owner trade-in rebate worth RM1,200^[1]

Bookings are open at Proton e.MAS dealership nationwide or through the Proton e.MAS website. For added convenience, the Proton e.MAS App, available on major app stores, offers easy access to everything you need for your EV journey.

Please follow Proton e.MAS's 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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[1] Power Exchange: Valid until end of March 2025. Terms and condition apply.

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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