

PRO-NET Sets Benchmark with Malaysia's First Live EV Journey

Proton e.MAS 7 Prime Variant Completes 352KM Round-Trip on a Single Charge

Subang Jaya, 12 March 2025 – Proton New Energy Technology (PRO-NET), a subsidiary of national car maker PROTON, has successfully set a new benchmark in Malaysia's electric vehicle (EV) landscape with its first-ever live EV journey. The Proton e.MAS 7 Prime has demonstrated its impressive long-distance efficiency by completing a 352km round trip from Shah Alam to Melaka and Port Dickson and back - on a single charge. This real-world test reaffirms the accuracy of e.MAS 7 Prime's WLTP-certified range of 345km while showcasing its practicality within Malaysia's evolving EV ecosystem.

The journey kicked off at the Proton Centre of Excellence (COE) and included stops at Seremban R&R and a Proton e.MAS dealership in Melaka and return via the same route. The test covered a mix of highways, city traffic, and diverse driving conditions, simulating a real-world ownership experience. By the end of the drive, the Proton e.MAS 7 achieved 352km, with 43km of remaining range, bringing the total estimated range to 395km - exceeding its official WLTP-rated range. Throughout the journey, PRO-NET also provided real-time performance insights, reinforcing confidence in the vehicle's battery efficiency, energy management, and long-distance capabilities

Live EV Journey Showcases Transparency and Confidence in Long-Distance Driving

In a first for a Malaysia automotive brand, PRO-NET streamed the entire journey live, offering audiences an unfiltered look at the Proton e.MAS 7 Prime in action. Viewers gained real-time insights as Pn Salawati Mohd Yusoff, Chief Branding Officer of PRO-NET, joined Pro-Net product experts and key opinion leaders in EV mobility to discuss essential aspects of EV ownership, including driving range, charging infrastructure, battery management, and advanced EV technology.

"This journey proves that an EV can seamlessly fit into any lifestyle—whether commuting to the office, managing daily errands as a busy parent, running a small business, or embarking on long-distance trips and sightseeing adventures. While many worry about range anxiety, but this test drive demonstrated just how far the Proton e.MAS 7 can go, delivering confidence as a conventional car. We're excited to see more Malaysians embracing electric mobility and are committed to making the transition smooth for everyone." said Pn Salawati.

The event not only demonstrated the Proton e.MAS 7 Prime's real-world efficiency but also underscored a strong market demand for Proton's EV line-up. To date, over 1,000 units of e.MAS 7 have been delivered, marking a significant milestone for the brand.

Mr. Zhang Qiang, CEO of PRO-NET, said this live journey reflects PRO-NET's commitment to transparency and innovation in EV mobility. The Proton e.MAS 7 is designed to offer real-world practicality, long-distance capability, and a seamless transition to electrification for Malaysian drivers. This initiative is about setting new standards in range confidence and ownership experience, encouraging more Malaysians to embrace electric mobility with trust and enthusiasm.

Designed for Long-Distance Comfort and Convenience

The Proton e.MAS 7 Prime is engineered to handle long distance travel with ease while remaining practical for daily use. Its energy management system maximises driving efficiency while adaptive cruise control enhances comfort on highways. Inside, an intuitive infotainment system ensures an enjoyable journey. Designed with Malaysian road conditions and driving habits in mind, the e.MAS 7 Prime offers both reliability and convenience, making EV adoption a seamless transition for drivers.

Raya Ikonik: A Greener “Balik Kampung” with Proton e.MAS 7

As more Malaysians embrace electric mobility, Proton e.MAS is making it easier to experience the benefits of EV ownership this festive season. With a special Raya offer, customers who reserve the e.MAS 7 Prime now can take delivery in time for their balik kampung journey—enjoying a smooth, efficient, and worry-free drive home for the celebrations. Plus, join the Raya Ikonik celebration at Proton e.MAS dealerships on 15 & 16 March for exclusive deals, exciting activities, and a closer look at the future of electric mobility.

For the latest updates, follow Proton e.MAS’s official social media channels: [Facebook](#) (Proton e.MAS Cars), [Xiaohongshu](#) (Proton e.MAS Cars), [TikTok](#) (@protonemasofficial), and [Instagram](#) (@protonemasofficial).

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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

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