

## Proton e.MAS 7 Leads ASEAN Unity Drive 2025 Journey Across 9 Countries

*A 9,000km Cross-Border Journey Highlighting Region's Commitment to EV Adoption*

**Kuala Lumpur, 24 March 2025** - Proton New Energy Technology (PRO-NET), a subsidiary of PROTON, is proud to announce its role as the main sponsor of the ASEAN Unity Drive 2025, a key initiative aimed at advancing electric vehicle (EV) adoption across ASEAN. The event will feature Malaysia's first national electric vehicle, the Proton e.MAS 7, alongside the Proton X50 and X70, travelling through nine ASEAN nations.

The official flag-off ceremony for the ASEAN Unity Drive 2025 took place today, at Menara MITI, Kuala Lumpur, with the presence of YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade and Industry (MITI), YBhg Datuk Dr Aminar Rashid Chairman of MARii, YBrs. En Azrul Reza Aziz, Chief Executive Officer of MARii, Tan Sri Syed Faisal Albar Chairman of PROTON and also Roslan Abdullah Deputy Chief Executive Officer of PROTON.

### Leading the Charge in EV Adoption

Aligned with Malaysia's national EV agenda, the initiative strengthens partnerships with key stakeholders like the Ministry of Investment, Trade and Industry (MITI) and the Malaysia Automotive, Robotics, and IoT Institute (MARii) and positions PRO-NET as a key player in advancing ASEAN's EV adoption.

"Being part of the ASEAN Unity Drive 2025 is a proud milestone for PRO-NET as we lead the transition to electric mobility," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "Following the success of the e.MAS 7 Tour, this event provides an ideal opportunity for the e.MAS 7 to showcase its capabilities on an international stage. Through our collaboration with MARii and support for the ASEAN Chairmanship, PRO-NET reaffirms its commitment to sustainable mobility."

He added: "The Proton e.MAS 7 embodies our vision for sustainable, reliable, and practical green mobility, and will take the lead on this journey across ASEAN. Our role as the official car for the ASEAN Chairmanship, as acknowledged by Prime Minister Datuk Seri Anwar Ibrahim, also underscores our key position in the region's EV transition."

### Two Routes, One Vision

The ASEAN Unity Drive 2025 will take place from **16 April to 8 May 2025**, covering two distinct routes:

- **North Route:** Hanoi (Vietnam) → Vientiane (Laos) → Phnom Penh (Cambodia) → Bangkok (Thailand) → Georgetown (Penang) → Kuala Lumpur (Malaysia)
- **South Route:** Manila (Philippines) → Sabah (Malaysia) → Bandar Seri Begawan (Brunei) → Sarawak (Malaysia) → Jakarta (Indonesia) → Singapore → Kuala Lumpur (Malaysia)

The ASEAN Unity Drive 2025 serves as a powerful platform for PRO-NET to showcase the e.MAS 7 as a practical, sustainable solution for consumers across ASEAN. Throughout the journey, the e.MAS 7 will undergo real-world performance testing, showcasing its range, efficiency, and adaptability across various terrains. By sponsoring this key regional event, PRO-NET continues to lead by example in the transition to 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

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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