

Syawal Ikonik 2025 with Proton e.MAS 7

Children of Madrasatul Quran Yaakubiyah ferried in Proton e.MAS 7 during CSR activity

Subang Jaya, 27 March 2025 – PROTON’s new energy vehicle subsidiary, PRO-NET, hosted *Syawal Ikonik* with Proton e.MAS 7, a festive drive activity centred on the spirit of giving and togetherness. The event saw a fleet of e.MAS 7 EVs set out on a journey with the children from Madrasatul Quran Yaakubiyah, USJ 1, where they were driven in PROTON’s first EV to select their Hari Raya outfits before being feted during a *buka puasa* session at the company’s Centre Of Excellence headquarters.

A Meaningful Drive of Giving and Togetherness

Consisting of a convoy of 10 units of the Proton e.MAS 7 that was supported by Proton e.MAS dealers, 40 children were transported during the event to Jakel Mall Shah Alam, where they were treated to a special shopping experience. Each child received a full set of Baju Raya with sampin, and songkok, providing them with new clothing for the upcoming *Aidilfitri* celebration and also underscoring PRO-NET’s dedication to fostering genuine connections with the community.

Following the shopping session, the fleet arrived at PROTON’s Centre of Excellence (COE) with the children interacting with PROTON’s management and dealer representatives, sharing a warm and meaningful evening. Breaking fast side by side made the occasion more meaningful, and the day ended with each child receiving *Duit Raya*, a small but heartfelt gesture of generosity in the spirit of *syawal*.

Pn. Salawati Mohd Yusoff, Chief Branding Officer of PRO-NET, shared her thoughts on the initiative: “*Syawal Ikonik* is not just about giving - it’s about coming together and making meaningful connections. At PRO-NET, we believe progress isn’t just measured in technology but in the impact, we create in our communities. Sharing this moment with the children of Madrasatul Quran Yaakubiyah is truly special, and we are grateful to be a part of their Raya celebration.”

A Convoy to Remember

The presence of a fleet of Proton e.MAS 7 at both Jakel Mall and COE was not just symbolic of innovation and sustainability but also of compassion and unity. PRO-NET reaffirms its commitment to enriching lives through both technological advancements and social initiatives and looks forward to more opportunities to drive change - one meaningful journey at a time.

We also captured these heartfelt moments on video, preserving the joy and togetherness shared throughout the event.

Watch the full video here: <https://www.youtube.com/watch?v=6smfV-4Eo6Y>

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/>

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