

## Proton e.MAS 7 Retains Position as Best-Selling EV Model in Malaysia

*First Proton EV retains segment lead for third consecutive month with forecast YTD market share of 30%*

**Subang Jaya, 8 April 2025** – PRO-NET, a subsidiary of national automaker PROTON, is proud to announce the Proton e.MAS 7 has achieved a new cumulative delivery milestone of 1,853 units for the first quarter of 2025. With 797 units sold in March, the Year-To-Date (YTD) market share for the model is forecast to be 30%, cementing the Proton e.MAS 7 as Malaysia’s No. 1 EV Model.

Zhang Qiang, CEO of PRO-NET said, “We want to thank our customers for their unwavering support, and confidence in our Proton e.MAS 7 as well as trust that we can deliver an ecosystem that lets them enjoy their electrified driving experience. I also want to thank our dealers and partners for delivering an ecosystem that supports our customers’ requirements. This achievement encourages us to improve ourselves to deliver products of higher quality and give our customers a better ownership experience.”

### Made for All Malaysians

The Proton e.MAS 7 comes equipped with many class-leading features at a price point that is easily accessible to all Malaysians who want to embrace sustainable mobility. Prices start from RM105,800 for the Prime and RM119,800 for the Premium variant.[1] [2]

With 33 compartments of all sizes to hold – and hide – your personal belongings and a long wheelbase that lets passengers ride in spacious comfort, the Proton e.MAS 7 has many qualities that buyers prefer.

In a recent survey conducted by PRO-NET, good value for money, spacious cabin and luggage space, and the vehicle’s innovative features are the top three reasons why customers chose the Proton e.MAS 7.

Aside from the many advanced creature-comfort features, safety is also a top priority. The Proton e.MAS 7 is equipped with the AEGIS Short Blade Battery, which has gone through the industry’s first ‘Six Extremes’ serial test, and can withstand extreme heat, saltwater corrosion, frequent bottom scraping, overweight rolling, and side collision.

The battery also provides an accurate WLTP range as tested and proven during a live range test conducted early last month using the Proton e.MAS 7 Prime variant.

### Comprehensive Charging Ecosystem with Proton e.MAS 7 App

To ease the transition from ICE to EV, new owners now have access to over 2,300 public charging points (over 90% of public chargers) in Malaysia operated by Gentari, JomCharge, chargEV, DC Handal, Chargesini, Carput Zap, RExharge and Charge+.

Furthermore, 75 DC charging points of up to 120kW are available at selected Proton, Proton e.MAS and smart dealerships. This gives e.MAS 7 owners more options when it comes to recharging their electric vehicle.

[1] To date, PRO-NET has collected 5,500 bookings.

[2] The Special Launch Prices stated are valid only for the first 6,000 bookings.

Moreover, the Proton e.MAS App makes accessing these charging points much easier by listing all Charging Point Operators into a single Live Integrated Charging Map. The comprehensive charge map continues to expand, and owners are encouraged to keep the app updated to enjoy the latest coverage. The Proton e.MAS App, which also allows for easy payment of charging fees, is available on the Apple App Store and Google Play.

With the number of downloads increasing each day, PRO-NET recorded a total of 1,145 charging sessions conducted via the Proton e.MAS App over a period of three months.

"Our goal is not just to sell cars. We want to nurture a complete ecosystem that not only includes 36 dealerships with DC charging points and after-sales service but also the entire Malaysian EV charging infrastructure. We're also working closely with CPOs (Charge Point Operators) to make EV ownership more convenient as we want our customers to have a seamless transition from ICE to EV, and enjoy their EV ownership experience," said Zhang Qiang.

Additionally, the Proton e.MAS 7 is gaining international recognition, starting with the EV SUV's debut in Nepal and will be launching soon in Trinidad and Tobago. In addition, the Proton e.MAS 7 is undergoing an epic road trip across the ASEAN region, starting, and finishing in Malaysia.

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).

#### **Mengenai 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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