



News Release

PROTON e.MAS 7 NOW AVAILABLE IN TRINIDAD AND TOBAGO

- Caribbean nation becomes second export market for Malaysia's best-selling EV model
- Distributor ANSA Motors opens new dedicated showroom to promote EV sales

PORT OF SPAIN, 9 June 2025 — PROTON's international sales division (ISD) has officially launched its first electric vehicle, the PROTON e.MAS 7, in Trinidad and Tobago. The country is the second international market for the model and comes three months after its international debut in Nepal. Launched in Malaysia in December last year, the e.MAS 7 is already the company's third most popular export model, behind the Proton Saga and Proton X50.

Held at the capital city of Port of Spain, the launch event was officiated and witnessed by Jean-Marc Mouttet, Sector Head of ANSA Motors Limited and Alexander Sabga, General Manager, New Business Development of ANSA MCAL Ltd. ANSA Motors is PROTON's official distributor in the dual island Caribbean nation, a distinction it has held since 2013.

ANSA Motors unveils a new EV showroom to meet evolving needs of EV owners

In conjunction with the launch and to better serve its growing EV customer base, ANSA Motors unveiled a new, state-of-the-art EV showroom at The City of Grand Bazaar. The new facility will offer an immersive experience for customers to explore its EV lineup, learn about EV technology and receive specialised support.

Building on the entry of the Proton X50 and Proton X90 into the Trinidad and Tobago market last year, this launch further reinforces PROTON's continuous efforts in global expansion and bringing advanced automotive technology to its export markets. To-date, 481 units of Proton vehicles have been exported to the country, which has a population of approximately 1.4 million. These include 271 units of the Proton X50, 141 units of the Proton X90 and 44 units of the Proton Saga.

The models quickly gained the trust and admiration of car buyers in the Trinidadian market, paving the way towards the introduction of the Proton e.MAS 7. ANSA Motors has worked diligently to ensure a smooth and rewarding EV ownership journey for its customers by investing to establish customer support and essential infrastructure.

A Feature-Packed Electric SUV with 5-Star Safety, Strong Performance, and Long Range

The Proton e.MAS 7, offered in Premium specification in Trinidad and Tobago, boasts a 5-star ASEAN NCAP safety rating and a rapid 0-100 km/h acceleration of just 7.1 seconds. The 12-in-1 electric drive unit produces 160kW and 320 Nm of torque. Powered by advanced Aegis Short Blade battery cells, its 60.22 kWh battery has a WLTP-rated range of 410 km, making it an ideal fit for the customer usage profile there.

"PROTON's journey with the e.MAS 7 into the Trinidadian market is a significant moment for PROTON for the company. It strongly reflects our commitment to leading the adoption of EVs in the nation and marks another pivotal step in our international expansion. This also clearly demonstrates PROTON's dedication to leading the charge for EV adoption in our export portfolio and we can't wait to roll it out to additional export markets such as Mauritius and Singapore later this year," said Edmund Lim Meng Thong, Director of PROTON International Sales Division.

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About PROTON

PROTON Holdings Bhd began as Malaysia's first national car project, founded with the aim to accelerate Malaysia's economic development and lay the foundations for the local automotive industry. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding Group. Today, PROTON continues to delight its customers with cars anchored on its brand promise of Inspiring Connections and founded on its core values of always delivering Innovative Technology, Reliability, and International standards.