

## Proton e.MAS 7 Launches New Colours and Smarter Features Driven by User Feedback

*Malaysia's No.1 EV evolves with real user feedback, now smarter, bolder, and more personal than ever*

**PUTRAJAYA, 2 July 2025** - Proton New Energy Technology Sdn Bhd (PRO-NET), a subsidiary of PROTON, today unveiled new variants of the Proton e.MAS 7. Guided by real owner feedback, Malaysia's best-selling electric vehicle now introduces new colour options (both interior and exterior) along with smarter features via its latest over-the-air (OTA) update, and a new sales policy to make electric vehicle (EV) ownership rewarding than ever.

The refreshed e.MAS 7 now supports Apple CarPlay (wired and wireless), new third-party apps, and smarter safety functions, all delivered through a seamless OTA update. These improvements reflect PRO-NET's continued commitment to evolving with user needs and keeping the driving experience current, intuitive, and rewarding.

Since its debut, the Proton e.MAS 7 has played a pivotal role in advancing electric mobility in Malaysia. Designed with local drivers in mind, the e.MAS 7 combines performance, smart features, and accessible ownership in one package. This latest variant takes that foundation further, demonstrating how real-world feedback directly shape product evolution.

### Refreshed Exterior and Interior Colours for a More Personalised Drive

Every update in the new variant reflects PRO-NET's commitment to continuous betterment, shaped by real feedback from e.MAS 7 owners. The introduction of *Obsidian Black* responds to strong demand for a timeless, bold, and premium exterior colour, offering a more refined presence on the road.

PRO-NET is also introducing an exclusive *Alabaster White* interior for the *Quartz Rose* and *Turquoise Green* Premium variants. Limited to just 250 units each, these exclusive interior options provide a more personalised and elevated ownership experience for Malaysia's best-selling EV.

### Smarter, Safer, and More Connected via Updated Flyme Auto OS Updates

The updated Flyme Auto operating system now offers better responsiveness, smoother integration, and support for more third party apps including Zoom for Cars, izi.TRAVEL and Vivaldi Browser, further enhancing the overall in-car experience for Proton e.MAS 7 users.

A long-requested feature, Apple CarPlay, is now available in both wired and wireless formats, offering greater convenience and seamless connectivity for iPhone users on the move. The refreshed OTA update also enables drivers to retain their last-used settings. However, Android Auto will only be available end of this year.

The new variant also offers enhanced personalisation with updates to the EV's low speed pedestrian warning system. Designed to alert nearby pedestrians when the vehicle is moving at

low speeds, the feature now includes two additional sound profiles: Galactic Note and Space Walk, alongside the existing Classical tone. Drivers can choose their preferred sound to suit different environments or personal tastes. Once selected, the chosen melody remains in memory and will continue to play upon the next vehicle start-up.

“We take every customer feedback seriously,” said Zhang Qiang, Chief Executive Officer of PRO-NET. “This new e.MAS 7 variant launch is a direct response to what our owners have told us—from what they love and what they want, to where we can do better. It’s not just about adding features, but refining the entire driving experience to ensure the e.MAS 7 remains personal, smart, and reliable.

### **New Sales Policy for Smarter Choice**

PRO-NET has also announced a new “Power Pack+” sales package to provide more value for customers, offering the following:

- **Power Home:** A free 7kW home charger worth RM1,500
- **Power Plus:** A complimentary V2L adaptor worth RM500
- **Power Online:** 5-years unlimited internet data worth RM1,800
- **Power Thru:** A 6-year unlimited mileage warranty for the vehicle, plus an 8-year/160,000 km warranty for the high-voltage battery.
- **Power Exchange:** Trade-in Rebate worth RM5,000.

\*Subject to inspection approval by relevant authorities.

Additionally, new and existing customers will be delighted to know that the e.MAS 7 now comes standard with a tonneau cover. Existing owners soon will receive the tonneau cover free of charge.

### **The New Variant of e.MAS 7 Now Available Nationwide**

The refreshed Proton e.MAS 7 is now available at all authorised Proton e.MAS dealerships nationwide. Whether you're considering purchasing an EV for the first time, or looking to upgrade your current EV ride, you are invited to experience the refreshed model firsthand, including its latest features and new colour options.

To test drive the new variant of e.MAS 7, visit the nearest Proton e.MAS showroom, or refer to the Proton e.MAS [website](#) and official social media channels: [Facebook](#) (Proton e.MAS Cars), [Xiaohongshu](#) (Proton e.MAS Cars), [TikTok](#) (@protonemasofficial), and [Instagram](#) (@protonemasofficial) for more information.

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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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