

Proton e.MAS 7 Surpasses 4,000 Deliveries, Closing First-Half of 2025 as Malaysia's Best-Selling EV Model

Sustained growth, fair pricing, and strong customer confidence position the e.MAS 7 for continued leadership

Subang Jaya, 22 July 2025 – Proton New Energy Technology Sdn Bhd (PRO-NET), a subsidiary of PROTON, today announced that the Proton e.MAS 7 has once again emerged as Malaysia's best-selling electric vehicle for June 2025. The model achieved a cumulative total of 4,003 deliveries between 1 January and 30 June, marking sustained momentum and a strong presence in the market since the start of the year. Securing a market share of 23.4%, the Proton e.MAS 7 remained the country's No. 1 EV model for the sixth consecutive month.

In addition to robust domestic performance, Proton e.MAS has also exported 250 units of the e.MAS 7 to selected international markets, including the recent expansion into Trinidad and Tobago. This development further reinforces the model's potential beyond Malaysia.

June's results highlight the e.MAS 7's reputation as a practical, value-driven choice for everyday driving. By maintaining consistent pricing across both e.MAS 7 variants, Proton has strengthened the model's long-term value proposition and reinforced customer confidence.

"We truly appreciate the strong support Malaysians have shown for the e.MAS 7," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "From the beginning, the e.MAS 7 was priced fairly and built to deliver real value. The overwhelming response has enabled us to grow steadily month after month. Our focus remains on building lasting trust and value for our customers, rather than relying on heavy discounts to drive short-term gains."

Driving Towards a Net-Zero Emissions Future

Prior to the public introduction of the e.MAS 7, Proton committed substantial resources to ensure the vehicle would meet the expectations of Malaysian drivers and align with the nation's aspiration to achieve net-zero emissions by 2050. The development programme encompassed over 700,000 manhours of engineering and validation, along with more than 100,000 kilometres of on-road testing to adapt the vehicle to local conditions, climate, and usage patterns.

PRO-NET commenced the development of its dedicated EV dealership network in January 2024, nearly a year ahead of the e.MAS 7's market launch. More than RM2 million was invested in each of the 35 dealerships, equipping them with modern facilities, specialised equipment, and dedicated EV service bays. These investments also included the installation of DC charging infrastructure at selected dealerships. Collectively, these efforts have created over 700 jobs across the nationwide dealership network, reinforcing Proton's commitment to supporting economic growth and skills development. PRO-NET continues to provide structured support to dealer partners through dealership launch assistance, investment incentives, and recognition programmes designed to encourage excellence in customer experience and operational standards.

Supporting Nationwide Electrification

At the same time, PRO-NET has expanded its collaborations with charging point operators, extending the Live Integrated Charging Map to over 3,300 charging points. Currently, more than 1,100 charging facilities are available across 390 high-rise residential properties. These foundations were established in 2022 following the signing of a Memorandum of Understanding between PRO-NET and Gentari. Since then, PRO-NET has grown its network to include ten charging point operators, among them Charge+, ChargeSini, RExharge, Charge N Go, JomCharge, chargEV, DC Handal, Carput Zap, and Shell Recharge.

PRO-NET remains committed to developing a comprehensive EV ecosystem that ensures a seamless ownership experience. These efforts have driven workforce expansion across headquarters, retail, and technical functions. From a modest team at its founding in 2022, PRO-NET has grown into a structured organisation with dedicated teams supporting sales, marketing, product development, and charging infrastructure. This strong foundation has been instrumental in sustaining the e.MAS 7's momentum, reaffirming PRO-NET's leadership in advancing sustainable mobility in Malaysia.

Trade-In and Trade-Up to an e.MAS 7

To further encourage the adoption of electric mobility, PRO-NET has introduced the Power Exchange programme. Customers trading in their current vehicle are eligible for an RM5,000 trade-in bonus, making it more accessible for Malaysians to experience the benefits of zero-emission driving. Any vehicle, regardless of brand or age, may be traded in under the programme, subject to inspection and approval by the relevant authorities.

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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