

## **Proton Electrify Your Life Roadshow Concludes in Shah Alam with Grand Winner Awarded with Soon-to-Be-Launched Proton e.MAS 5**

*Electrify Your Life Contest Draws Over 31,000 Entries, Showcasing Nationwide Support for Proton e.MAS and EV Adoption*

**Shah Alam, 25 August 2025** – PRO-NET, a wholly-owned subsidiary of PROTON, successfully wrapped up its Electrify Your Life Nationwide Roadshow this weekend at Central i-City, Shah Alam, marking the finale of a three-month campaign that has brought Malaysia's first national electric vehicle, the Proton e.MAS 7, to communities across the country.

Since its debut in May, the Electrify Your Life campaign has reached tens of thousands of Malaysians across Kuala Lumpur, Penang, Melaka, Johor Bahru, and Shah Alam. Visitors enjoyed immersive EV experiences through lifestyle zones, interactive test drives, and EV educational sessions with Motoring personalities. A key highlight of the campaign was the Electrify Your Life Contest, which invited Malaysians to submit creative slogans for a chance to win exclusive prizes.

The contest drew over 31,000 entries from online submissions, the nationwide roadshows, and dealership engagements, which stands as a testament to the strong enthusiasm and growing readiness of Malaysians to embrace electric mobility through Proton e.MAS line-up.

"With the Electrify Your Life campaign, our goal was to make EV adoption easier to understand - something relatable and aspirational in the everyday lives of Malaysians. Judging by the response we've received, we believe that goal has been a success," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "As the campaign comes to a close, PRO-NET remains committed to guiding Malaysia's transition towards a cleaner, smarter, and more sustainable future."

### **Grand Winner Awarded Soon-To-Be Launched Proton e.MAS 5**

The grand finale in Shah Alam also marked the announcement of the Electrify Your Life Contest Grand Prize Winner: Mr. Shahrul Aizat Bin Ishak.

He is awarded with the soon-to-be-launched Proton e.MAS 5, ahead of its official unveiling. His winning slogan is:

- "Proton e.MAS menjadikan hidup saya tenang tanpa bunyi, tangkas tanpa kompromi, dan terpacu dengan inovasi."  
(English Translation: "Proton e.MAS makes my life peaceful without noise, agile without compromise, and driven by innovation.")

When asked about his win, Mr. Shahrul Aizat shared his excitement. "I joined the contest just for fun, never really expecting to win, so I was beyond excited when I found out the grand prize was mine," he said with a smile. "My wife and I spent time together crafting the slogan and to be chosen out of more than 31,000 entries feels truly lucky. I'm really looking forward to taking my family and my parents on trips with the new e.MAS 5 as it will be a special journey for all of us."

“The Electrify Your Life campaign was never just about putting our EVs on display, it was about having conversations, teaching, and guiding Malaysians on what choosing EV as a lifestyle really means.,” said Pn. Salawati Yusoff, Chief Branding Officer of PRO-NET. “At every stop, we saw families asking questions, younger audiences experiencing EVs for the first time, and people opening up to a new way of driving.

She added: “That, to us, is the real impact. PRO-NET is not just an EV carmaker, but a partner in helping Malaysians make the shift to a cleaner and smarter future.”

### **Northern Leg of MISI 5 Tour Concludes, East Coast Next**

The MISI 5 Tour, an ongoing nationwide preview of the Proton e.MAS 5 across 13 states ahead of its official launch, recently concluded its Northern Region leg in Kedah, Penang, and Perak from 22 - 24 August.

The tour will head to the East Coast next from 4 – 7 September, with stops in Kelantan, Terengganu, and Pahang, where Malaysian can experience the Proton e.MAS 5 up close at selected popular destinations and Proton e.MAS showrooms.

Don’t forget to keep updated with the Proton e.MAS 5 in the lead up to its grand launch. Follow Proton e.MAS’s [website](#) and official social media channels: [Facebook](#) (Proton e.MAS Cars), [Xiaohongshu](#) (Proton e.MAS Cars), [TikTok](#) (@protonemasofficial), and [Instagram](#) (@protonemasofficial).

**- The End -**

#### **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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