

## MISI 5 Tour Brings Soon-to-be Launched Proton e.MAS 5 Across Malaysia

*Malaysians Nationwide Will Get to Witness the Most Anticipated Entry-Level EV as It Tours 13 States and 29 Towns*

**SHAH ALAM, 5 August 2025** - Proton New Energy Technology Sdn Bhd (PRO-NET), a subsidiary of PROTON, today officially launched the MISI 5 Tour, a nationwide tour to preview the second car in the Proton e.MAS line-up. The Proton e.MAS 5 - Malaysia's most anticipated entry-level EV, is set to traverse across five major regions of Malaysia beginning from August to October 2025.

Through a series of exclusive previews at selected popular tourist spots and at Proton e.MAS dealerships across the 13 states, the MISI 5 Tour aims to bring the EV experience directly to Malaysians, allowing the public to engage with the Proton e.MAS 5 firsthand, ahead of its official launch later this year.

"The Proton e.MAS 7 is already the best-selling EV in Malaysia to date, and we believe the best way to build trust and momentum with our soon-to-be launched Proton e.MAS 5, is through hands-on experience. With the MISI 5 Tour, Malaysians will get the chance to see the Proton e.MAS 5 up close, learn more about the car from product experts, as well as meet popular influencers," said Mr. Zhang Qiang, CEO of PRO-NET.

He added, "The Proton e.MAS 5 is designed to meet the needs of young urban starters, families, and first-time EV drivers and MISI 5 lets us connect with those people, region by region."

### **Nationwide Road Experience to Spark Pre-Launch Excitement**

Targeting popular tourist spots with high footfall, and exclusive stops at Proton e.MAS dealerships, the MISI 5 Tour aims to bring the EV experience directly to Malaysians. This offers early public access to the Proton e.MAS 5 ahead of its official launch and ensures the public can interact with the vehicle in both familiar and exciting everyday spaces.

Spanning the Central, Northern, Southern, East Coast, and East Malaysia regions, visitors can explore the Proton e.MAS 5 through guided walkarounds, static displays, and interactive showcases, all designed to highlight its stylish design, expansive storage, and advanced tech in real-life settings.

More than just a preview, the MISI 5 Tour is designed to reflect how the Proton e.MAS 5 fits seamlessly into the lives of everyday Malaysians, from young urban starters juggling work, classes, and social plans, to families handling school runs, errands, and weekend getaways.

With smart features like pre-cooling and real-time charge planning, the e.MAS 5 is built to simplify daily routines. The cabin is expressive yet practical, with adaptable space for gym bags, groceries, or family gear, and confident handling backed by advanced safety. Whether it's recharging to 80% in less time than a lunch break, fitting a stroller and shopping haul with ease, or gliding through city traffic stress-free, the Proton e.MAS 5 supports real routines, not just spec sheets.

### A Tour Built Around Real People and Everyday Experiences

Emphasising real experiences, the MISI 5 Tour will journey through five regions, each brought to life by a distinct lifestyle persona and a popular influencer taking on a challenge inspired by local passions from fashion and culture to food, art, and adventure.

In the Central region, fashion designer and TV personality, Karl Shafek (Fashionista) will transform the Proton e.MAS 5 into a mobile make-up studio during KL Fashion Week. Down South, Johan Eskandar (Culture Lover) will explore heritage sites and pet-friendly stops with his signature feline charm. Up North, Soyabelacan (Foodie) will cook and serve culinary delights straight from the Proton e.MAS 5's spacious frunk. On the East Coast, mural artist Zameer Pentbrush (Creative Nomad) will turn the Proton e.MAS 5 into a moving canvas for an on-the-go masterpiece. And in East Malaysia, high-energy content creator Ain Ramli (Thrillseeker) will push limits with a record-breaking haunted livestream powered by the e.MAS 5's technology.

The MISI 5 Tour will run from August to October 2025, with stops planned in major cities across the regions on the dates below:

Region	States	Dates
<b>Central</b>	Selangor, Kuala Lumpur	8–10 August & 15–17 August
<b>Northern</b>	Penang, Perak, Kedah	21–25 August
<b>East Coast</b>	Pahang, Terengganu, Kelantan	4–8 September
<b>Southern</b>	Johor	13–15 September
	Negeri Sembilan, Melaka	20–21 September
<b>East Malaysia</b>	Sarawak	25–28 September
	Sabah	3–5 October

### MISI 5 Tour Kicks Off in Central Region from 9 to 17 August

With the tour kicking off in the Central region, the Proton e.MAS 5 will appear at some of Klang Valley's most iconic landmarks on 15 August, including Batu Caves, Putra Mosque, Central Market, KLCC, and Saloma Bridge.

From 9 to 17 August, the Central leg will also feature exclusive preview stops at Proton e.MAS dealerships, giving visitors the chance to experience the Proton e.MAS 5 up close in a showroom setting:

- 9 August: SG Car (Shah Alam), Wheelcorp (Setia Alam), EON (Glenmarie) and AJG (Puchong)
- 10 August: AJG (Sri Kembangan), Jawira (Balakong), ProAuto (Kajang) and Jewel Sonic (Putrajaya)
- 16 August: Able Mobility (Cheras), MBF EV (Jalan Tun Razak), Cahaya (Segambut) and Igreen (Setapak)
- 17 August: Pantai Bharu (Rawang), EON (Damansara), Regal Motor (Petaling Jaya) and Peringgit (Jalan Klang Lama).

Stay connected with the MISI 5 Tour through our official channels for the latest updates, venue details, behind-the-scenes moments, and exciting interactions with your favourite influencers as they journey across Malaysia. Be part of the adventure as we drive forward with: #PROTONeMAS5 #FreedomThatElectrifies #OwnYourSpace #eMASTourMisi5

Visit the Proton e.MAS website and follow our 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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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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