

PRESS RELEASE

Proton e.MAS 5 Debuts at Merdeka Parade – Malaysia’s First Affordable EV for the Rakyat

The e.MAS 5 Takes Centre Stage as The Future of Accessible, Sustainable Mobility

PUTRAJAYA, 31 August 2025 – Malaysia’s journey towards smarter, greener mobility reached a historic milestone today as the all-new Proton e.MAS 5 made its first public appearance at the National Day Parade in Putrajaya.

As Malaysia’s first affordable electric vehicle (EV), the e.MAS 5 represents Proton’s mission to bring electrification to every Malaysian household. Its debut was accompanied by a convoy of 12 e.MAS 7 units proudly driven by their owners, symbolising the growing adoption of EVs in the country.

A National Debut with Meaning

Wrapped in a boldly designed camouflage inspired by Malaysia’s vibrant spirit, courage, and progress since independence in 1957, the e.MAS 5 led the parade as a symbol of unity and forward movement. Scheduled to launch in the fourth quarter of 2025, it will be the second model under the Proton e.MAS brand, which was launched in 2023 as Proton’s commitment to innovation and sustainable mobility.

Proton e.MAS 5 – Malaysia’s First Affordable EV

Designed to be an EV for every Malaysian, the Proton e.MAS 5 combines affordability with practicality, making electrification accessible without compromise. Despite being a compact B-segment hatchback, it offers the spaciousness of a C-segment car, ensuring that families, friends, and passengers enjoy a comfortable ride.

Practicality is another hallmark of the e.MAS 5. With 32 cleverly designed storage compartments and a best-in-class 70-litre frunk, the car is built to handle the everyday needs of Malaysian drivers, from grocery runs to weekend getaways.

The e.MAS 5 is also tailored for urban living. Its nimble handling allows it to slip easily into tight parking spaces, negotiate narrow city streets, and merge smoothly into traffic. Yet, it remains robust enough to deliver a comfortable ride on Malaysia’s rougher roads.

Safety has been given equal priority, with advanced driver-assistance systems that provide drivers with an extra set of eyes on the road. These features enhance peace of mind for both driver and passengers, making the e.MAS 5 a dependable choice for everyday journeys.

Whether it's the rising young executive commuting to work, new parents managing family life, or Malaysia's beloved *Warga Emas* looking for comfort and confidence behind the wheel, the e.MAS 5 offers a smarter, cleaner, and more practical way to move.

Celebrating National Pride and Progress

The sight of the e.MAS 5 at the Merdeka Parade drew cheers and countless photos from the crowd, its bold presence standing out as a celebration of Malaysia's resilience and innovation. Alongside it, the e.MAS 7, the nation's No.1 EV model, demonstrated that Malaysians are already embracing the electric future.

"More than a new car, the Proton e.MAS 5 is a promise that electrification is for every Malaysian. The e.MAS 7 has shown the nation's readiness for sustainable mobility, and now, the e.MAS 5 will make it even more accessible. To see both models celebrated at the Merdeka Parade is a proud moment, not just for Proton and PRO-NET, but for Malaysia," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET.

Driving the Future Together

The Proton e.MAS 5 is currently on the MISI 5 Tour, bringing the upcoming EV hatchback to communities across Malaysia for exclusive previews ahead of its official launch. Its debut at the National Day Parade marks the first time the public has seen the car in person, capturing the imagination of the nation.

As the Jalur Gemilang flew high above Dataran Putrajaya, the Proton e.MAS 5 stood as a symbol of national pride and progress – a car designed for the people, built for the nation, and driving Malaysians forward into an electrified future.

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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.

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