

Proton e.MAS 7 Starts 2H2025 As Malaysia's Best-Selling EV Model

Record July bookings, new colour options, and enhanced ownership programmes drive continued customer demand

Subang Jaya, 14 August 2025 – Proton New Energy Technology Sdn Bhd (PRO-NET), a subsidiary of PROTON, today announced that the Proton e.MAS 7 has strengthened its position as Malaysia's Number 1 EV Model for the seventh consecutive month, recording strong sales and bookings well into its launch year.

As of 31 July 2025, a total of 4,959 Proton e.MAS 7 units have been delivered, comprising 4,689 units in Malaysia and 270 units exported to international markets. July also marked a new milestone with 1,365 bookings, the highest monthly figure since the model's debut – reinforcing the e.MAS 7's sustained popularity among EV buyers.

"From day one, our goal has been to offer Malaysians an EV that delivers exceptional comfort, balanced performance, and advanced features at a fair price," said Mr. Zhang Qiang, CEO of PRO-NET. "The sustained demand we are seeing today is the result of that commitment. We are deeply grateful to our customers for placing their trust in PROTON and the e.MAS brand, and for making the e.MAS 7 their number one choice."

Meeting the Needs of Diverse Customers

The Proton e.MAS 7 appeals to a broad range of customers. The Prime variant accounts for 14% of total deliveries, favoured by urban drivers for its ease of use and ride comfort, while the Premium variant makes up 86% of deliveries. Across both variants, customers consistently cite value for money, spaciousness, safety features, ride comfort, handling, and innovative technology as their top reasons for choosing the e.MAS 7.

Platinum Silver remains the most popular colour choice, representing 25% of all orders. In response to market demand, PROTON has recently introduced a sophisticated Obsidian Black exterior, along with limited units of Turquoise Green and Quartz Rose paired with a premium Alabaster White interior for added personalisation.

Driving Patterns and Charging Convenience

Recent PRO-NET market research revealed that most Malaysian drivers travel between 21 km to 40 km daily. This means that, under average usage, e.MAS 7 owners typically only need to recharge once per week.

Charging access is further simplified through the Live Integrated Charging Network, which offers over 3,400 charging points across Malaysia, covering more than 90% of the country. This includes more than 1,100 charging points across 930 high-rise residential buildings nationwide.

The e.MAS 7 is supported by a robust aftersales ecosystem of 29 service centres, 10 body and paint centres, and 35 dealerships nationwide, ensuring comprehensive support for every owner.

Enjoy Trade-In Bonus with the Power Exchange Programme

PRO-NET continues to encourage the shift towards electric mobility through its Power Exchange programme. Customers who trade in their current vehicle – regardless of brand or age – are eligible for a RM5,000 trade-in bonus on top of the assessed trade-in value, subject to inspection and approval by the relevant authorities.

This initiative is designed to make EV ownership more accessible, helping more Malaysians enjoy the benefits of zero-emission driving.

Test Drive the e.MAS 7 Today

To experience the Proton e.MAS 7 first-hand, customers can visit the nearest Proton e.MAS showroom or book a test drive via the Proton e.MAS website. For the latest updates, follow Proton e.MAS on Facebook (Proton e.MAS Cars), Xiaohongshu (Proton e.MAS Cars), TikTok (@protonemasofficial), and Instagram (@protonemasofficial).

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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

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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