

MISI 5 Tour in Northern Region Sparks Strong Community Interest for Proton e.MAS 5

Concluded in 2 Regions, the Central and Northern Legs of the MISI 5 Tour Drew Overwhelming Crowds Across 5 States, 7 Cities, and 14 Showrooms

SHAH ALAM, 3 September 2025 - Proton New Energy Technology Sdn Bhd (PRO-NET), a subsidiary of PROTON, has wrapped up the Northern leg of its nationwide MISI 5 Tour, attracting enthusiastic participation from communities across Kedah, Penang, and Perak.

Held from 22 to 24 August, the tour gave Malaysians a first-hand look at the Proton e.MAS 5 ahead of its official launch this October. From showroom sessions to popular destinations such as Pekan Rabu and Tanjung Dawai in Kedah, Juru Auto City in Penang, and Concubine Lane in Ipoh, the e.MAS 5 met Malaysians in their everyday settings, allowing visitors to experience the EV as part of their daily lifestyle.

Northern Tour Highlights Diverse Customer Experiences with Proton e.MAS 5

One early Proton e.MAS 7 owners shared his thoughts after checking out the Proton e.MAS 5 at Proton e.MAS Sungai Petani (Mercu Usaha): “I switched to the Proton e.MAS 7 last year and use it every day for work, commuting from Sungai Petani to Perlis. The range has never been a concern for me.”

“At first glance, the Proton e.MAS 5 looks super cute. It feels roomy inside, with extra legroom for the back seats. The frunk is practical too, perfect for groceries, where I can keep fish or chicken for weekend shopping. I’m even thinking of getting the Proton e.MAS 5 for my wife.” he added.

Another customer at Proton e.MAS Penang (Eleganz Lifestyle), K.P. Siva shared that: “My first car was a Proton Waja, and my second was a Proton Persona. I am really happy to see how the national car brand has grown to now offer EVs for Malaysians.”

When asked about how he feels about switching to an EV car, he said: “Life up North is more laid-back than in Kuala Lumpur, and I think that’s why people here see an EV a little differently.”

Puan Salawati Yusoff, Chief Branding Officer of PRO-NET, said: “The response in the Northern region shows that many people were already familiar with the Proton e.MAS 5 and wanted to experience it for themselves — to sit inside, check the space, and imagine it in their everyday lives.

“What stood out was how the conversations differed: in Sungai Petani and Ipoh, it was more about practical, family-oriented use, while in Penang, the focus was on city driving and charging. It really shows how the Proton e.MAS 5 fits into different lifestyles across Malaysia.”

MISI 5 Heading Up to East-Coast Region from 5–7 September

The next leg of the MISI 5 Tour will see the Proton e.MAS 5 travel across Kelantan, Terengganu, and Pahang. Over three days (5 – 7 September), the Proton e.MAS 5 will appear at dealer showrooms

and popular destinations, giving the community the chance to experience the vehicle in settings that reflect their daily routines, from morning market visits to leisure time at coastal landmarks.

Residents in Kota Bharu, Kuala Terengganu, and Kuantan will witness the Proton e.MAS 5 at community hotspots such as Pasar Siti Khadijah, Jambatan Angkat in Kuala Terengganu, and Teluk Cempedak beach.

Stay connected with the MISI 5 Tour through official channels for the latest updates, behind-the-scenes moments, and highlights from across Malaysia.

#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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