

## **Proton e.MAS 7 Delivers 5,811 Units, Sustaining No. 1 EV Position for 8 Cumulative Months with Energised Momentum**

*Milestone moment as EV plant launched in Tanjung Malim, aims to deliver first locally assembled Proton e.MAS 7 soon*

**SUBANG JAYA, 17 September 2025** – Proton New Energy Technology Sdn Bhd (PRO-NET), a subsidiary of PROTON, today announced that the Proton e.MAS 7 has once again secured its position as Malaysia's No. 1 electric vehicle for August 2025. Deliveries have reached a cumulative total of 5,811 units between 1 January and 31 August, comprising 5,455 local sales and 356 units exported to 4 international markets.

With this achievement, the Proton e.MAS 7 has now been Malaysia's best-selling EV for eight cumulative months, sustaining its leadership since the beginning of the year. According to the latest JPJ registration data, the model continues to lead the market into the second half of 2025, with 5,455 units registered in August and a year-to-date total of 5,811 unit. With a market share of 24%, nearly one in every 4 EVs sold is a Proton e.MAS 7.

"We are sincerely grateful to all Proton e.MAS 7 owners for their trust and support," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "The Proton e.MAS 7 was built as a car for Malaysians, and we are always listening to customer feedback to make it better. This was reflected in the recent launch of new Proton e.MAS 7 variants in early July, which introduced over-the-air updates along with new exterior colours and interior choices.

"Every milestone we achieve is because of your belief in us, and we remain committed to delivering lasting value and continuously improving the ownership experience for all Malaysians," he added.

### **Strengthening Malaysia's EV Industry with Local Assembly**

August 2025 marks another milestone with the official opening of PROTON's first dedicated EV plant in Tanjung Malim. Since the initial launch, the Proton e.MAS 7 has been introduced as a CBU (completely built-up) unit from China to meet strong early demand. With the new facility now operational, the e.MAS 7 will transition into CKD (completely knocked down) local assembly soon, making it the first locally assembled EV from Proton.

The new plant, located within the Automotive High Technology Valley (AHTV), has an initial annual capacity of 20,000 vehicles, with the ability to scale up to 45,000 as demand grows. Local assembly will strengthen PRO-NET's role in developing Malaysia's EV ecosystem by improving accessibility, creating new skilled jobs, and enabling greater participation of local vendors in the supply chain.

The move also reflects the Government's ambition to position Tanjung Malim as Malaysia's EV hub, with Prime Minister Datuk Seri Anwar Ibrahim calling for the rollout of a competitively priced PROTON EV ahead of the ASEAN Summit in October 2025.

**-THE END-**

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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Issued by:

PRO-NET

Salawati Mohd Yusoff

Chief Branding Officer

Telephone: +6012-219 4581

Email: [salawati@proton.com](mailto:salawati@proton.com)

Christopher Ng

Manager, PR & Communications

Telephone: +6012-818 7597

Email: [christopher@proton.com](mailto:christopher@proton.com)

Agus Mohd Nawiah

Senior Executive, Public Relations

Telephone: +6017-232 6225

Email: [agusmn@proton.com](mailto:agusmn@proton.com)

For media enquiries, please contact H/Advisors Klareco on behalf of PRO-NET:

Menuka Vejasegaran

H/Advisors Klareco

Telephone: +6014 345 2006

Email: [menuka.vejasegaran@h-advisors.global](mailto:menuka.vejasegaran@h-advisors.global)