

PMX Flagged Off East Coast Leg of Proton e.MAS MISI 5 Tour Ahead of Q4 2025 Launch

The Proton e.MAS 5 Met Communities in Kelantan, Terengganu, and Pahang

TANJUNG MALIM, 8 September 2025 – The Prime Minister of Malaysia, YAB Dato' Seri Anwar Ibrahim, officially flagged off the East Coast leg of the Proton e.MAS Tour MISI 5 on 4 September, marking a significant milestone in the nationwide journey to introduce Malaysians to the Proton e.MAS 5, the brand's first affordable all-electric vehicle.

The flag-off ceremony was held immediately after the Prime Minister launched Proton's new NEV Plant in Tanjung Malim, underscoring the Government's commitment to supporting Malaysia's transition towards sustainable mobility.

Mr. Zhang Qiang, Chief Executive Officer of PRO-NET, said: "It was both an honour and a privilege to have the Prime Minister personally flag off this next stage of the MISI 5 Tour. His support underscores the importance of the Proton e.MAS 5 as not just Proton's first affordable EV, but also a car for the Rakyat. This moment represents a significant leap forward for Malaysia's EV journey."

Following successful showcases in the Central and Northern regions in August, the East Coast leg took place from 5 to 7 September across Kelantan, Terengganu, and Pahang. Communities were able to experience the e.MAS 5 at three (3) Proton e.MAS dealerships and nine (9) popular community destinations, including Kopitiam Kita in Kelantan, Pasar Payang in Terengganu, and Pantai Teluk Cempedak in Pahang. These touchpoints allowed residents to experience firsthand how electric mobility can fit seamlessly into daily life.

The East Coast is viewed as a promising region for EV adoption, with many households residing in landed properties that facilitate convenient home charging. With shorter daily commutes and less traffic congestion, EVs in these communities can operate more efficiently while helping families save significantly on running costs.

The Proton e.MAS 5 is on track for its official launch in Q4 2025 and will be offered in two variants, with prices expected to start below RM100,000.

Stay Updated On All Proton e.MAS 5 News

For all the latest updates on the Proton e.MAS 5, 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/>

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Issued by:

PRO-NET

Salawati Mohd Yusoff

Chief Branding Officer

Telephone: +6012-219 4581

Email: salawati@proton.com

Christopher Ng

Manager, PR & Communications

Telephone: +6012-818 7597

Email: christopher@proton.com

Agus Mohd Nawiah

Senior Executive, Public Relations

Telephone: +6017-232 6225

Email: 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