



News Release

PROTON LAUNCHES e.MAS 7 EV IN RETURN TO SINGAPORE

- Proton e.MAS brand to be represented by VINCAR Group as authorised distributor
- Owners of Proton e.MAS 7 from Singapore offered roadside assistance when in Malaysia

Subang Jaya, 19 Sept 2025 – PROTON has entered a third overseas market with its first EV, the Proton e.MAS 7, when it officially launched Malaysia's most popular EV in Singapore earlier this week. The event also marked the return of the Proton brand name to the country approximately 11 years after it exited its Southern neighbour.

Present during the launch were Dr Li Chunrong, Chief Executive Officer of PROTON and Vincent Tan, Chief Executive Officer of VINCAR GROUP. Also present were Ainol Azmil bin Abu Bakar, Covering Deputy Chief Executive Officer, PROTON, Zhang Qiang, Chief Executive Officer, PRO-NET, Edmund Lim Meng Thong, Chief Executive Officer, Proton International Corporation, Ernest Tan, Deputy Chief Executive Officer, VINCAR Group and Yusri Yusuf, Senior Director of Corporate Strategy, PROTON.

Also present during the event were officials from the High Commission of Malaysia in Singapore, Kavitha Mathuvay, Minister (Economic), Vinothan a/l Tulisi Nathzan, Counsellor (Investment), Siti Nordiana bt Mohamad Akhir, Trade Commissioner, and Intan Shafina Rasdi, Counsellor (Economic) as well as VINCAR customers and members of the Singapore media.

During his opening speech, Dr Li Chunrong said, "Tonight is not just the launch of a product, it is also the beginning of a partnership — PROTON's technology and values, combined with VINCAR's local knowledge and customer trust. Malaysia and Singapore are more than neighbors and we are bound by family, business, and daily life, so we will offer as much support as possible to Proton customers from Singapore."

Offering Singapore buyers a feature packed and safest EV in its class

The Proton e.MAS 7 has carved a significant niche for itself in Malaysia's competitive EV market. For the first eight months of 2025, nearly 6,000 units have been delivered, making it the most popular EV model in the country and giving Proton e.MAS a 24% market share of local EV sales despite having just one model in its current lineup.

The e.MAS 7 combines its product pillars of superb style, powerful performance, assured safety, remarkable comfort, and keen intelligence with an industry leading number of 3S/4S outlets, delivering convenience and assurance to customers who are mostly new to the EV segment. Additionally, with an ASEAN NCAP safety rating of 92.57 points, it is also the model with the highest safety score in its segment.

Singapore customers will be offered the Proton e.MAS 7 in both Prime and Premium variants in six colours of Platinum Silver, Lithium White, Turquoise Green, Slate Grey, Quartz Rose, and Obsidian Black. Additionally, both interior colour options of Indigo Blue and Alabaster White will also be offered.

To celebrate its launch, a Founders Edition package is available to the first 99 customers. This exclusive offer includes a 10-year, unlimited-mileage battery warranty and five years of complimentary data roaming in Malaysia and Singapore. Additionally, owners will receive cross-border roadside assistance in Peninsular Malaysia and Singapore. This means Singaporean owners can get their vehicle towed to a Malaysian PROTON service center if they experience a breakdown in Peninsular Malaysia.

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With Malaysia also set to trial its new National Integrated Immigration System (NIIS) on 22 September, which will make travel between Singapore and Johor Bahru more seamless, Proton e.MAS 7 owners can look forward to an even more convenient cross-border driving experience.

The announced launch price for the Proton e.MAS 7 in Singapore is SGD175,988 for the Prime variant and SGD179,988 for the Premium variant inclusive of COE. The launch prices will be applicable to the first 99 units only and all Singapore owners of the model will be offered roadside assistance when driving their vehicles in Malaysia.

“The Proton e.MAS 7 is the first step in Singapore for both the partnership of PROTON and VINCAR. We will add more models to the lineup in the future, focusing our attention on the New Energy Vehicles (NEV) market, which is well established in Singapore,” said Edmund Lim Meng Thong, Chief Executive Officer, Proton International Corporation.

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About PROTON

PROTON Holdings Bhd began as Malaysia's first national car project, founded with the aim to accelerate Malaysia's economic development and lay the foundations for the local automotive industry. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding Group. Today, PROTON continues to delight its customers with cars anchored on its brand promise of Inspiring Connections and founded on its core values of always delivering Innovative Technology, Reliability, and international standards.