

## **Malaysia's Most Affordable EV, Proton e.MAS 5, Now Open for Booking!**

- *Book Now for Just RM99\* at Any Proton e.MAS Dealership Nationwide and Enjoy Exclusive Rewards*
- *The Proton e.MAS 5 features an estimated price of RM 60,000 – RM 80,000 making it Malaysia's most affordable EV.*

**NILAI, 5 October 2025** - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of national carmaker PROTON, today announced that bookings for the all-new Proton e.MAS 5, Malaysia's most affordable EV, are officially open, following a high-profile livestream on 4<sup>th</sup> October 2025.

The livestream showcased Malaysia's most affordable EV through interactive segments, live product demonstrations, and EV insights from motoring experts and lifestyle influencers, successfully engaging Malaysian audiences and sparking strong interest in bookings for PRO-NET's latest, compact electric vehicle (EV).

Held from 8:00pm to 10:30pm, the livestream was hosted by [Boss James](#) and [Norreen Iman](#), and featured Q&As with PRO-NET representatives, including Mr. Zhang Qiang, Chief Executive Officer of PRO-NET, and Pn. Salawati binti Mohd Yusoff, Chief Brand Officer of PRO-NET.

572,725+ people across Malaysia tuned in to the livestream via Proton e.MAS official social channels as well as the social platforms of the lifestyle influencers and tech and motoring experts, enabling wide engagement and real-time interaction.

### **Estimated Pricing of Malaysia's Most Affordable EV Revealed**

Most excitingly, the question that has been on everyone's lips, the estimated pricing of the car, was finally revealed. The Proton e.MAS 5 features an estimated price of RM 60,000 – RM 80,000 truly earning its moniker of Malaysia's most affordable EV. More than just an electric car, it is designed to complement the lifestyle of modern Malaysians, offering style, practicality and sustainability in one package. Malaysians can now book the Proton e.MAS 5 for just RM99\* and receive a limited-edition Proton e.MAS Touch 'n Go NFC Card preloaded with RM100 along with an additional RM500 rebate on the booking fee\*\*.

Mr. Zhang Qiang, Chief Executive Officer of PRO-NET said: "With its sleek design, rear-wheel drive dynamics, and a practical range of up to 325 km, the Proton e.MAS 5 is made for Malaysians who want a car that fits easily into their daily lives. It's stylish, practical and sustainable, and with bookings now open, we can't wait for more people to start their journey towards a greener future with us."

Compact yet powerful, the Proton e.MAS 5 combines smart connectivity via ATLAS OS, convenient home charging solutions, and low-cost urban commuting, making it ideal for young families or couples seeking their first EV as either a replacement or secondary car. Supported by PRO-NET's integrated live charging map, the e.MAS 5 delivers a simple, connected, and cost-effective EV experience.

### **Small in Size, Big on Tech - Class-Leading Features that Punch Well Above its Weight**

Supported by 10 + 10 and 10 More USPs, the Proton e.MAS 5 offers a comprehensive range of standout features that set it apart from other EVs in its class. From innovative storage solutions, crystal gear selector, and rear multi-link suspension to fast DC charging, high-density battery, and voice commands available in both English and Malay, the Proton e.MAS 5 balances practicality with cutting-edge technology. Its dual-tone styling, LED headlamps, ADAS safety systems, 360-degree cameras, and Apple CarPlay/Android Auto further enhance comfort, convenience, and connectivity, ensuring a safe, stylish, and smart driving experience for every journey.

\* T&Cs apply

\*\*This offer is valid to the first 5,000 customers who successfully register their Proton e.MAS 5

## PRESS RELEASE EMBARGO

4<sup>th</sup> October 2025

Saturday @ 10.30 p.m.



PRO-NET  
PROTON NEW ENERGY TECHNOLOGY SDN BHD

### Book for just RM99\* and Enjoy Early Bird Offers

Bookings for the Proton e.MAS 5 compact electric SUV are now open. Customers can register interest through the official [Proton e.MAS website](#), or make a booking directly at any of the 42 Proton e.MAS dealerships nationwide. Malaysians can either register interest through the official [Proton e.MAS website](#) or make a booking directly at any Proton e.MAS dealerships nationwide.

To book, just pay a RM99\* booking fee and enjoy the following exclusive early bird perks:

- A limited-edition Proton e.MAS Touch 'n Go NFC Card preloaded with RMXX
- RM500 rebate on the booking fee\*\*

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.

#PROTONeMAS5 #MostAffordableEV #FreedomThatElectrifies #OwnYourSpace

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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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