

Proton e.MAS 5 Achieves 3,000 Bookings As Proton e.MAS 7 Secures Strong EV Market Leadership

Malaysia's First Affordable EV Draws Strong Bookings, while Proton e.MAS 7 Records 6,655 Units Sold to Date, Leading Malaysia's EV Market for Nine Consecutive Months

Subang Jaya, 14 October 2025 – PRO-NET, a subsidiary of national automaker PROTON, proudly announces that the Proton e.MAS 5, Malaysia's first affordable EV, has achieved 3,000 bookings in just the first week of open bookings, including a remarkable 1,607 bookings within the first 24 hours.

The Proton e.MAS 5's strong debut builds on the market confidence established by its sibling, the Proton e.MAS 7. The e.MAS 7 continues to lead Malaysia's EV market in 2025. As of 30 September 2025, cumulative sales have reached 6,655 units, with 6,212 sold locally and 443 exported. This cements the e.MAS 7 as Malaysia's No.1 EV for nine months, with an EV market share of 24%.

"We are in the month where two milestones were achieved – the strong sales of the Proton e.MAS 7 and the great interest that Malaysians have shown in the e.MAS 5," said Mr. Zhang Qiang, CEO of PRO-NET. "The booking numbers exceeded our expectations. We are thankful that Malaysians continue to put their trust in us to deliver electric vehicles specifically tailored for Malaysia's road and driving habits."

With the Proton e.MAS 5 joining the line-up soon, PRO-NET continues to offer high-quality, high-technology electric vehicles at a price friendly to more budgets. While the Proton e.MAS 5 has a tentative price range of RM60,000 to RM80,000. The B-segment EV hatchback is equipped with features, technology, and driving experience of cars above its price range.

Blending Smart Urban Design, Spacious Interior, and Practical Daily Usability

The Proton e.MAS 5 blends a compact B-segment exterior for easy city maneuvering with a spacious C-segment interior, featuring a flat rear floor, wide rear doors, and flexible storage for daily errands and weekend trips. Its smart urban features such as the 14.6" FHD display head unit, ATLAS Auto OS, wireless Android Auto/Apple CarPlay, and the Proton e.MAS App ensures convenience and connected driving.

With a WLTP range of 325 km, fast-charging capability, and cost-effective running and maintenance compared to petrol vehicles, the e.MAS 5 is ideal for urban commutes, school runs, and lifestyle trips.

Proton e.MAS 5 Now in Showrooms Nationwide

Customers who'd like a hands-on experience with the Proton e.MAS 5 may head to their nearest showroom to view Malaysia's First Affordable EV beginning 17 October 2025. Customers are encouraged to contact the nearest showroom for availability and further information.

Secure Your e.MAS 5 Early for RM99* and Enjoy Exclusive Rewards

Bookings for the Proton e.MAS 5 is now open. Customers can register their interest through the official Proton e.MAS website or make a booking directly at any of the 30 Proton e.MAS dealerships nationwide.

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

- A limited-edition Proton e.MAS Touch 'n Go NFC Card pre-loaded with RM100
- RM500 rebate on the booking fee

** T&Cs apply*

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

Visit the Proton e.MAS website and follow our official social media channels to know more about the updates on Proton e.MAS 5: [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/>

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