

Proton e.MAS 5 to Open for Booking with Livestream Event

Tune In on 4 October at 8.00pm as We Reveal the Estimate Pricing of Malaysia's Most Affordable EV as well as Announce Exclusive Early Bird Offers

Shah Alam, 2 October 2025 - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of PROTON, announced that bookings for the all-new Proton e.MAS 5, Malaysia's most affordable electric vehicle (EV), will officially start on Saturday, 4 October 2025 during the special livestream event, which will run from 8:00 PM to 10:30 PM.

Hosted by lifestyle influencers [Boss James](#), a prominent entrepreneur especially known in the automotive industry, and [Norreen Iman](#), a well-known Malaysian actress, the session will combine interactive segments with live product demonstrations and EV sharing sessions with motoring experts.

Most excitingly, the question that has been on everyone's lips—estimated pricing of the car—will be revealed! The Open for Booking livestream will be broadcast 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.

Designed to be an EV for every Malaysian, the Proton e.MAS 5 combines affordability with practicality, making electrification accessible without compromise. Despite being a compact B-segment hatchback, it offers the spaciousness of a C-segment car, ensuring that families, friends, and passengers enjoy a comfortable ride. Indeed, the e.MAS 5 is a smarter, cleaner, and more practical way to move.

"The Proton e.MAS 5 is our first compact all-electric hatchback, created for Malaysian roads and lifestyles," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "Since its debut at the MARii Autoshow 2025, followed by the e.MAS Tour MISI 5, the Electrify Your Life campaign, and the National Day Parade, we have brought the e.MAS 5 has reached more than three million Malaysians and received tremendous excitement in return. Listening to customer feedback has been an important part of this journey, giving us the confidence that the e.MAS 5 will set a new benchmark for affordable electric mobility in Malaysia."

Tune in to the Open for Booking Livestream on TikTok and Facebook, on 4 October from 8.00pm to 10.30pm

Starting 4 October, Malaysians can secure their Proton e.MAS 5 via the livestream launch or at any Proton e.MAS dealership nationwide. Secure your e.MAS 5 with a booking fee and enjoy exclusive early bird rewards including a special booking rebate. These offers are valid for a limited number of early registrants only. Don't forget to join us this Saturday, 4 October at 8PM as we unveil many more electrifying things!

- **TikTok:** <https://www.tiktok.com/@protonemasofficial>
- **Facebook:** <https://www.facebook.com/ProtonEMASOfficial/>

For updates, booking information, and live coverage, 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 #OwnYourSpace #FreedomThatElectrifies

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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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