

Proton e.MAS 5 Completes Nationwide MISI 5 Tour, Sparking Excitement Ahead of Grand Launch

Covering 42 Stops across 13 States and 29 Towns over 3 Months, the MISI 5 Tour Showcased Malaysia's First Affordable EV in Real-Life Malaysian Settings

Shah Alam, 27 October 2025 - PRO-NET (Proton New Energy Technology Sdn Bhd) proudly announces the successful completion of the MISI 5 Tour, a nationwide campaign that previewed the soon-to-be-launched Proton e.MAS 5, Malaysia's first affordable electric vehicle (EV). With the tour now successfully concluded, Malaysians can look forward to the grand launch of the Proton e.MAS 5 on 30 October 2025.

Held from August to October 2025, the tour made 42 stops across 13 states and 29 towns, reaching thousands of Malaysians from urban, suburban, and community-centric areas. The campaign was designed to bring the EV experience directly to the people, making electric mobility relatable, practical, and exciting.

The MISI 5 Tour showcased the Proton e.MAS 5 through immersive experiences and thrilling on-ground challenges, with stops at 20 Proton e.MAS dealerships and key high-footfall public landmarks nationwide. The tour spanned five major regions, as follows:

- **Central (Selangor, Kuala Lumpur):** 8–10 & 15–17 August
- **Northern (Penang, Perak, Kedah):** 21–25 August
- **East Coast (Pahang, Terengganu, Kelantan):** 4–8 September
- **Southern (Johor, Negeri Sembilan, Melaka):** 13–21 September
- **East Malaysia (Sarawak, Sabah):** 25 September–5 October

A Hands-On EV Experience for All

“The MISI 5 Tour was more than a promotional campaign; it was a nationwide initiative to demystify EVs and make them accessible to everyday Malaysians. By bringing the Proton e.MAS 5 directly to communities across 13 states, PRO-NET aimed to foster awareness, spark conversations, and build confidence in EV adoption.” “The overwhelmingly positive response, especially from curious first-time EV viewers to enthusiastic future owners, the MISI Tour 5 reflected a growing readiness among Malaysians to embrace cleaner and smarter mobility.” said Mr. Zhang Qiang, CEO of PRO-NET.

To make the experience more relatable and the Proton e.MAS 5 more accessible to all, each region featured a unique, influencer-led creative challenge, paired with a renowned Motoring figure:

- **Mission #1 - Fashion on the Move:** In the Central region, fashion designer Karl Shafek transformed the Proton e.MAS 5 into a mobile studio for running errands, during KL Fashion Week.
- **Mission #2 - Hot Meals, Zero Fuel:** In the Northern region, food creator Soyabelacan cooked local dishes using the Proton e.MAS 5's conveniently spacious 70L frunk.
- **Mission #3 - EV Paintbrush with Pentbrush:** On the East Coast, muralist Zameer Pentbrush turned the car into a moving art piece, with Proton e.MAS 5 acting as a paintbrush and showcasing its superior driveability and seamless handling.
- **Mission #4 - Culture Lover:** In the Southern region, culture lover Johan Eskandar explored heritage sites and pet-friendly destinations.

- **Mission #5 - Thrill Seeker:** In East Malaysia, thrill-seeker Ain Ramli hosted a haunted livestream powered entirely by the Proton e.MAS 5's tech features.

These challenges showcased the e.MAS 5's versatility, tech-savvy features, and real-world practicality: from fast charging (from 30% to 80% in just 21 minutes) to smart cabin space and pre-cooling for hot days.

Malaysians React with Optimism and Excitement for Proton e.MAS 5

Public sentiment throughout the MISI 5 Tour was overwhelmingly positive. From young professionals and families to first-time EV users, Malaysians expressed strong enthusiasm for Proton's commitment to making electric mobility rakyat-friendly, accessible, and practical.

At the Proton e.MAS Setia Alam showroom, visitor Sharmaine Alexander shared her excitement: "The e.MAS 5 is the most affordable EV I've ever seen. It's my dream car and viewing it in person was a dream come true. PRO-NET has made EVs feel truly accessible for everyday Malaysians."

The one-of-a-kind live-streamed booking announcement for the Proton e.MAS 5, held on 4 October, also received an overwhelming nationwide response, with over 572,000 viewers tuning in via Proton e.MAS official social channels and the platforms of popular lifestyle influencers such as Boss James and Noreen Abdullah, as well as tech and motoring experts. The interactive livestream enabled wide engagement and real-time conversations with audiences across Malaysia.

With the MISI 5 tour now successfully concluded, Malaysians can look forward to the grand launch of the Proton e.MAS 5 on 30 October 2025, which will feature launch updates, live broadcasts, and test drive sessions nationwide.

The early bird booking offer of RM99* remains available to the first 5,000 customers who successfully register their Proton e.MAS 5.

#PROTONeMAS5 #FreedomThatElectrifies #OwnYourSpace #eMASTourMisi5

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 on Proton e.MAS 5.

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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 enjoy with over 4,000 bookings secured to date, and numbers continuing to grow as 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

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