

Proton e.MAS 5 and Hot FM Brings Innovation to Malaysia's First Live Radio Broadcast From an EV

Experience Malaysia's First Affordable EV up close at Starhill, Kuala Lumpur, from 14 – 16 November 2025

Kuala Lumpur, 14 November 2025 - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of PROTON, is bringing the Proton e.MAS 5 'Own Your Space' showcase to Starhill, Kuala Lumpur, from 14 to 16 November 2025. Open daily from 10:00 AM to 10:00 PM, the three-day showcase invites Malaysians to experience the country's first affordable electric vehicle (EV) within a vibrant, lifestyle-focused setting in the heart of the city.

Following the grand launch of the Proton e.MAS 5 on 30 October 2025, this event marks the model's first major public showcase, bringing electric mobility closer to urban Malaysians through real-world interaction, lifestyle integration, and hands-on experience.

"The Proton e.MAS 5 has been designed to fit every Malaysian's lifestyle, from city commuters to young professionals and growing families," said Puan Salawati Yusoff, Chief Brand Officer of PRO-NET. "Through this showcase, we want people to not only see the car, but experience what it means to own their space, in style, in comfort, and with confidence."

First-of-its-kind: First EV To Power a Live Radio Broadcast

Adding a spark of innovation, the showcase will feature a special live session with Hot FM titled "Electric on Air" on Saturday, 15 November from 4PM to 6PM, where the Proton e.MAS 5 will become the first EV to power a live radio broadcast through its advanced Vehicle-to-Load (V2L) function.

The session will be hosted by Hot FM's on-air DJs, Fizi and Aishah, who will bring their signature energy and banter to Starhill, Kuala Lumpur, for a vibrant outdoor broadcast. Powered entirely by the Proton e.MAS 5, the show will demonstrate how the EV's V2L capability can energise everything from events and entertainment setups to lifestyle experiences, redefining what it means to be truly mobile.

Beyond the live broadcast, visitors can enjoy interactive games, crowd activities, and exclusive giveaways, while exploring the Proton e.MAS 5 up close and learning more about its innovative features from the Proton e.MAS team. The first 200 visitors who complete the booking form will also receive a special gift.

Since its launch, the Proton e.MAS 5 has already garnered over 10,000 bookings, underscoring strong demand for accessible and affordable EVs. The model is currently offered at a special launch price starting from RM56,800 for the Prime variant and RM69,800 for the Premium variant (after a RM3,000 rebate, valid until 31 December 2025).

For updates, booking information, 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/>

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Issued by:

PRO-NET

Salawati Mohd Yusoff

Chief Branding Officer

Telephone: +6012-219 4581

Email: salawati@proton.com

Christopher Ng

Manager, PR & Communications

Telephone: +6012-818 7597

Email: christopher@proton.com

Agus Mohd Nawiah

Senior Executive, Public Relations

Telephone: +6017-232 6225

Email: agusmn@proton.com

For media enquiries, please contact H/Advisors Klareco on behalf of PRO-NET:

Menuka Vejasegaran

H/Advisors Klareco

Telephone: +6014 345 2006

Email: menuka.vejasegaran@h-advisors.global