

PRO-NET Showcases Advanced EV Technologies and the Proton e.MAS EVs at GATE 2025

Discover the e.MAS 5, next-gen EV technologies, and test-drive opportunities at the PROTON booth – open to the public on 14 November.

KUALA LUMPUR, 12 November 2025 – PROTON and PRO-NET is proud to participate in the Global Automotive and Technology Expo (GATE) 2025. The event is held at the Kuala Lumpur Convention Centre, Kuala Lumpur, from the 12th to the 14th of November 2025, the three-day premier regional event aims to bring together industry leaders, innovators, and policymakers to shape the future of electric mobility, autonomous systems, and sustainable transportation.

As one of Malaysia's leading electric vehicle brands, PRO-NET's presence at GATE 2025 underscores its commitment to advancing the nation's electric vehicle (EV) ecosystem and strengthening local innovation through global collaboration.

Adding prestige to PRO-NET's showcase, on the 13th of November 2025, the Minister of Investment, Trade and Industry (MITI), YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, will be gracing the Proton e.MAS booth, where he will be briefed on the brand's advancements in EV technology. He will be accompanied by Mr. Azrul Reza Aziz, Chief Executive Officer of the Malaysia Automotive Robotics & IoT Institute (MARii).

At this year's expo, PROTON and PRO-NET is presenting several key highlights that represent the next chapter in its EV journey:

- **12-in-1 Electric Drive System** – an advanced, integrated power unit that combines multiple components for higher efficiency, compactness, and performance.
- **Cell-to-Body Technology** – an innovation that enhances safety, structural rigidity, and energy efficiency by integrating the battery directly into the vehicle frame.
- **Short Blade Battery** – designed for improved energy density, faster charging, and longer lifespan to meet the demands of modern EVs.
- **Proton e.MAS 5** – the brand's latest all-electric hatchback, combining intelligent features, agile performance, and accessible pricing to make EV ownership attainable for more Malaysians.

In addition to the exhibits, visitors to GATE 2025 are invited to experience PROTON's latest EVs first-hand, with test drives available for both the Proton e.MAS 7 and the Proton e.MAS 5 throughout the event.

"Events like GATE 2025 are essential in driving collaboration and innovation across the region," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "They allow us to share insights,

explore new technologies, and strengthen partnerships that move the industry forward. Through the e.MAS brand, PRO-NET is proud to showcase how Malaysian engineering and global expertise come together to deliver intelligent, sustainable mobility for the future.”

The Global Automotive and Technology Expo (GATE) serves as a key meeting point for ASEAN’s automotive and technology industries, promoting a cleaner, smarter, and more connected transportation future. PROTON’s participation reaffirms its role as a driving force in shaping Malaysia’s EV transition and its commitment to sustainable progress through innovation.

GATE 2025 is open to the public on its final day, 14 November, with free admission. Visitors are encouraged to visit the PROTON booth to explore the latest EV technologies and experience the Proton e.MAS 7 and e.MAS 5 through exclusive test drives.

MITI ASEAN Day

In addition to GATE 2025, PROTON and PRO-NET will also participate in MITI ASEAN Day 2025, an annual initiative that showcases the Ministry of Investment, Trade and Industry’s (MITI) roles and functions to the public. As part of the event’s Mini Malaysia Autoshow, PROTON will display the Proton e.MAS 5, supporting MARii’s efforts to strengthen the national automotive ecosystem in line with the National Automotive Policy 2020 (NAP 2020). The Mini Malaysia Autoshow also offers visitors an early preview of the next Malaysia Autoshow.

The event will take place from 14–15 November 2025 at Menara MITI, Jalan Sultan Haji Ahmad Shah, Kompleks Kerajaan, Kuala Lumpur.

For more information on Proton e.MAS 5, visit the official 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).

#ProtoneMAS7 #ProtoneMAS5 #FreedomThatElectrifies #MostAffordableEV
#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

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