

PROTON Launches Proton e.MAS 5, Malaysia's First Affordable Electric Vehicle

A new chapter in Malaysia's EV journey begins, bringing electrified mobility within reach of every Malaysian driver

- Prices start from RM59,800 for Prime Variant, and RM72,800 for Premium Variant.
- More than 5,000 bookings secured since bookings opened on 4 October 2025, with just RM99 required as a booking fee and with special launch rebate worth up to RM3,000*

Sentul, 30 October 2025 – PROTON marked another major milestone in its electrification journey with the official launch of its second electric vehicle under Proton e.MAS brand - Proton e.MAS 5, Malaysia's first affordable electric vehicle (EV) designed to make sustainable mobility accessible to all Malaysians.

Following its first public showcase at the ASEAN Summit on 28 October witnessed by Malaysian Prime Minister Dato' Seri Anwar Ibrahim and Premier Li Qiang of the People's Republic of China, the grand launch of the Proton e.MAS 5 was held today at Sentul Depot. The event was graced by Tan Sri Syed Faisal Albar, Chairman of PROTON, Dato' Hairil Yahri Yaacob, Secretary-General of the Ministry of Investment, Trade and Industry (MITI); Datuk Dr. Aminar Rashid, Chairman of MARii, Datuk Wira Azhar, Board of Director PROTON and Azrul Reza Aziz, Chief Executive Officer of MARii. The ceremony was further attended by representatives from DRB-HICOM and Geely Auto Group, officials from various government ministries and agencies.

The Proton e.MAS 5 has received a growing and overwhelming response from Malaysians nationwide, with more than 5,000 bookings recorded within just three weeks, underscoring increasing public confidence and enthusiasm for affordable EV ownership since bookings opened on 4 October during a special livestream announcement.

Empowering the Next Generation of EV Users with the Latest Model from the Proton e.MAS Line-Up

The Proton e.MAS 7 has firmly established itself as Malaysia's No.1 EV for nine consecutive months, achieving cumulative sales of 6,655 units as of September 2025, including 6,212 units sold locally and 443 units exported. Holding a 24% share of the national EV market, the e.MAS 7 continues to demonstrate strong consumer confidence in PROTON's electrification strategy.

As the second model under the Proton e.MAS line-up, the Proton e.MAS 5 represents PRO-NET's bold step towards driving mass EV adoption in Malaysia. Built on the principles of affordability, practicality, and everyday usability, it is designed specifically for first-time EV buyers seeking a smarter, cleaner, and more economical driving experience.

"The launch of the Proton e.MAS 5 marks another proud milestone for PRO-NET as we continue to lead Malaysia's transition towards electrified mobility. Through the Proton e.MAS brand, we are bringing clean technology within reach of every Malaysian, combining advanced innovation, trusted safety, and affordability to make EV ownership possible for everyone, not just the few," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "This milestone reflects our commitment to strengthening

* Terms & conditions apply. For a limited time only until 31 December 2025

the local EV ecosystem and supporting Malaysia's journey towards sustainable mobility and a net-zero future."

Proton e.MAS 5 Redefines Everyday Mobility

Purpose-built for urban living yet refined for family comfort, the Proton e.MAS 5 redefines what an affordable EV can be. It is a B-segment vehicle with C-segment spaciousness and blends agility with everyday practicality. Offering WLTP range up to 325km, Proton e.MAS 5 is ideal for daily commutes, errands, and weekend trips on a single charge.

Versatile Technology

Technology is thoughtfully woven into the driving experience. The 14.6-inch Full HD Display Head Unit, paired with the 8.8-inch digital instrument panel, powered by ATLAS Auto, let Proton e.MAS 5 respond to voice commands in both English and Bahasa Melayu. Drivers enjoy wireless Android Auto and Apple CarPlay, along with the Proton e.MAS App, which allows remote access to key vehicle functions, from checking battery levels to pre-cooling the cabin. Charging is fast and convenient, with DC fast charging that brings the battery from 30% to 80% in just 21 minutes.

Outstanding Design and Luxurious Space

Inside, the cabin brings quiet sophistication to an everyday car. The minimalist, lounge-inspired interior comes in Flint Grey for Moonstone White, Graphite Silver, and Slate Grey exterior colours. Additionally, two colour options for the Proton e.MAS 5 Premium, Marble Cream and Quartz Rose, are paired with an Alabaster White interior. The cabin combines ergonomic design with 32 storage compartments, a 70L frunk, and 375L of boot space that can expand to 1,320L. With a 2,650mm wheelbase and flat rear floor, every seat feels open and comfortable, creating space for life's moments, big and small.

Top-tier Safety

Safety remains central to PRO-NET'S design DNA. The Proton e.MAS 5 features 12 advanced driver-assistance functions, including Adaptive Cruise Control, Forward Collision Warning, and Blind Spot Detection. Its body is reinforced by the Star Armor Cage Structure, while the CATL LFP battery offers a 3+2 layered protection system, ensuring thermal safety, long-term reliability and added peace of mind.

Superior Drivability

Powered by an 85kW rear-mounted motor delivering 150Nm of torque, the Proton e.MAS 5 accelerates effortlessly from 0–50 km/h in just 3.9 seconds. Its best-in-class 4.95m turning radius makes city driving and parking intuitive and stress-free, while the rear-wheel-drive layout and Global Traction Control System (G-TCS) ensure stability and confident handling across all road conditions.

The Proton e.MAS 5 makes EV ownership more accessible to first-time buyers, young families, and urban drivers seeking a sustainable yet practical choice. Compact in size but confident in handling, the EV also offers a class-leading turning radius, giving drivers exceptional agility and comfort when navigating tight city streets and parking spaces.

Five Power Packs with Special Launch Rebate for Early Customers

To celebrate this historic milestone, PRO-NET is introducing special launch package worth up to RM8,000 for early customers, designed to enhance the ownership journey with added value, convenience, and peace of mind.

Power Xchange

- Eligible upon de-registration of a non-roadworthy vehicle worth RM2,000
(For a limited time only, offer ends 31 December 2025)

Power Online

- 5-Years Unlimited Internet Data worth RM1,800

Power Financing

- 5-Year Loan at 1.98% Interest from Proton Commerce worth RM1,700
(For a limited time only, offer ends 31 January 2026)

Power Home

- Complimentary 7kW Home Charger worth RM1,500

Power Trade-In

- Exclusive Trade-In Rebate worth RM1,000
(For a limited time only, offer ends 31 January 2026)

The On-The-Road Price (without insurance) of the Proton e.MAS 5 Prime and Premium are as follows:

Variant	Peninsular Malaysia	East Malaysia
Proton e.MAS 5 Prime	RM59,800	RM62,800
Proton e.MAS 5 Premium	RM72,800	RM75,800

If you book by 31 December 2025, you will also enjoy a special launch rebate worth RM 3,000*, making the On-The-Road Price (without insurance) of the Proton e.MAS 5 Prime and Premium as follows:

Variant	Peninsular Malaysia	East Malaysia
Proton e.MAS 5 Prime	RM56,800	RM59,800
Proton e.MAS 5 Premium	RM69,800	RM72,800

In addition, customers will enjoy a 6-year unlimited mileage vehicle warranty and an 8-year/160,000 km (whichever comes first) high-voltage battery and component warranty, giving extra confidence and assurance for their Proton e.MAS ownership experience.

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.

#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

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