

Proton e.MAS 7 Leads with 7,413 Units Sold, while Proton e.MAS 5 Collected 10,000 Bookings Nationwide

Malaysia's No.1 EV Maintains Its Lead, while Malaysia's First Affordable EV Draws Strong Demand Nationwide

Subang Jaya, 12 November 2025 – PRO-NET, a subsidiary of national automaker PROTON, today announced another significant milestone in its Proton e.MAS electric vehicle (EV) journey. The Proton e.MAS 7 has sold a total of 7,413 units since launch, comprising 6,954 units locally and 459 units exported as of 31 October 2025. The Proton e.MAS 7 continues its reign as the No. 1 EV Model in Malaysia for 10 Months.

At the same time, the newly-launched Proton e.MAS 5, Malaysia's First Affordable EV, continues to spark strong interest nationwide, with over 10,000 bookings collected. This achievement underscores the growing acceptance of EVs among Malaysian consumers and reinforces PRO-NET's commitment to delivering affordable and accessible EV without compromising quality.

"We are truly humbled by the continued support Malaysians have shown towards both the Proton e.MAS 7 and now, the Proton e.MAS 5 as well," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "Every booking received is the mark of trust that Malaysians have in us to deliver the e.MAS 5 at the highest standards. As the national automaker, we will continue to uphold our responsibility to make electric mobility more accessible and reliable."

Bookings for Proton e.MAS 5 Lead in Central Region

Malaysians' interest in the Proton e.MAS 5 continues to gain strong momentum nationwide, with the Central Region recording the highest number of bookings, followed by the Southern and Northern Regions. Demand from East Malaysia and the East Coast is also on an upward trend, reflecting the broad and growing appeal of Malaysia's first affordable electric vehicle.

According to dealer insights, the majority of e.MAS 5 customers are working professionals selecting the model as their primary daily vehicle. Many have opted to trade in their existing cars, taking advantage of the Power Trade-In programme, which offers an additional RM1,000 rebate. At the same time, a significant number of buyers are acquiring the e.MAS 5 as a secondary household car. The B-segment EV hatchback has also attracted a growing number of first-time car buyers—reflecting a new generation seeking practical, low-cost, and sustainable mobility.

Why Are Malaysians Choosing Proton e.MAS 5

Early customer feedback highlights affordability, practicality, and a well-rounded driving experience as the main reasons spurring strong demand for the Proton e.MAS 5. Many Malaysians see it as the perfect everyday EV as compact, stylish, and equipped with intelligent technology that enhances daily convenience.

Malaysians can now book the Proton e.MAS 5, which is currently being offered with a special launch rebate of RM3,000 until 31 December 2025 and an exclusive launch package including free 7kW home charger and five years of unlimited internet data, among others, worth up to RM8,000* for a limited time. The package includes exclusive rebates and ownership benefits designed to make EV ownership more rewarding.

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

*Terms and condition apply

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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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