

## News Release

### **PROTON SHOWCASES NEXT-GEN TECHNOLOGIES AND OFFERS FIRST-EVER SNEAK PEEK OF ITS UPCOMING 2026 MODEL**

- Event held at Proton COE highlights company's technology roadmap across EV and ICE models

**SUBANG JAYA, 4 December 2025** - PROTON today launched an event titled Proton Technology Showcase at the company's Centre of Excellence (COE) facility, presenting a blend of advanced EV and ICE technologies. The displays are complemented by a full line-up of the latest Proton models together with a series of presentations and discussions related to current and future automotive trends and technologies.

The event was officiated and hosted by Dr Li Chunrong, Chief Executive Officer of PROTON, together with Dato' Abdul Rashid Musa, Deputy Chief Executive Officer of PROTON.

#### **Experience PROTON's advanced technologies and gain insights on current automotive topics**

The Proton Tech Showcase giving visitors an opportunity to gain insights on the technology powering PROTON's newest models. It gathers the company's most significant engineering achievements under one roof, offering unprecedented access to experience the latest breakthroughs in electrification, powertrain development and intelligent connectivity. Among the display highlights are the GMA platform, Short Blade Battery and PROTON's latest PHEV engine and transmission as well as connectivity exhibits by ACO Tech featuring AR and AI capabilities. Proton's newest models such as the Proton X50, Proton e.MAS 5 and all-new Proton Saga, will also be on display along with a model that will be making its public debut before being launched in early 2026.

While the items displayed are the focus of the showcase, visitors will also gain valuable insights through a series of presentations from PROTON, Geely, vendors and external parties. Panel discussions will also be held, along with a special LIVE taping session the popular podcast, Tekan Habis, presenting visitors with an opportunity to participate in the session by asking on the spot questions to the hosts.

This event comes at an important stage in PROTON's growth, reflecting the progress made by the partnership between DRB-HICOM and Geely. With this momentum, the showcase serves as a timely platform for the public to explore these developments throughout the three-day programme that also offers a range of family friendly activities.

#### **Exclusive ride-along at Malaysia's first dedicated semi high-speed test facility**

The opportunity to go for a taxi ride on PROTON's semi high-speed test track adds another dimension to the showcase, offering visitors a chance to experience the company's engineering in motion. The track is a key testing ground for all the models currently offered and is also home to Malaysia's only dedicated semi high-speed test facility, underscoring the company's long-standing commitment to automotive development. Aside from the semi high-speed oval, visitors can also take part in a test drive session featuring PROTON's latest models, including the newly debuted All-New Saga

“PROTON is moving into a new phase where technology and innovation will define our products and company direction. The progress showcased at the event is the result of close collaboration with Geely, supported by the hard work of our engineering teams. Our hope is for Malaysians to understand our technology and where the brand is heading, and we are proud to demonstrate the progress we have made.” said Dr Li Chunrong, Chief Executive Officer of PROTON.

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### About PROTON

PROTON Holdings Bhd began as Malaysia’s first national car project, founded with the aim to accelerate Malaysia’s economic development and lay the foundations for the local automotive industry. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding Group. Today, PROTON continues to delight its customers with cars anchored on its brand promise of Inspiring Connections and founded on its core values of always delivering Innovative Technology, Reliability, and International standards.