



PROTON
e.MAS

e.MAS7

INTELLIGENCE THAT ELECTRIFIES



OUR MALAYSIAN EV JOURNEY
STARTS HERE

6-YEAR
UNLIMITED MILEAGE
VEHICLE WARRANTY

5-YEAR
UNLIMITED
INTERNET DATA

8-YEAR/160,000KM
HIGH VOLTAGE ELECTRIC BATTERY
AND COMPONENTS WARRANTY





READY TO MAKE MOTORING HISTORY?

The Proton e.MAS 7 is designed with the needs of Malaysian drivers in mind,
powered by advanced technology to move people cleanly and efficiently.
It's the natural choice for forward-thinking Malaysians driving towards the future.





1.18 m² Panoramic Sunroof with Sunshade

Breathtaking skyline views in the comfort of your own cabin.



SUPERB STYLE

Look good with less effort. With a Cd 0.275 drag coefficient, this car is designed to glide ahead in style.



1 FULL CHARGE = OVER 10 DAYS OF DRIVING*

30% → 80% IN 20MINS

Over 200 km of range in the time it takes for a quick break

UP TO 100kW

UP TO 11kW

* Based on WLTP of 410 km with an average distance of 37 km per day, range may vary according to driving styles and traffic conditions.

3D Full-Length LED Tail Lights

Sleek, striking, and electrifyingly bold.



Concealed Door Handles

Enhance aerodynamics with a sleek, futuristic touch.

BEST IN CLASS

19" Aerodynamic Alloy Wheels

Engineered for performance, style, and a commanding presence.



Level 2 Advanced Driver Assistance Systems (ADAS)

- Intelligent Cruise Control (ICC)
- Automatic Emergency Braking (AEB)
- Emergency Lane Keep Assist (ELKA)
- Lane Change Safety Warning (LCW)
- Traffic Sign Recognition (TSR)
- And other active safety systems



0-100 km/h @ 6.9 seconds

POWER 160 kW

TORQUE 320 Nm

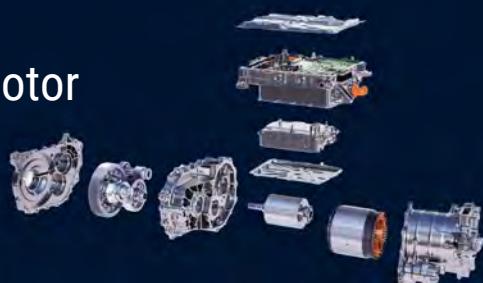
POWERFUL PERFORMANCE

Quick to charge, even quicker to drive.
Instantaneous acceleration makes overtaking
and keeping up with traffic a breeze.

BEST IN CLASS

12-in-1 Integrated Motor

The heart of the e.MAS 7 is compact,
lightweight, and highly efficient.
It's designed to give you more power
with less effort.



ASSURED SAFETY

It's your guardian angel on the road, anticipating
mishaps while transporting you and your loved ones
in a strong, comfortable cabin.

BEST IN CLASS

Cell-to-Body Advanced Technology

With its batteries integrated into the chassis,
the e.MAS 7 ferries its occupants with
greater safety and comfort.



BEST IN CLASS

AEGIS Short Blade Battery

Safe, power-packed, and ready for over 1,000,000 km.



ONLY IN CLASS

Headrest Speakers

Bringing every note closer to you.



REMARKABLE COMFORT

A cabin so cosy, you'll want to stay, even after you get home.
It's like your own concert hall, with better seats.

BEST IN CLASS

33 Storage Compartments to Keep Things Organised



ONLY IN CLASS

Fully Reclinable Front Seats

BEST IN CLASS

16-Speaker Flyme Sound with WANOS System



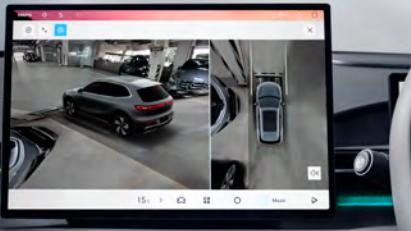
Rest Mode

Take a break anywhere with the seats, climate, and shades adjusted for your comfort.

BEST IN CLASS

2.5K 15.4" Display Head Unit

Control your journey effortlessly with crisp visuals and seamless connectivity.



ONLY IN CLASS

Integrated Live Charging Map

With 85% of Malaysia's charging network in one place, you can charge with more flexibility and convenience.



ONLY IN CLASS

Windshield Head-Up Display

Stay focused on the road with key driving information always in sight.



e.MAS App

Learn and plan everything about your e.MAS 7 even before you start your journey.

Control your e.MAS 7 remotely:

- ▶ Charge and pay at charging stations
- ▶ Cool down the cabin before you start your journey



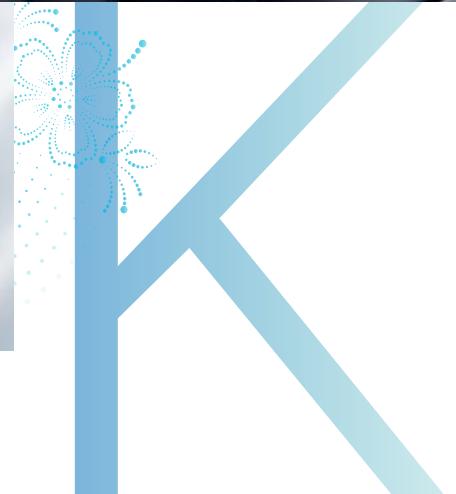
BEST IN CLASS

256-Colour Ambient Lighting

Set the perfect mood for your cabin.

7 nm Intelligent Cockpit Chip

Powering smart navigation, voice control, and entertainment efficiently.

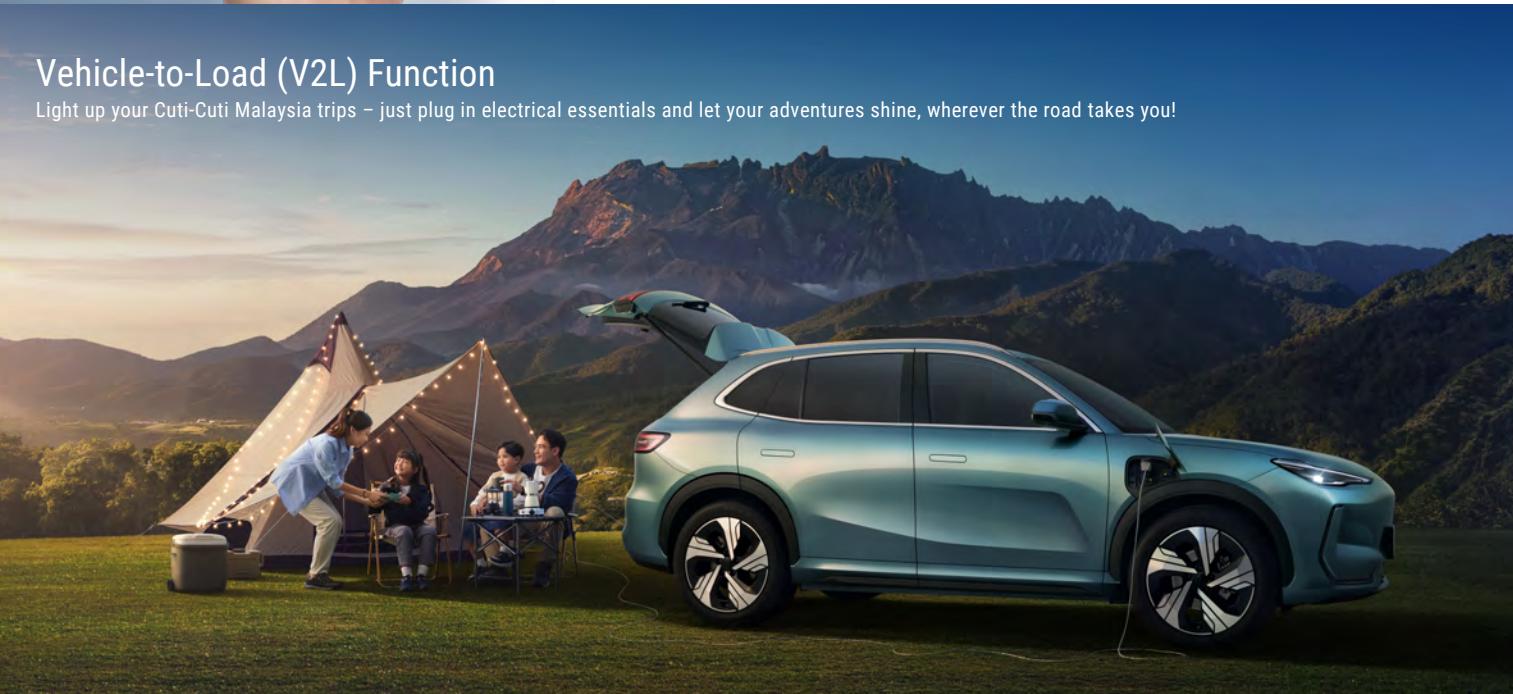


KEEN INTELLIGENCE

Redefining smart mobility with intuitive technology, effortless control, and personalised comfort, delivering an electrifying driving experience tailored to your every needs.

Vehicle-to-Load (V2L) Function

Light up your Cuti-Cuti Malaysia trips – just plug in electrical essentials and let your adventures shine, wherever the road takes you!



TECHNICAL SPECIFICATIONS

Model	Prime	e.MAS 7	Premium
Variant			
Length x Width x Height (mm)	4615 x 1901 x 1670		
Wheelbase (mm)	2750		
Kerb Weight (kg)	1662	1765	
Luggage Capacity - Min (L)	461		
Luggage Capacity - Max (L)	1877		
Battery & Charging			
Battery Type	AEGIS Short Blade Battery		
Battery Capacity (kWh)	49.52	60.22	
Driving Range (WLTP/km)	345	410	
Driving Range (NEDC/km)	410	470	
DC Charging Power (kW)	80	100	
AC Charging Power (kW)		11	
SOC 30% - 80% DC Fast Charging Time (mins)		20	
SOC 10% - 100% AC Charging Time (h)	4.9	6.1	
Performance			
Motor Type	12-in-1 Integrated Motor		
Motor Maximum Power (kW)	160		
Motor Maximum Torque (Nm)	320		
0-100 km/h Acceleration Time (s)*	6.9	7.1	
Maximum Speed (km/h)	175		
Chassis			
Steering	Electric Power Steering		
Suspension (Front / Rear)	MacPherson Strut / Multi-Link		
Disc Brake (Front / Rear)	Ventilated Brake Disc / Solid Disc		
Parking Brake	Electric Parking Brake		
Tyre Size	225/55 R18	235/50 R19	
Exterior			
LED Headlamps	•	•	
Auto Headlamps and Follow Me Home	•	•	
Intelligent High Beam Control	•	•	
Rear Fog Lights	•	•	
3D Full-Length LED Tail Lights	•	•	
Panoramic Sunroof with Sunshade	–	•	
Powered Tailgate	•	•	
Active Grille Shutter	–	•	
Concealed Door Handles	•	•	
Roof Rail	•	•	
Power Windows	All Windows: with Anti-Trap		All Windows: with Anti-Trap
Auto Rain Sensing Front Wipers	•	•	
Electrically Adjustable and Heated Door Mirrors	•	•	
Auto-Foldable Door Mirrors	•	•	
Interior			
10.2 Inch LCD Instrument Cluster	•	•	
Multi-Function Antibacterial Steering Wheel	•	•	
Auto Dimming Rear View Mirror	–	•	
Leatherette Seat	•	•	
Driver Power Seat 6-Way	•	with Memory	
Front Passenger Power Seat 4-Way	–	•	
Front Ventilated Seats	–	•	
Fully Reclinable Front Passenger Seat	–	•	
Rear Reclining Seats (2-Step)	•	•	
256-Colour Ambient Lighting	–	•	
Rear Under Seat Storage Box	•	•	
Storage Area Under Trunk Floor	•	•	
Comfort and Convenience			
Intelligent Keyless Entry and Start	•	•	
Walk Away Auto Lock	•	•	
Windshield Head-Up Display (HUD)	–	•	
Wireless Phone Charging	•	•	
6 Speakers	•	–	
16-Speaker Flyme Sound System (with Headrest Speakers)	–	•	
Auto Air-Conditioning with N95 Cabin Filter	•	•	
2 Type A and 2 Type C USB Ports	•	•	
Vehicle-to-Load (V2L)	•	•	
Vehicle-to-Vehicle (V2V)	•	•	
Infotainment System			
Infotainment Head Unit	15.4 Inch 2.5K Touchscreen Display Head Unit	•	•
	Flyme Auto Operating System	•	•
	7 nm Automotive-Grade Chip	•	•
	4G and WiFi Connectivity	•	•
	2-Zone Voice Control	•	•
	Online Navigation	•	•
	Integrated Live Charging Map	•	•
	Smartphone Connectivity (Apple Carplay® & Android Auto™)	•	•
	APP Store	•	•
PROTON e.MAS App	Over-the-Air (OTA) Update	•	•
	Vehicle Status	•	•
	Remote Control	•	•
	Scheduled Trip	•	•
Safety & Security			
Front Airbags (Driver and Front Passenger)	•	•	
Front Side Airbags (Driver and Front Passenger)	•	•	
Side Curtain Airbags (Front and Rear)	•	•	
Auto Brake Hold	•	•	
Traction Control System (TCS)	•	•	
Anti-Lock Braking System (ABS)	•	•	
Electronic Brake Distribution (EBD)	•	•	
Brake Assist (BA)	•	•	
Electronic Stability Control (ESC)	•	•	
Active Rollover Protection (ARP)	•	•	
Hill Hold Assist (HHA)	•	•	
Hill Descent Control (HDC)	•	•	
Tyre Pressure Monitoring System (TPMS)	•	•	
Regenerative Braking	Intelligent Cruise Control (ICC) Adaptive Cruise Control (ACC) Automatic Emergency Braking (AEB) Forward Collision Warning (FCW) Emergency Brake Assist (EBA) Lane Departure Warning (LDW) Lane Departure Prevention (LDP) Emergency Lane Keep Assist (ELKA) Rear Collision Warning (RCW) Rear Cross Traffic Alert (RCTA) Rear Cross Traffic Braking (RCTB) Lane Change Safety Warning (LCW) Door Open Warning (DOW) Traffic Sign Recognition (TSR) Leading Vehicle Departure Alert (LVDA) Evasive Manoeuvre Assist (EMA) Front Cross Traffic Alert (FCTA) Active Lane Change Assist (ALCA)		
Rear Parking Sensors	•	•	
Front Parking Sensors	–	•	
360° Camera with 3D Display	•	•	
Auto Door Lock When Driving	•	•	

Note: 1. The real driving range is influenced by many factors such as individual driving style, load, traffic, etc. The declared range is estimated for reference only.

2. Actual model, features and specifications may vary in details from images shown. Subject to change without prior notice.

*3. Based on manufacturer testing under controlled conditions and may vary depending on driving habits, road conditions, vehicle load, and other external factors.

EXTERIOR COLOURS



INTERIOR COLOUR



*Alabaster White interior is only available with Turquoise Green and Quartz Rose Premium variants. Available in limited units only.

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