

9,549 e.MAS Owners Actively Reduced Air and Noise Pollution Through Everyday Electric Driving

Everyday electric driving contributes to cleaner air and quieter journeys, giving e.MAS owners a Head Start on their sustainability goals

SUBANG JAYA, 2 January 2026 – Through everyday driving, **9,549 Proton e.MAS owners** helped reduce street-level air and noise pollution in 2025, translating electric vehicle adoption into tangible sustainability outcomes. On an annualised basis, the growing community of Proton e.MAS vehicles in operation contributes to cleaner air at the point of use, quieter urban journeys and reduced reliance on fossil fuels, while giving owners a meaningful Head Start on their sustainability goals.

The milestone coincides with the first anniversary of the Proton e.MAS 7, which concluded 2025 as the Malaysia's Number 1 EV Model, while the newly launched Proton e.MAS 5 continues to gain traction as the brand's most accessible electric offering as Malaysia's 1st Affordable EV.

As of 31 December 2025, the Proton e.MAS 7 recorded a total of **9,336 units registered**, including **8,677 units locally and 659 units exported**. At the same time, the Proton e.MAS 5 has entered the market with 213 units delivered. Ahead of the delivery rollout, PRO-NET worked closely with its dealer network to ensure readiness across sales, vehicle handover, customer onboarding and after-sales operations, enabling more drivers to take a confident Head Start into electric ownership.

"2025 marked an important Head Start for Proton e.MAS, not just in terms of growth, but in the real-world impact our vehicles are making every day," said Mr Zhang Qiang, Chief Executive Officer of PRO-NET. "With 9,549 e.MAS vehicles now in operation, we are seeing how our e.MAS owners can contribute to cleaner air, quieter journeys and reduced fuel consumption through ordinary driving."

"As we move into 2026, our focus remains on building on this Head Start by expanding our electric offerings, strengthening charging and after-sales support, and ensuring that electric mobility remains practical, accessible and rewarding wherever our vehicles operate."

With both Proton e.MAS 7 and e.MAS 5 now in operation, e.MAS owners are estimated to help offset up to 10 million litres of petrol consumption per year, avoiding up to 21,000 tonnes of tailpipe carbon dioxide emissions while lowering nitrogen oxides and particulate matter. Proton e.MAS owners also help to reduce urban traffic noise at low speeds since EVs generate six to 10 dB less noise compared to internal combustion vehicles. More importantly, the shift to electric driving delivers immediate human-centric benefits at street level, from quieter commutes to reduced exhaust exposure in densely populated areas.

Milestones Beyond Sales, Proton e.MAS 7 as National and Regional Ambassador

Officially launched in December 2024, the e.MAS 7 represents PRO-NET's first fully electric model, developed through over **700,000 man-hours** and **10 million kilometres of testing** to deliver

dependable electric performance suited to real-world driving conditions. Beyond sales performance, Proton e.MAS 7 has represented Malaysia across significant national and regional platforms:

- Official Vehicle for ASEAN Summit 2025: 61 units were deployed for key delegations and high-ranking officials during the ministerial meetings, reinforcing government confidence in PRO-NET'S EV leadership.
- [ASEAN Unity Drive 2025](#): Completed a historic 10,432 km journey across nine ASEAN countries, proving endurance, battery safety, and reliability under diverse conditions; showcasing its capabilities on an international level.
- [Proton e.MAS 7 Tour](#): A nationwide roadshow ahead of the Grand Launch allowed Malaysians to experience the comfort and performance of the e.MAS 7 firsthand. The tour visited major cities and towns across Peninsular and East Malaysia.
- [New Variant Launch](#): In July 2025, PRO-NET introduced new variants for the e.MAS 7, including exterior and interior colour options in response to consumer feedback, addresses key preferences and enhances user experience.

From being Malaysia's first national EV to becoming a government-preferred choice and a regional ambassador for sustainable mobility, the Proton e.MAS 7 has truly set a benchmark for electric mobility.

Interest Still Bullish for e.MAS 5, First Batch Deliveries Began End-December 2025

PRO-NET's electric portfolio continues to lower the barrier to EV adoption with the introduction of the Proton e.MAS 5 on 30 October 2025 as Malaysia's 1st Affordable EV. The e.MAS 5 is designed to make electric mobility more accessible to a broader segment of Malaysians across all demographics. The model recorded over 14,600 bookings nationwide by the end of 2025.

The first batch of Proton e.MAS 5 vehicles have begun reaching customers nationwide through PRO-NET's authorised dealer network, marking the start of a phased delivery rollout that will continue into Q1 2026 to fulfil the strong order book.

Proton e.MAS Customer After-Sales Benefits

In celebration of the Proton e.MAS successful achievements, PRO-NET is introducing special after-sales benefits for all its owners. Starting January 1st 2026, all Proton e.MAS owners sending their cars for maintenance or servicing will enjoy:

- Free car wash (available only at selected service centres)
- Free charging up to 80% (depending on customer availability)

These benefits reinforce PRO-NET'S commitment to delivering a complete EV ownership experience. With EV penetration in Malaysia accelerating, Proton e.MAS continues to lead the charge, setting benchmarks for affordability, reliability, and accessibility. Being Malaysia's largest dealer and

service network, PRO-NET ensures every Proton e.MAS owner enjoys confidence and convenience from day one. Looking ahead, PRO-NET will introduce new NEV models and expand charging infrastructure nationwide, ensuring Malaysians get a Head Start on their EV journey.

For more information on Proton e.MAS 5 and e.MAS 7, please 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.

#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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