

## Proton e.MAS 7 PHEV Delivers Exceptional Hybrid Efficiency, over 1,100 km Across Malaysia

*Real-world from Penang - Johor - Shah Alam journey, completed on a single charge and petrol fill, achieved an impressive 3.7L/100 km, showcasing the hybrid efficiency*

**Subang Jaya, 30 January 2026** - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of national carmaker PROTON, has successfully demonstrated the real-world long-range capability of the Proton e.MAS 7 PHEV, achieving a total driving distance of 1,104.5 kilometres with just one full battery charge and one full tank of fuel, while still retaining a remaining range of 189 kilometres. The journey also highlighted the vehicle's impressive fuel efficiency of just 3.7L/100 km, underlining the practical benefits of its plug-in hybrid system for everyday Malaysian driving.

The achievement was showcased through a long distance journey from Penang to Johor covering 723km, followed by the return trip to the PROTON Center of Excellence spanning 381.5km. This real world drive provided Malaysians with a practical demonstration of the all new Proton e.MAS 7 PHEV's performance beyond laboratory testing. More than a range milestone, the journey highlights the strength of the vehicle's next generation plug in hybrid system, which blends electric first driving with intelligent engine support to deliver high efficiency, smooth performance, and long distance confidence without range anxiety.

Mr Zhang Qiang, Chief Executive Officer of PRO-NET, said, "The Proton e.MAS 7 PHEV is introduced to bring advanced electrified technology within reach of more Malaysians. It's built to handle real everyday needs, whether it's commuting in the city or taking long trips on the highway, all while remaining affordable. This achievement shows that you don't have to compromise on efficiency or range to get smart, reliable new energy technology. We're confident the Proton e.MAS 7 PHEV will win the hearts of Malaysians who value both innovation and practicality."

The entire 1,100+ km journey was also live streamed over 25 hours with feature of PRO-NET representatives via Proton e.MAS official social media channels, offering audiences an immersive, real-time view of the PHEV in action.

### Intelligent Hybrid System and Real-World Performance

The all-new Proton e.MAS 7 PHEV is equipped PROTON's advanced EM-i Advanced Hybrid Technology, developed to deliver high efficiency and smooth performance in real Malaysian driving conditions. Built on the GMA platform, the system combines a hybrid-dedicated engine, an 11-in-1 Dedicated Hybrid Transmission (DHT) and a Lithium Iron Phosphate (LFP) battery into an intelligent, all-in-one electrified powertrain designed for city commutes, weekend trips and long interstate journeys.

Unlike a traditional gearbox, the 11-in-1 Dedicated Hybrid Transmission acts as the main drive unit, automatically managing how power is delivered to the wheels without conventional gear shifts. Working together with a hybrid-dedicated Atkinson-cycle engine, the system prioritises electric driving wherever possible, delivering EV-like smoothness while keeping fuel consumption low. With a high thermal efficiency of 46.5%, the engine converts more fuel into usable energy, reducing waste and contributing to quieter, more efficient driving.

The EM-i Advanced Hybrid Technology operates on an EV-first philosophy, allowing the Proton e.MAS 7 PHEV to drive like an electric vehicle for up to 80% of the time, with the petrol engine stepping in seamlessly when additional power or efficiency is required. Drivers can choose from three driving modes—Pure for fully electric urban driving, Hybrid for intelligent energy balancing across mixed conditions, and Power mode for enhanced

responsiveness when needed, ensuring confident, efficient performance across Malaysia's diverse roads and driving needs.

As a dual-powered C-segment SUV, the Proton e.MAS 7 PHEV offers highly efficient usage and maintenance costs. Powered by EM-i Advanced Hybrid Technology, it achieves fuel consumption of just 4.3L/100km, comparable to an A-segment car. With the engine mainly acting as a support system, the latest hybrid technology allows for a longer maintenance interval of once a year or every 15,000km, which is longer than typical ICE vehicles. This also results in lower overall maintenance costs compared to conventional petrol cars.

### **Open for Booking Now and Enjoy Exclusive Early Ownership Privileges**

Bookings for the Proton e.MAS 7 PHEV are now open. Customers can register their interest via the official Proton e.MAS website or place a booking directly at authorised Proton e.MAS dealerships nationwide.

To book, just pay a RM99\* booking fee and enjoy the following exclusive early bird perks:

- RM500 rebate on the booking fee\*\*

*\* T&Cs apply*

*\*\*This offer is valid to the first 5,000 customers who successfully register their e.MAS 7 PHEV*

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 7 PHEV.

#ProtonEV #PROTONeMAS5#OwnYourSpace #FreedomThatElectrifies #eMAS5FirstAffordableEV  
#PROTONeMAS7PHEV #DualPoweredEV #OpenYourWorld

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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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