

Proton e.MAS 7 PHEV Makes Its First Public Appearance at CNY Spring Carnival 2026

Join the 'Snap, Share & Win!' contest by 25 January and drive home a Proton e.MAS car this Chinese New Year

BUKIT JALIL, 16 January 2026 - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of national carmaker PROTON, is bringing the soon-to-be-launched Proton e.MAS 7 PHEV closer to Malaysians at the Chinese New Year (CNY) Spring Carnival with Mango Media, taking place from 15 to 25 January 2026 at Piazza, Pavilion Bukit Jalil.

The 11-day carnival marks one of the first public showcases of the Proton e.MAS 7 PHEV since bookings opened, giving visitors the opportunity to view the model up close during the festive period.

Puan Salawati Mohd Yusoff, Chief Brand Officer of PRO-NET, said, "Bringing the new Proton e.MAS 7 PHEV into the Chinese New Year festivities with Mango Media lets us connect with Malaysians in a fun, meaningful way. It's a chance for people to see the car up close, experience the Proton e.MAS brand, and discover the possibilities of going electric."

As part of the activation, visitors can view the e.MAS 7 PHEV alongside its newly launched sibling, e.MAS 5, until 25 January. Adding to the excitement, PRO-NET is launching the "Snap, Share & Win" Contest, offering attendees a chance to win an electric vehicle by participating at the event.

Participate in the "Snap, Share & Win!" Contest to Win a Proton e.MAS Car

Participants are required to take a photo with the Proton e.MAS 7 PHEV displayed at the venue and post it on one of their personal social media accounts (Instagram, TikTok, or Facebook), tagging Proton e.MAS Official and Proton e.MAS Cars social media pages, along with the designated hashtag: #eMAS7PHEVPower

To be eligible to win the car, participants must also make a booking for the Proton e.MAS 7 PHEV at any authorised dealership. One eligible participant who fulfils all requirements* will be selected to win a Proton e.MAS 5 Prime.

If the selected winner has not booked the Proton e.MAS 7 PHEV, a cash prize of RM1,000 will be awarded via Touch 'n Go eWallet. The winner will be announced in late February 2026.

Book e.MAS 7 PHEV Now with RM99* to Enjoy Exclusive Early Ownership Privileges

Interested customers can register their interest via the official Proton e.MAS website or place a booking directly at authorised Proton e.MAS dealerships nationwide by paying a RM99 booking fee* and enjoy the following exclusive early-bird perks:

- RM500 rebate on the booking fee**

**Terms & conditions apply*

***This offer is valid for the first 5,000 customers who successfully register their Proton 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.

#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

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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