

Proton e.MAS 7 PHEV Takes Centre Stage at KL Car-Free Morning

Malaysia's First Dual-Powered EV Brings Advanced Plug-in Hybrid Technology Directly to the Public

SHAH ALAM, 24 January 2026 – In conjunction with Federal Territory Day, Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of national carmaker PROTON, will be showcasing the all-new Proton e.MAS 7 Plug-in Hybrid Electric Vehicle (PHEV) at the DBKL Run & KL Car-Free Morning this Sunday, 25 January 2026.

Driven by a passion for introducing new electrified technology to Malaysians, PRO-NET is taking the Proton e.MAS 7 PHEV out of the showroom and into the heart of the community, allowing the public to get hands-on with the upcoming e.MAS vehicle, explore their innovative features, and experience firsthand the practicality, efficiency, and sustainability of dual-powered driving.

“At PRO-NET, our brand vision is centred on how Proton e.MAS cars fit into the everyday lives of Malaysians,” said Puan Salawati Yusoff, Chief Brand Officer of PRO-NET. “By bringing the Proton e.MAS 7 PHEV directly to community events like KL Car-Free Morning, we invite everyone to learn more about the latest advanced technology of our e.MAS 7 PHEV and experience firsthand how Malaysia’s 1st Dual-Powered EV can make short-distance driving sustainable and long-distance driving more efficient.”

Explore the Proton e.MAS 7 PHEV and Book Directly at the Showcase

Authorised PRO-NET dealers will be on site to showcase the electric and plug-in hybrid technologies behind the vehicles. Visitors can discover the practical benefits of electrified driving, including everyday usability, sustainability, and potential savings in energy and maintenance to help Malaysians make informed decisions about transitioning to electrified mobility.

Bookings for the all-new Proton e.MAS 7 PHEV, Malaysia’s first Dual-Powered EV, can be made directly at the showcase with authorised PRO-NET dealers. The e.MAS 7 PHEV opened for booking on 13 January 2026 following a 25-hour livestream drive which saw the vehicle cover well over 1,100 km from Penang to Johor Bahru and finally arriving at the PROTON Centre of Excellence (COE) with range to spare, demonstrating real-world efficiency and long-distance readiness.

- Tentative price range: RM110,000 – RM130,000
- Bookings fees: Book now with just RM99* at any Proton e.MAS authorised dealership nationwide
- Early bird incentive: RM500 rebate for the first 5,000 customers**

**Terms & conditions apply*

***Limited 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

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

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

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

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