

PRO-NET Introduces the New 2026 Proton e.MAS 7

Malaysia's No.1 EV, is locally produced for Malaysian drivers and starts from RM99,800

Subang Jaya, 20 January 2026 - PRO-NET, a subsidiary of national carmaker PROTON, is introducing the locally produced 2026 Proton e.MAS 7 in Malaysia. This marks a key milestone in advancing the country's electric vehicle (EV) ecosystem, offering Malaysian drivers a vehicle that combines practicality, advanced technology, and sustainable mobility, all at an affordable price.

"The local production and competitive pricing of the Proton e.MAS 7 reflect our commitment to delivering EVs that are both innovative and affordable for Malaysian drivers," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "We would also like to express our appreciation to our customers for making the e.MAS 7 Malaysia's best-selling EV in 2025. With the 2026 updates, including enhanced features and locally adapted specifications, the e.MAS 7 will offer an even more convenient and safer driving experience."

The 2026 Proton e.MAS 7 reflects PRO-NET's continued focus on innovation, safety, sustainability, and delivering a locally produced, high-quality EV for Malaysian drivers.

2026 Proton e.MAS 7 Updates

PRIME Variant:

- **Powered Tailgate Added**

The powered tailgate allows drivers to open and close the boot with a simple button press or key fob command. This feature is especially useful when your hands are full, making loading and unloading effortless.

PREMIUM Variant:

- **ADAS Upgrade (Advanced Driver Assistance Systems)**

The Premium variant now includes three cutting-edge safety features:

- Evasive Manoeuvre Assist (EMA): Helps the driver steer around obstacles during emergency situations, reducing collision risk.
- Front Cross Traffic Alert (FCTA): Warns the driver of vehicles approaching from the sides at intersections, improving visibility and reaction time.
- Active Lane Change Assist (ALCA): Supports safe lane changes by monitoring blind spots and automatically adjusting steering if necessary.

PRO-NET remains committed to delivering a smooth ownership and delivery experience for all e.MAS customers. The 2026 Proton e.MAS 7 reflects PRO-NET's continued focus on innovation, sustainability, and customer-centric solutions. Through advanced technology and local assembly, PRO-NET is helping shape a greener and smarter future for Malaysia.

Power Packs + and Welcome Benefit

To celebrate the introduction of the 2026 Proton e.MAS 7, buyers will receive a comprehensive Welcome Benefit package worth RM4,000*. The package includes the following:

Power Home

- Complimentary 7kW Home Charger worth RM 1,500

Power Plus

- Complimentary V2L Adaptor worth RM 500

Power Online

- 5-Years Unlimited Internet Data worth RM 1,800

Power Thru

- 6-year Unlimited Mileage Vehicle Warranty
- 8-Year / 160,000km High Voltage Battery and Component Warranty

Power Exchange

- Exclusive Proton Owner Trade-In Rebate Worth RM5,000

The On-The-Road Price (without insurance) of the 2026 Proton e.MAS 7 Prime and Premium are as follows:

Variant	Peninsular Malaysia	East Malaysia
e.MAS 7 Prime	RM103,800	RM106,800
e.MAS 7 Premium	RM119,800	RM122,800

Welcome Benefit Offer with RM4,000* rebate for limited time offer, On-The-Road Price (without insurance) of the 2026 Proton e.MAS 7 Prime and Premium are as follows:

Variant	Peninsular Malaysia	East Malaysia
e.MAS 7 Prime	RM99,800	RM102,800
e.MAS 7 Premium	RM115,800	RM118,800

*Welcome Benefit and e.MAS Power Pack + are valid for a limited time only

For more details, 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.

#PROTONeMAS7 #MostAffordableEV #FreedomThatElectrifies #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

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

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