

Strong Malaysian Support Drives the Proton e.MAS 5 Straight into the Top 5 Best-Selling Vehicle; A First for EVs

PRO-NET celebrates milestone achievement with EV Charging and After-Sales Benefits

Subang Jaya, 12 February 2026 - PRO-NET, a subsidiary of national automaker PROTON, today expressed its sincere appreciation to Malaysians following a historic milestone for the Proton e.MAS brand. Driven by strong public support and growing confidence in electrified mobility, the Proton e.MAS brand is now Malaysia's No. 1 EV Brand, driven by early-year sales and robust booking momentum across its EV and PHEV line-up.

In its first full month of deliveries, 3,068 units of the Proton e.MAS 5 were handed over to customers nationwide, making it the No.1 EV model in Malaysia. More than just a sales achievement, the milestone reflects a meaningful shift in consumer sentiment, as more Malaysians embrace electric mobility as a practical and accessible choice for everyday driving. The Proton e.MAS 5 also entered the Top 5 overall passenger vehicles for the month, capturing 49.2% BEV market share and 4.5% of total car sales.

"The encouraging response to the Proton e.MAS 5 reflects Malaysians' continued trust and confidence in the brand, as well as their growing openness towards electric mobility. We are grateful that many Malaysians have embraced the Proton e.MAS 5 as a practical and accessible step into electrification." said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET.

Proton e.MAS 5's appeal lies in its practicality, well-rounded driving experience and affordability, making it well-suited for daily use, while its intelligent technological features help enhance convenience and comfort on the road. The most popular colours for the Proton e.MAS 5 are Moonstone White, followed by Marble Cream and Quartz Rose.

Celebrating Achievements with Charging and After Sales Benefits

Following a strong start to the year, PRO-NET is grateful for the support of Malaysians, which helped Proton e.MAS become Malaysia's No. 1 EV brand in January, and these promotions are offered in appreciation of our customers as they celebrate the festive season.

As part of its festive charging promotion from 14 February to 22 February 2026, Proton e.MAS and smart Malaysia customers can enjoy 25% lower charging fee* when charging via the Proton e.MAS App and Hello smart App. The lowered prices are reflected directly in the app, giving seamless access to over 4,300 charging points all over the country.

In addition, Proton e.MAS is offering a range of after-sales benefits from 1 February to 31 March 2026 to support customers throughout the festive period. Available at 36 authorised Proton e.MAS 3S Centres nationwide, the festive after-sales programme includes:

- Free vehicle inspection*
- RM50 discount voucher for the next servicing*
- Complimentary car wash*
- Complimentary charging of up to 80% SOC*
- Free Angpao packets**

Book Your Proton e.MAS 5 or Proton e.MAS 7 PHEV Today for Only RM99

Secure your new Proton e.MAS with just RM99 by registering your interest on the Proton e.MAS website or directly visiting any of the 48 Proton e.MAS dealerships nationwide.

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.

*Terms and conditions apply.

** While stocks last.

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

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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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