

Electrify Your Life Grand Prize Winner Drives Home the Proton e.MAS 5 Premium

Malaysia's No.1 EV model continues its winning streak as PRO-NET celebrates strong public support with a life-changing handover.

Kuala Lumpur, 27 February 2025 – PRO-NET, a wholly-owned subsidiary of PROTON, celebrated the Grand Prize winner of its *Electrify Your Life Contest 2025* with the official handover of a brand-new Proton e.MAS 5 Premium to En. Shahrul Aizat Bin Ishak at Proton e.MAS Setapak (IGreen Premium Sdn. Bhd.). The key presentation was officiated by Mr. Duan Bingbing, Head of Sales of PRO-NET.

The contest, held last year, was created to celebrate Malaysia's accelerating shift towards electrified mobility. For 37-year-old En. Shahrul Aizat, the journey into electric ownership now begins with the keys to Malaysia's most talked-about EV. His winning slogan is: *"Proton e.MAS menjadikan hidup saya... tenang tanpa bunyi, tangkas tanpa kompromi, dan terpacu dengan inovasi."*

Congratulating the winner, Mr. Duan expressed his appreciation to Malaysians for their strong support of the Proton e.MAS 5, "We are truly happy to present the Proton e.MAS 5 Premium to En. Shahrul Aizat and his family. Ultimately, our success is driven by the trust and confidence of Malaysians. Seeing families embrace electric mobility gives us great encouragement, and we sincerely thank Malaysians for their continued support of the e.MAS brand."

Puan Salawati, Chief Branding Officer of PRO-NET, emphasised the brand's leadership role in shaping Malaysia's EV landscape, "The Proton e.MAS brand was created with a clear mission to lead Malaysia's electrification journey responsibly and inclusively. The strong reception of the e.MAS 5 demonstrates that EV adoption is no longer a niche phenomenon; it is becoming mainstream. As a brand, our responsibility goes beyond selling vehicles. It is about building trust, strengthening the ecosystem, and setting new benchmarks for accessible innovation."

For En. Shahrul Aizat, a father of three, the appeal of the e.MAS 5 Premium was immediate. The cabin left the strongest first impression.

"It looks premium and very comfortable," he shared. "The space inside really stood out. My three children can sit comfortably, and even rest during longer drives."

He was particularly impressed by the vehicle's clever storage solutions, including the 'frunk'. The additional storage space under the bonnet adds everyday convenience – whether for school bags, groceries, or family essentials.

Beyond comfort and practicality, En. Shahrul Aizat is also looking forward to the long-term savings that come with EV ownership. Compared to similarly priced competitors, the Proton e.MAS 5 requires maintenance only once a year, delivering total savings of up to RM29,796.60 over 10 years of ownership.

The Proton e.MAS 5 continues to set new benchmarks in Malaysia's EV landscape. Currently Malaysia's No.1 EV model, it was the best-selling EV in January, delivering 3,068 units and made history as the first electric vehicle to break into the Top 5 overall national vehicle sales chart in the same month. The achievement also helped Proton e.MAS become the No. 1 EV Brand in Malaysia. This is a significant milestone for electrified mobility in the country.

As more Malaysians embrace the electric future, the Proton e.MAS 5 stands as a symbol of accessibility, innovation, and everyday practicality – electrifying not just the roads, but lives across the nation.

Please view what En. Shahrul Aizat and his wife, Atiqah Farahin, thinks about the Proton e.MAS 5 in a video in the following platforms:

Facebook: <https://www.facebook.com/share/v/1DgXZ4ebJT/>

Instagram: <https://www.instagram.com/p/DVF886Wkngn/>

TikTok: <https://www.tiktok.com/@protonemasofficial/video/7609934635195223317>

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.

#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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