

## Proton e.MAS 7 PHEV Now Open for Booking, Over 1,100km Tested

- *Tested over 1,100 km from Penang to Johor Bahru through Malaysia's first 25-hour total live broadcast, conducted over two days.*
- *Tentative Price from RM110,000 to RM130,000 and Now Open for Booking from RM 99\*, with RM500 rebate on the booking fee\**

**SHAH ALAM, 13 January 2026** - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of national carmaker PROTON, today announced that bookings for the all-new Proton e.MAS 7 PHEV are officially open, marking the debut of PROTON's first Plug-in Hybrid Electric Vehicle (PHEV), also dubbed as the first Dual-Powered EV for the Malaysian market.

The Open for Booking announcement follows a 25-hour total livestream drive, covering over 1,100km from Penang to Johor Bahru and concluding at PROTON Centre of Excellence (COE) via the North-South Expressway. The journey was designed to demonstrate the Proton e.MAS 7 PHEV's real-world efficiency, long-distance capability and suitability for Malaysian driving conditions.

### **25-Hour Livestream Drive Demonstrates Real-World PHEV Capability, and Tentative Pricing Revealed**

Conducted over two consecutive days, the livestream featured rotating hosts, product specialists and lifestyle, tech and motoring KOLs, who shared real-time driving impressions, live Q&A sessions and on-road insights throughout the journey.

The drive began and ended at PROTON COE, where the same dual-powered EV that completed the entire route without refuelling or recharging arrived on stage for the Open for Booking announcement, reinforcing the Proton e.MAS 7 PHEV's ability to support long-distance travel without compromising everyday usability.

After much anticipation, PRO-NET has revealed the tentative pricing for its first PHEV model. The Proton e.MAS 7 PHEV is expected to range from RM110,000 to RM130,000 delivering the benefits of electric-first driving while keeping long-distance travel effortless for Malaysians.

Mr. Zhang Qiang, Chief Executive Officer of PRO-NET, said: "The Proton e.MAS 7 PHEV represents an important milestone for Proton e.MAS as we expand beyond full electric vehicles into plug-in hybrid technology. It is designed for Malaysians who want to enjoy electric driving in their daily lives, without giving up the freedom to travel long distances with confidence.

"By opening bookings following a real-world, long-distance drive, we are demonstrating that the e.MAS 7 PHEV is built to meet real Malaysian driving needs.

### **Dual-Powered Performance, Built for Malaysian Roads**

Supported by advanced PHEV technology, the Proton e.MAS 7 PHEV delivers a seamless blend of electric-first driving and hybrid flexibility, making it the first dual-powered EV built for Malaysian roads. From intelligent energy management, automatic EV/Hybrid mode switching, and the 11-in-1 Dedicated Hybrid Transmission system to the LFP (Lithium Ferro Phosphate) battery, the e.MAS 7 PHEV balances efficiency with performance. Its sleek, refined interior, advanced connectivity, ADAS safety features,

and quiet, emissions-free electric driving enhance comfort, convenience, and confidence for daily city commuting, weekend escapes, or long-distance interstate travel.

For most everyday journeys, it runs in EV mode or series-hybrid mode, where the petrol engine does not drive the wheels directly but powers the P1 motor to charge the battery or supply electricity to the P3 motor that drives the wheels. In situations where the petrol engine is more efficient, such as highway cruising or climbing long gradients, the system automatically engages the clutch, allowing the engine to drive the wheels directly or work in tandem with the P3 motor.

This ensures optimal efficiency and performance, blending electric-first convenience with petrol-powered power when it matters most, while delivering a refined, practical, and safe driving experience tailored to real Malaysian lifestyles.

### **Open for Booking Now and Enjoy Exclusive Early Ownership Privileges**

Bookings for the Proton e.MAS 7 PHEV are now open. Customers can register their interest via the official Proton e.MAS website or place a booking directly at authorised Proton e.MAS dealerships nationwide.

To book, just pay a RM99\* booking fee and enjoy the following exclusive early bird perks:

- RM500 rebate on the booking fee\*\*

*\* T&Cs apply*

*\*\* Applicable to the first 5,000 customers with valid bookings made prior to the official launch date.*

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

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