

The All-New Proton e.MAS 7 PHEV Launches, Offering Everyday Electric Efficiency with Hybrid Flexibility for Longer Journey

- Prices start from RM109,800 for PRIME variant, RM123,800 for PREMIUM variant and RM129,800 for PREMIUM PLUS variant
- Open for booking with just RM99 booking fee, complemented by a special launch price of up to RM4,000

SHAH ALAM, 4 February 2026 - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of national carmaker PROTON, today officially launched the All-New Proton e.MAS 7 PHEV, the latest model in the Proton e.MAS line-up that strengthens the brand's electrification strategy with advanced plug-in hybrid technology.

Unlike earlier generations of hybrids and PHEVs, the all-new Proton e.MAS 7 PHEV is designed as an electric-first vehicle. Its petrol engine serves primarily as a supporting energy source, engaging directly with the wheels only when it is more efficient, such as during highway cruising or long uphill drives. Built on the advanced GMA platform, the PHEV benefits from streamlined component integration and reduced material complexity, delivering a refined, efficient, and practical driving experience.

At the same time, the Proton e.MAS 7 PHEV delivers an electric-first driving experience tailored to real-world usage patterns of Malaysian drivers, making daily commutes, weekend escapes, and long-distance journeys seamless, practical, and confidence-inspiring.

"The all-new Proton e.MAS 7 PHEV brings electric-first driving to Malaysians in a practical, approachable way, without compromising freedom for longer trips," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. "This dual-powered EV is designed to make daily electric driving simple, while hybrid support ensures confidence for any journey, supporting our vision for accessible and sustainable mobility."

What Makes the All-New Proton e.MAS 7 PHEV Stand Out: The EM-i Drive System

At the heart of the all-new Proton e.MAS 7 PHEV is the EM-i Drive System, designed to prioritise electric driving for everyday use while seamlessly switching to hybrid support when needed. The system ensures smooth, quiet and efficient driving, making the transition to electrified mobility effortless for Malaysian drivers.

The vehicle features 11-in-1 Dedicated Hybrid Transmission (DHT) that intelligently manages how power is delivered to the wheels. Unlike a conventional gearbox, the DHT does not rely on gear changes. Instead, it automatically balances between electric and petrol power in the most efficient way for the driving situation, delivering a smooth and refined driving experience with EV-like responsiveness.

Supporting the electric drive is a hybrid-dedicated petrol engine, designed to focus on efficiency rather than constant performance output. It works quietly in the background, stepping in mainly during longer journeys or higher-speed driving to support the electric system and maintain low fuel consumption.

Advanced LFP Battery Powers Everyday Electric Driving

Equipped with a Lithium Iron Phosphate (LFP) battery, the Proton e.MAS 7 PHEV offers safe, durable, and heat-resistant performance suitable for Malaysian conditions. The battery's design supports consistent everyday use, while charging remains optional for daily driving. The vehicle's energy management system automatically selects the most efficient power source, maintaining low fuel consumption even when the battery is not fully charged.

* Available via CARSOME until 30th June 2026, offering RM 1,000 for selected Proton models and RM 500 for other brands, subject to vehicle eligibility and valuation.

** Open to vehicles aged 20 years and above or deemed non-roadworthy, limited to the first 5,000 eligible vehicles nationwide, subject to Government Matching Grant Programme and PROTON's eligibility assessment.

*** Available with the purchase of the e.MAS Care Insurance Package, limited to the first 3,000 registered customers or until 31st May 2026, whichever comes first, and subject to insurer or takaful approval and applicable terms.

The Proton e.MAS 7 PHEV offers three drive modes for different usage scenarios, where mode transitions occur seamlessly, requiring no driver intervention:

- **Pure mode:** Full electric city driving. Ideal for daily commuting, especially for drivers who can charge at home and want an all-electric experience for their everyday journeys.
- **Hybrid mode:** Automatic blending of electric and petrol power. Optimised during highway cruising or climbing long gradients (hills), the system adapts automatically by engaging the clutch, allowing the engine to drive the wheels directly.
- **Power mode:** Enhanced acceleration and responsiveness. Unleashes combined system output for more immediate throttle response, making it ideal for overtaking or dynamic driving situations.

Proven Real-World Capability and Low Ownership Costs

Ahead of its launch, the Proton e.MAS 7 PHEV successfully completed a 1,104.5 km single journey from Penang and Johor Bahru to the PROTON Centre of Excellence (COE) in Subang Jaya without any additional refuelling or recharging. The entire journey was broadcast live over 25 hours, marking Malaysia's first continuous automotive livestream of its kind. Upon arrival, the vehicle still recorded a remaining range of 189 km, demonstrating a total achievable driving range of over 1,200 km and showcasing its efficiency, endurance, and practicality for everyday use.

With the EM-i advanced hybrid technology, the all-new Proton e.MAS 7 PHEV is engineered for lower long-term ownership costs than conventional petrol cars. Over a 10-year period, estimated fuel and maintenance costs are approximately RM29,200, compared with around RM49,800 for a conventional ICE SUV. Contributing factors include reduced engine usage, regenerative braking, fewer moving components, and EV-style service intervals of once a year or every 15,000 km. Total estimated maintenance costs remain under RM8,000 over a period of 10 years.

Distinctive Design Outside, with Comfort and Presence Inside

The all-new Proton e.MAS 7 PHEV features a distinctive, modern exterior that clearly sets it apart from the Proton e.MAS 7 EV. A futuristic full-width LED front illuminated bar paired with a matching 3D full length LED tail lights creates a confident lighting signature, while revised lighting placement and a redesigned rear boot lid reinforce its unique PHEV identity. 19-inch alloy wheels deliver a sporty yet balanced stance, the panoramic sunroof improves the spacious perception of the car and the aerodynamic design that enhances efficiency, refinement and highway driving comfort.

Inside, the Proton e.MAS 7 PHEV offers a clean, minimalist cabin designed around comfort, space and intuitive usability. Black and White interior themes are complemented by 256-colour ambient lighting, while a unique 2-spoke steering wheel and ergonomic leatherette seats ensure comfort for daily commutes and longer journeys. Thoughtfully integrated features such as a multi-functional rotary dial, column-mounted gear shifter, auto-dimming rear-view mirror, large rear windshield, and a 16-speaker premium audio system further elevate the cabin experience.

PRIME, PREMIUM and PREMIUM PLUS Variants: Value Without Compromise

The Proton e.MAS 7 PHEV will be offered in three (3) variants to suit different customer needs:

- **PRIME:** Delivers excellent fuel efficiency and strong performance, with essential features and great value at an accessible price
- **PREMIUM:** Offers richer features with more ADAS and enhanced comfort for a safer, more enjoyable driving experience

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- **PREMIUM PLUS:** Delivers extended driving range with a larger LFP battery, faster DC charging, and a panoramic sunroof for a more premium and refined driving experience

Five Power Packs with Special Launch Price for Early Customers

To celebrate this historic milestone, PRO-NET is introducing Five Power Packs package that worth up to RM7,500, designed to enhance the ownership journey with added value and convenience.

Power Home

- Complimentary 7kW Home Charger worth RM 1,500

Power Online

- 5-Years Complimentary 2GB Monthly Internet Data worth RM 1,000

Power Trade-In

- Trade-in rebates worth RM 1,000 via CARSOME*

Power Exchange

- Eligible upon de-registration of a non-roadworthy vehicle worth RM4,000**

Power Protection

- Exclusive e.MAS Care Insurance Package worth RM 1,000***

In addition, Proton e.MAS 7 PHEV owners will enjoy comprehensive peace of mind with a 6-year unlimited mileage vehicle warranty, along with an 8-year or 160,000km high-voltage battery and component warranty, further reinforcing Proton e.MAS's commitment to long-term reliability and customer confidence.

On-The-Road Price (without insurance):

Variant	Peninsular Malaysia	East Malaysia
PRIME	RM 109,800	RM 112,800
PREMIUM	RM 123,800	RM 126,800
PREMIUM PLUS	RM 129,800	RM 132,800

Special Launch Price for First 5,000 Customers

The first 5,000 customers will enjoy a special launch rebate worth RM 4,000, making the On-The-Road Price (without insurance) of the Proton e.MAS 7 PHEV Prime, Premium and Premium Plus as follows:

Variant	Peninsular Malaysia	East Malaysia
PRIME	RM 105,800	RM 108,800
PREMIUM	RM 119,800	RM 122,800
PREMIUM PLUS	RM 125,800	RM 128,800

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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