



PROTON
e.MAS

MALAYSIA'S 1ST DUAL-POWERED EV

e.MAS7 PHEV

JOURNEY THAT ELECTRIFIES



6-YEAR
UNLIMITED MILEAGE
VEHICLE WARRANTY

5-YEAR
2GB
MONTHLY DATA

8-YEAR/160,000KM
HIGH VOLTAGE ELECTRIC BATTERY
AND COMPONENTS WARRANTY

POWERFUL DRIVABILITY

A responsive electric motor works seamlessly with a highly fuel-efficient engine in the background. For the driver, it simply feels steady and ready.

BEST IN CLASS

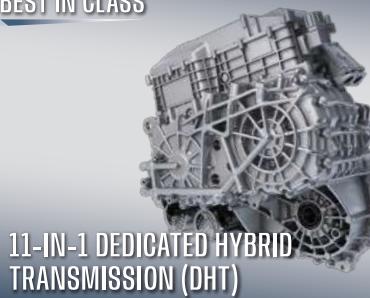
170KM*
EV DRIVING RANGE

8 SECS
0-100KM/H

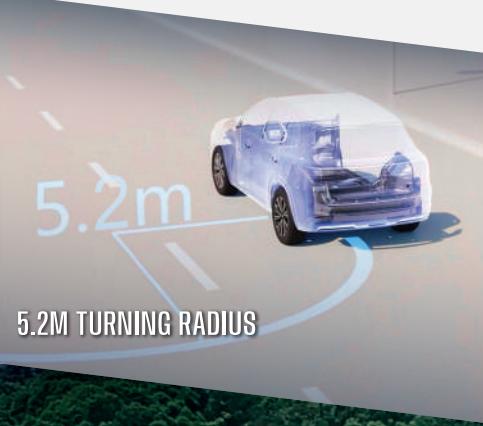
1,065KM*
COMBINED RANGE

4.3L/100KM*
FUEL EFFICIENCY

BEST IN CLASS

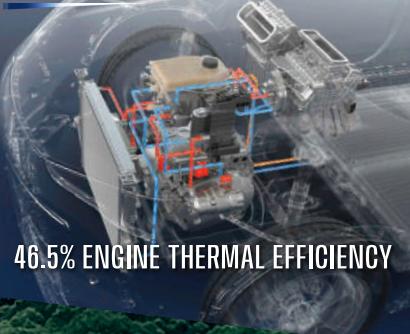


11-IN-1 DEDICATED HYBRID
TRANSMISSION (DHT)



5.2m
5.2M TURNING RADIUS

BEST IN CLASS



46.5% ENGINE THERMAL EFFICIENCY

3 DRIVING MODES



PURE



HYBRID



POWER



RAWANG BYPASS, SELANGOR

UNRIVALLED TECHNOLOGY

Built to handle daily routines with ease, with DC fast charging and V2L to make it even easier. It delivers EV-like convenience while keeping farther destinations comfortably within reach.

FIRMWARE OVER-THE-AIR (OTA) UPDATE

BEST IN CLASS
60kW DC CHARGING: 30%-80% IN 16 MINS

EXCLUSIVE IN ITS CLASS
VOICE COMMAND & SYSTEM LANGUAGE IN ENGLISH & MALAY
FLYME AUTO (APPLE CARPLAY® / ANDROID AUTO™)

EXCLUSIVE IN ITS CLASS
16-SPEAKER FLYME SOUND SYSTEM WITH HEADREST SPEAKERS

PROTON e.MAS APP

EXCLUSIVE IN ITS CLASS

15.4" 2.5K DISPLAY HEAD UNIT WITH INTEGRATED LIVE CHARGING MAP

WITH 13.8" WINDSHIELD HEAD-UP DISPLAY



LANGKAWI NATIONAL OBSERVATORY, LANGKAWI ISLAND



OCCUPANT
DETECTION ALERT



QUIET
CABIN



BEST IN CLASS

4,740MM LENGTH
2,755MM LONGEST WHEELBASE

256-COLOUR AMBIENT LIGHTING



**LUXURIOUS
SPACE**

From sound and seating to storage, features are thoughtfully integrated to make every journey feel relaxed and balanced, for both driver and passengers.

LEVEL 2 ADVANCED DRIVER
ASSISTANCE SYSTEMS (ADAS)
WITH 16 FEATURES



EXCLUSIVE IN ITS CLASS

FULL-WIDTH FRONT
ILLUMINATED BAR



BEST IN CLASS
0.288CD DRAG COEFFICIENT



360° CAMERA
WITH 3D DISPLAY



GMA PLATFORM WITH DEDICATED
FUEL AND ELECTRIC LINES
BEST IN CLASS
29.8KWH LFP BATTERY



S

SLEEK DESIGN

Clean surfaces and a connected LED light signature give the car a modern, composed look. The design stays confident and understated, without calling attention to itself.

ENDURING SAFETY

Safety is prioritised from the structure up to driving aids, with key components positioned for protection and stability. Active systems add extra reassurance for true peace of mind.



TANJUNG KEMPIT BEACH, JOHOR

THE SMARTER WAY TO GO FAR

YOUR ROAD TRIP PARTNER

1,065KM*

IN 1 FULL CHARGE, 1 FULL TANK

YOUR DAILY EV

170KM*

PURE ELECTRIC DRIVING RANGE

📍 U.A.B BUILDING, PENANG

*BASED ON NEDC TEST CYCLE. ACTUAL RANGE MAY DIFFER DEPENDING ON DRIVING STYLE, LOAD, TRAFFIC, AND OTHER FACTORS. THIS IS AN ESTIMATION FOR REFERENCE ONLY.

INTELLIGENT POWER TRANSITIONS



MODE

ELECTRIC-ONLY DRIVE

Wheels driven by electric motor only

OPERATING CONDITIONS

STATE OF CHARGE

SOC 100% - ~ 20%

SPEED

ALL SPEEDS

DRIVING SCENARIO

CITY DRIVING



RANGE-EXTENDED ELECTRIC DRIVE

Engine generates power for the motor and battery; wheels are driven only by the motor



DIRECT-ENGINE DRIVE

Wheels driven by engine



DUAL-POWERED DRIVE

Engine and electric motor drive the wheels together

SOC ~ 20%

≤ 65KM/H

SUB-URBAN DRIVING

SOC ~ 20%

> 65KM/H

HIGHWAY CRUISING

HARD ACCELERATION

OVERTAKING

* APPLICABLE ONLY WHEN HYBRID MODE IS SELECTED.

* THE SYSTEM ENSURES THE SOC DOES NOT DROP BELOW 25% (20% FOR PREMIUM PLUS VARIANT).

* THE TIMING AND SPEED OF SWITCHING BETWEEN HYBRID MODES ARE INTELLIGENTLY MANAGED BY A DEDICATED ENERGY MANAGEMENT STRATEGY BASED ON ATMOSPHERIC PRESSURE, AMBIENT TEMPERATURE, VEHICLE LOAD, AND ROAD CONDITIONS.



AQUAMARINE
BLUE

OBSIDIAN
BLACK

GALENA
GREY

LITHIUM
WHITE

MERCURY
SILVER



ALABASTER WHITE

ONYX BLACK

All information detailed in this leaflet is correct at the time of printing. Perusahaan Otomobil Nasional Sdn. Bhd. reserves the right to make changes to the colours, features and/or other specifications detailed in this leaflet as well as discontinue any individual model without prior notice. The vehicles may differ slightly from those featured in this leaflet. Please consult your Proton e.MAS sales outlet to ensure the vehicle is in accordance with your expectations.

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Perusahaan Otomobil Nasional Sdn. Bhd.

TECHNICAL SPECIFICATIONS

Model		Prime	Premium	e.MAS 7 PHEV	Premium Plus
Variant				4,740 x 1,905 x 1,685	
Length x Width x Height (mm)				2,755	
Wheelbase (mm)				1,735	1,760
Kerb Weight (kg)					1,835
Rear Luggage Capacity - Min (L)				528	
Rear Luggage Capacity - Max (L)				2,065	
Turning Radius (m)				5.2	
Fuel Tank Capacity (L)				51	
Battery & Charging					
Battery Type				Lithium Iron Phosphate (LFP)	
Battery Capacity (kWh)		18.4			29.8
DC Charging Power (kW)		30			60
SOC 30% - 80% DC Charging Time (mins)		≤20			≤16
AC Charging Power (kW)				6.6	
Performance					
Drivetrain Setup				Front Wheel Drive (FWD)	
Drive Mode				PURE/HYBRID/POWER	
Engine Type				1.5L 4-Cylinder Dedicated Hybrid Engine (DHE)	
Transmission Type				11-in-1 Dedicated Hybrid Transmission (DHT)	
Maximum Engine Power Electric Motor Power (kW)				73 160	
Maximum Engine Torque Electric Motor Torque (Nm)				125 262	
Combined Maximum Power Output (kW)				193	
Combined Maximum Torque Output (Nm)				262	
EV Driving Range (NEDC/km)		105			170
Total Driving Range (km - NEDC)		1,000			1,065
Fuel Consumption (L/100km - NEDC)		4.3			4.4
0 - 100km/h Acceleration Time (s)		8.0			8.2
Maximum Speed (km/h)				170	
Chassis					
Steering				Electric Power Steering (EPS)	
Suspension (Front / Rear)				MacPherson Strut / Multi-Link	
Disc Brake (Front / Rear)				Ventilated Disc / Solid Disc	
Parking Brake				Electric Parking Brake (EPB)	
Tyre Size		225/55 R18			235/50 R19
Exterior					
LED Headlamps		•	•		•
Auto Headlamps and Follow Me Home		•	•		•
Intelligent High Beam Control (IHBC)		•	•		•
LED Turn Signal Lights		•	•		•
Full-Width Front Illuminated Bar		—	•		•
LED Daytime Running Lights		•	•		•
3D Full-Length LED Tail Lights		•	•		•
Panoramic Sunroof with Sunshade		—	—		•
Roof Rail		•	•		•
Powered Tailgate		—	•		•
Auto Rain Sensing Front Wipers		•	•		•
Electrically Adjustable and Heated Door Mirrors		•	•		•
Auto-Foldable Door Mirrors		—	•		•
Interior					
10.2" LCD Instrument Cluster		•	•		•
Multi-functional Antibacterial Leatherette Steering Wheel		•	•		•
Auto Dimming Frameless Rear View Mirror		—	•		•
Tilt & Telescopic Steering Adjustment		•	•		•
Leatherette Seats		•	•		•
Driver Power Seat 6-Way with Memory Settings		—	•		•
Front Passenger Power Seat 4-Way		—	•		•
Front Ventilated Seats		—	•		•
Fully Reclinable Front Passenger Seat		—	•		•
Rear Central Armrest with Cup Holder		—	•		•
256-Colour Ambient Lighting		—	•		•
Tonneau Cover - Retractable		—	•		•
LED Boot Light		•	•		•
Dual Level Adjustable Boot Floor		—	•		•
Comfort and Convenience					
Intelligent Keyless Entry and Start		•	•		•
Walk Away Auto Lock		—	•		•
Windshield Head-Up Display (HUD)		—	•		•
Wireless Charging		—	•		•
6 Speakers		•	—		—
16-Speaker Flyme Sound System (with Headrest Speakers)		—	•		•
Auto Air-Conditioning with N95 Cabin Filter		•	•		•
2 Type A and 2 Type C USB Ports		•	•		•
Rear Seat 60/40 Full Flat Fold		•	•		•
Vehicle-to-Load (V2L)		—	•		•
Vehicle-to-Vehicle (V2V)		•	•		•
Infotainment System					
Infotainment Head Unit	15.4" 2.5K Touchscreen Display Head Unit	•	•		•
	Flyme Auto Operating System	•	•		•
	English & Malay Language Interfaces	•	•		•
	7nm Automotive-Grade Chip	•	•		•
	4G and Wi-Fi Connectivity	•	•		•
	2-Zone Voice Control	•	•		•
	Online Navigation	•	•		•
	Integrated Live Charging Map	•	•		•
	Smartphone Connectivity (Apple CarPlay® & Android Auto™)	•	•		•
	APP Store	•	•		•
PROTON e.MAS App	Over-the-Air (OTA) Update	•	•		•
	Vehicle Status	•	•		•
	Remote Control	•	•		•
	Scheduled Trip	•	•		•
	Scheduled Charging	•	•		•
Safety & Security					
Front Airbags (Driver and Front Passenger)		•	•		•
Front Side Airbags (Driver and Front Passenger)		•	•		•
Side Curtain Airbags (Front and Rear)		•	•		•
Far Side Airbag (Front Driver and Front Passenger Central Airbag)		—	•		•
Auto Brake Hold		•	•		•
Traction Control System (TCS)		•	•		•
Anti-Lock Brake System (ABS)		•	•		•
Electronic Brakeforce Distribution (EBD)		•	•		•
Brake Assist (BA)		•	•		•
Electronic Stability Control (ESC)		•	•		•
Active Rollover Protection (ARP)		•	•		•
Hill Hold Assist (HHA)		•	•		•
Hill Descent Control (HDC)		•	•		•
Post Impact Braking (PIB)		•	•		•
Tyre Pressure Monitoring System (TPMS)		•	•		•
Regenerative Braking System		•	•		•
LEVEL 2 Advanced Driver Assistance System (ADAS)	Intelligent Cruise Control (ICC)	•	•		•
	Adaptive Cruise Control (ACC)	•	•		•
	Automatic Emergency Braking (AEB)	•	•		•
	Forward Collision Warning (FCW)	•	•		•
	Emergency Brake Assist (EBA)	•	•		•
	Lane Departure Warning (LDW)	•	•		•
	Lane Departure Prevention (LDP)	•	•		•
	Leading Vehicle Departure Alert (LVDA)	•	•		•
	Traffic Sign Recognition (TSR)	•	•		•
	Emergency Lane Keep Assist (ELKA)	—	•		•
	Rear Collision Warning (RCW)	—	•		•
	Rear Cross Traffic Alert (RCTA)	—	•		•
	Rear Cross Traffic Braking (RCTB)	—	•		•
	Lane Change Safety Warning (LCSW)	—	•		•
	Blind Spot Detection (BSD)	—	•		•
Occupant Detection Alert					
Front Parking Sensors		—	•		•
Rear Parking Sensors		•	•		•
Rear Seat Passenger Detection		•	•		•
Rear View Camera		•	—		—
360° Camera with 3D Display		—	•		•
Auto Door Lock When Driving		•	•		•

Note: 1. The real driving range is influenced by many factors such as individual driving style, load, traffic, etc. The declared range is estimated for reference only.

2. Actual model, features and specifications may vary in detail from images shown. Subject to change without prior notice.