

Power Up Your Raya Journey: Fuel Prices Might be Up for Raya, but Charging Costs Remains Low with Proton e.MAS

Proton e.MAS owners enjoy 25% off charging fees from 17-25 March 2026, with after-sales rewards continuing until 31 March 2026

Subang Jaya, 16 March 2026 - Proton New Energy Technology Sdn Bhd (PRO-NET), a wholly owned subsidiary of PROTON, is celebrating the upcoming Hari Raya Aidilfitri with its 'Jalinkan Raya Bersama Proton e.MAS' campaign. The campaign features a series of promotions designed to make balik kampung journeys smoother, more convenient and more rewarding for Proton e.MAS owners. From 17 to 25 March 2026, customers can enjoy 25% off charging fees, along with a range of Raya after-sales benefits available at 36 authorised Proton e.MAS 3S Centres nationwide until 31 March 2026.

In recent weeks, retail fuel prices have seen notable increases across Peninsular Malaysia. For the week of 12 to 18 March 2026, prices for RON97 and unsubsidised RON95 have climbed to RM3.85 and RM3.27 per litre respectively, while diesel prices reached RM3.92 per litre. This upward trend in petrol and diesel costs adds to the overall travel expenses for Malaysians heading home for Hari Raya.

By combining attractive charging incentives with value-added after-sales benefits, the limited-time promotions aim to provide Proton e.MAS owners with greater savings and peace of mind as they travel to reunite with family and friends during the festive season.

Commenting on the promotion, Mr. Sua Chek Hoong, Chief Information Officer (CIO) of PRO-NET, said: "Rising fuel prices highlight one of the key advantages of electric vehicles, which is the significantly lower running costs compared with conventional internal combustion engine (ICE or petrol) vehicles. With this Raya charging promotion, we hope to make balik kampung journeys even more affordable and convenient for Proton e.MAS owners".

"As more Malaysians transition to electric mobility, our focus remains on building a seamless EV ecosystem supported by accessible charging infrastructure, reliable after-sales service and value-added ownership experiences. We would also like to take this opportunity to wish all those celebrating, a Selamat Hari Raya Aidilfitri and thank you for your continued trust and support as we continue to grow Malaysia's EV ecosystem together," Mr. Sua Chek Hoong added.

Jalinkan Raya Bersama Proton e.MAS with Exclusive Charging Promotions

As part of the Raya campaign, Proton e.MAS owners can enjoy 25% off Charging Point Operator (CPO) prices when charging via the Proton e.MAS App and Hello smart App from 17 March to 25 March 2026. To enjoy the discounted charging fee, customers just need to:

- Open the PROTON e.MAS application during the promotional period (17 March to 25 March 2026).
- Tap the Charging Map function and select your preferred charging station and choose the correct connector based on the physical label on the charger.
- Complete the pre-authorisation to begin the charging session.
- Ensure the charging session is completed within the promotional period.

Prices displayed on the Proton e.MAS and Hello smart application during the promo period (17 March to 25 March 2026) will already reflect the 25% discount.

The promotion also highlights the strength of the PRO-NET charging ecosystem, which currently provides access to more than 4,300 charging points across over 1,400 locations nationwide. These charging points are supported by 10 integrated Charge Point Operators (CPOs), demonstrating the breadth and interoperability available through the PRO-NET charging map.

Raya After-Sales Rewards Available at Proton e.MAS 3S Centres until 31 March 2026

In addition to the charging promotion, Proton e.MAS is also offering a range of Raya after-sales benefits until 31 March 2026, available at 36 authorised Proton e.MAS 3S Centres nationwide. The festive after-sales programme includes:

- Free vehicle inspection
- RM50 discount voucher on next servicing
- Complimentary car wash
- Complimentary charging of up to 80%
- Free Duit Raya packets, while stocks last

These after-sales benefits are designed to help customers prepare their vehicles for the festive travel period while enjoying additional value and convenience.

Through the Jalinkan Raya Bersama Proton e.MAS Campaign, PRO-NET continues to reinforce Proton e.MAS as No 1. EV Brand in Malaysia, and committed to deliver a seamless EV ownership experience and ensuring owners can balik kampung safely this festive reason.

For more details, please 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.

#PROTONeMAS7PHEV #DualPoweredEV #OpenYourWorld #PROTONeMAS7 #MostAffordableEV
#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/>

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