

Proton e.MAS Maintains No.1 EV Brand Position and e.MAS 5 Surpasses 5,000 Deliveries Milestone

Proton e.MAS continues to reinforce its leadership in Malaysia's electric vehicle (EV) segment, maintaining its position as the No.1 EV brand for PRO-NET.

Subang Jaya 3 March 2026 – PRO-NET, a wholly-owned subsidiary of PROTON Holdings Berhad and the official distributor of the Proton e.MAS brand, announced that in February 2026, Proton e.MAS recorded total sales of 1,928 units, bringing its Year-to-Date (YTD) total to 5,219 units, including exports. Of this, the e.MAS 5 contributed 1,562 units in February alone, underscoring its sustained demand and strong market acceptance.

5,000 Malaysians Have Made e.MAS 5 Their Everyday EV

To date, deliveries of the e.MAS 5 have surpassed the 5,000-unit mark within just two months of introduction, a milestone unmatched by any EV brand in Malaysia within a similar timeframe. The model continues to lead as the No.1 EV model in the country for February and YTD, while also ranking No.5 overall models, competing alongside established internal combustion engine (ICE) vehicles.

Commenting on the achievement, Mr Zhang Qiang, CEO of PRO-NET, said, "Surpassing 5,000 deliveries in just two months and achieving more than 3,500 bookings for the e.MAS 7 PHEV within one and a half months clearly demonstrate that Malaysians are embracing electrified mobility at an accelerating pace. These results validate our strategy of offering practical, value-driven electrification solutions tailored for the local market."

He added, "We are humbled by the strong response, but we are equally confident that our focus on building a complete EV ecosystem, from product innovation to ownership support, is what truly differentiates the e.MAS brand. Our goal is to make electrified mobility accessible, reassuring and relevant for everyday Malaysian families."

Designed for Malaysians, Loved for Everyday Living

The strong performance of the e.MAS brand reflects growing consumer confidence not only in the vehicles themselves but in the broader ecosystem that supports the full ownership journey. From charging accessibility to comprehensive aftersales support and digital integration, customers are increasingly drawn to a seamless and reassuring EV ownership experience.

The e.MAS 5, designed with Malaysian consumers in mind, offers a compelling balance of distinctive styling, value and practicality. Positioned as an ideal additional household vehicle, it enables customers to reduce fuel dependency while enjoying lower running costs and everyday usability.

A Seamless Step into Hybrid Mobility

Meanwhile, the recently introduced e.MAS 7 PHEV has generated more than 3,500 bookings within one and a half months, signalling very strong market acceptance. As a practical upgrade from conventional ICE vehicles, the model offers advanced safety features and intelligent EM-i hybrid

technology within its price range, providing customers with a seamless transition toward electrified mobility while retaining the familiarity and flexibility of a traditional engine platform.

To date, the e.MAS 7 PHEV is positioned as one of the most affordable plug-in hybrid models in Malaysia, with on-the-road prices (without insurance) starting from RM105,800 for the Prime variant, RM119,800 for the Premium, and RM125,800 for the Premium Plus, inclusive of a RM4,000 launch rebate for the first 5,000 customers.

While encouraged by the strong start to 2026, Proton e.MAS remains focused on sustaining momentum and supporting Malaysia's broader electrification journey.

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

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