

## Proton e.MAS Leads the EV Market as Malaysia's No.1 EV Brand, Celebrates by Giving Malaysians Weekly Rewards

*Backed by a strong market share and national milestones, PRO-NET continues to lead Malaysia's EV evolution, with one out of every two new EVs sold in 2026 being a Proton e.MAS*

**SHAH ALAM, 30 March 2026** – PRO-NET, a wholly owned subsidiary of PROTON, is celebrating a major milestone in Malaysia's electrified mobility journey as Proton e.MAS strengthens its position as the No.1 electric vehicle brand in Malaysia, backed by strong market performance, nationwide customer confidence, and continued momentum across its expanding EV ecosystem.

As Malaysia's first national EV brand, Proton e.MAS today commands market share, with one out of every two EVs sold in 2026 carrying the Proton e.MAS badge. This milestone reflects how quickly Malaysians have embraced locally driven electrified mobility, making Proton e.MAS not only a market leader, but also a symbol of progress in the nation's EV transition.

Building on the strong start to 2026, the e.MAS 5 is now Malaysia's No.1 EV model, surpassing 5,000 deliveries within the first two months of the year, even making it into the ranking of the country's Top-5 selling vehicles overall – the first time an EV has achieved this. Alongside this, the newly launched e.MAS 7 PHEV has recorded more than 3,500 bookings in just six weeks, reinforcing growing confidence in practical electrified mobility designed for Malaysian lifestyles.

### Leadership Beyond Sales, National Milestones that Strengthen the No.1 Position

Proton e.MAS's leadership extends beyond sales and launches. The Proton e.MAS 5 Premium recognised as Best Entry-Level xEV of the Year at the 2025 Malaysia Car of the Year Awards, while the Proton e.MAS 7 was selected as an official vehicle for the ASEAN Summit, showcasing Malaysia's EV innovation on an international stage. The Proton e.MAS 7 also led the historic ASEAN Unity Drive 2025, which completed 10,432km across nine ASEAN countries, proving the capability and endurance of Malaysia's national EV under real-world regional conditions.

"Proton e.MAS's milestone as No.1 EV brand belongs to Malaysians as much as it belongs to PRO-NET. Every booking, every review, every road trip shared online, and every owner recommendation has contributed to Malaysia's No.1 EV brand badge," said Puan Salawati Yusoff, Chief Branding Officer of PRO-NET.

To mark this achievement, Proton e.MAS is launching the "Tell Us Why We're #1" Social Contest, inviting Malaysians nationwide to share why Proton e.MAS deserves its No.1 EV brand title, while rewarding participants with weekly prizes throughout the campaign period.

Puan Salawati Yusoff, Chief Branding Officer of PRO-NET, added: "The 'Tell Us Why We're #1' contest is our way of celebrating that shared journey and putting the spotlight back on the people who made it possible."

### Celebrate Proton e.MAS' No.1 EV Achievement with "Tell Us Why We're #1" Contest

The "Tell Us Why We're #1" Social Contest offers Malaysians an easy and engaging way to be part of the celebration. Running from 24 March 2026 to 14 April 2026, the contest encourages participants to express what they think made the Proton e.MAS No.1 EV.

- Step 1: Follow Proton e.MAS official social media page on the platform you're joining from (Instagram, Facebook, or TikTok).
- Step 2: Comment on the contest post with one reason why Proton e.MAS as the No.1 EV Brand

- Step 3: Tag three friends and include #ProtonEMASNo1EV

Participants stand a chance to be one of ten (10) weekly winners, each receiving a RM100 Touch 'n Go eWallet Reload PIN\*

**\*Terms & Conditions apply:**

*Winners will be announced via a social post announcement. All winners must reach out via Direct Message within three (3) days of the announcement to confirm their details.*

For more information about the campaign or to participate in the “Tell Us Why We’re #1” Contest, please visit the Proton e.MAS website or follow the brand on social media: Facebook (Proton e.MAS Cars), TikTok (@protonemasofficial), and Instagram (@protonemasofficial).

#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

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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