

Proton e.MAS Advances Malaysia's EV Development with First Fully Localised Connected Mobility Platform

More than RM40 million invested into local digital infrastructure, led by substantial investment in TSP platform development to enhance Malaysia's connected mobility experience

SHAH ALAM, 26 May 2026 - PRO-NET, a wholly owned subsidiary of PROTON Holdings Berhad, continues to strengthen Malaysia's electric vehicle (EV) ecosystem through the localisation of its digital infrastructure, connected mobility services, and charging platform in line with Government's National Automotive Policy (NAP 2020), National Energy Transition Roadmap (NETR), and broader automotive localisation agenda.

As part of the national automotive industry, PRO-NET is extending localisation efforts beyond vehicle manufacturing into the digital and connectivity ecosystem that supports electrified mobility. Through Proton e.MAS, the company is investing in locally relevant connected technologies, digital infrastructure, and ecosystem partnerships to help make EV ownership more seamless, practical, and accessible for everyday Malaysians.

Speaking on the localisation effort, Mr. Zhang Qiang, Chief Executive Officer of PRO-NET, said: "Proton e.MAS is committed to building a complete connected mobility ecosystem that is designed around Malaysian drivers, Malaysian infrastructures, and Malaysian everyday needs. Localisation is not only about where our technology is hosted, but how our services are developed to make EV ownership more convenient, familiar, and relevant for Malaysians."

Building Malaysia's Connected Vehicle Platform & Malaysian Driving Behaviour

Proton e.MAS is part of a wider connected vehicle ecosystem currently serving more than 300,000 vehicles including Proton's vehicles, making it Malaysia's first self-developed vehicle connectivity platform. The platform supports connected features such as remote vehicle control, connected infotainment, charging integration, and the Proton e.MAS app. To date, it has facilitated more than 8 million remote control downstream requests for EVs, reflecting the increasing adoption and growing role of connected services in enhancing everyday mobility experiences.

Designed around Malaysian driving habits and lifestyles, Proton e.MAS connected services include complete Bahasa Malaysia language support, localised navigation, and an integrated live charging map for convenient charging access. The ecosystem also incorporates locally relevant features such as a Qibla compass and TheNoor prayer application, creating a more seamless and familiar ownership experience for Malaysian users. More importantly, Proton e.MAS is the only company to achieve a fully local supply chain for cockpit equipment, with its localised infotainment hardware fully manufactured in Malaysia.

Beyond connected services, Proton e.MAS also contributes to Malaysia's digital economy through collaborations with local technology, telecommunications, and ecosystem partners including TM, Maxis, Celcom, Altel, TnG Digital, Maybank, Faspay, SYOK, MYTV, TheNoor, ChargeSini and other local charge point operators (CPOs). Of note, over RM10 million annual value has been generated for local telecommunications (telco) ecosystem to date.

With more than RM40 million invested into cloud services and its vehicle connectivity platform, Proton e.MAS has established a fully localised deployment hosted at TM data centres, ensuring that vehicle data is stored locally while supporting Malaysia's direction towards digital sovereignty.

Strengthening Local Charging Services

As EV adoption continues to grow, Proton e.MAS is also strengthening its localised charging platform to make charging more accessible and convenient for vehicle owners. With more than RM4 million invested, the platform has recorded approximately 11,000 users, around 30,000 charging orders, and close to 790,000 kWh in charging volume, supporting a more seamless EV ownership experience from connected services to charging access.

Through its Integrated Live Charging Map, Proton e.MAS currently provides access to more than 4,300 charging points nationwide, delivering approximately 90% coverage across Malaysia's public charging network. This allows users to conveniently locate, navigate to, and access charging facilities directly through the vehicle's connected ecosystem.

"By localising our connected services and digital infrastructure, we are laying the foundation for a stronger Malaysian EV ecosystem," added Mr. Zhang. "This allows Proton e.MAS to deliver mobility solutions that are not only technologically advanced, but also practical and relevant to the way Malaysians live and drive."

Through local digital infrastructure, ecosystem partnerships, connected services, and charging integration, Proton e.MAS continues to support the growth of Malaysia's EV ecosystem while contributing to the Government's aspiration to accelerate EV adoption and strengthen the nation's mobility ecosystem.

To locate the nearest authorised showroom, or to know more about Proton e.MAS, visit the official website or follow Proton e.MAS on Facebook (Proton e.MAS Cars), Xiaohongshu (Proton e.MAS Cars), TikTok (@protonemasofficial), and Instagram (@protonemasofficial).

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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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