



PROTON
e.MAS

e.MAS7

INTELLIGENCE THAT ELECTRIFIES



YOUR EV JOURNEY STARTS HERE

**6-YEAR/150,000KM
VEHICLE WARRANTY**

**8-YEAR/160,000KM
BATTERY WARRANTY**





1.18 m² Panoramic Sunroof with Sunshade
Breathtaking skyline views in the comfort of your own cabin.



SUPERB STYLE

Look good with less effort.
With a Cd 0.275 drag coefficient, this car is designed to glide ahead in style.

3D Full-Length LED Tail Lights
Sleek, striking, and electrifyingly bold.



Concealed Door Handles
Enhance aerodynamics with a sleek, futuristic touch.



BEST IN CLASS

19" Aerodynamic Alloy Wheels
Engineered for performance, style, and a commanding presence.



1 FULL CHARGE = OVER 10 DAYS OF DRIVING*

30% → 80% IN 20MINS

Over 200 km of range in the time it takes for a quick break

DC UP TO 100kW

AC UP TO 11kW

* Based on WLTP of 410 km with an average distance of 37 km per day, range may vary according to driving styles and traffic conditions.

0-100 km/h @ 6.9 seconds

POWER 160 kW

TORQUE 320 Nm

POWERFUL PERFORMANCE

Quick to charge, even quicker to drive.
Instantaneous acceleration makes overtaking
and keeping up with traffic a breeze.

Level 2 Advanced Driver Assistance Systems (ADAS)

- Intelligent Cruise Control (ICC)
- Automatic Emergency Braking (AEB)
- Emergency Lane Keep Assist (ELKA)
- Lane Change Safety Warning (LCW)
- Traffic Sign Recognition (TSR)
- And other active safety systems



ASSURED SAFETY

It's your guardian angel on the road, anticipating
mishaps while transporting you and your loved ones
in a strong, comfortable cabin.

BEST IN CLASS

12-in-1 Integrated Motor

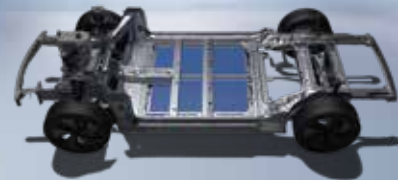
The heart of the e.MAS 7 is compact,
lightweight, and highly efficient.
It's designed to give you more power
with less effort.



BEST IN CLASS

Cell-to-Body Advanced Technology

With its batteries integrated into the chassis,
the e.MAS 7 ferries its occupants with
greater safety and comfort.



BEST IN CLASS

AEGIS Short Blade Battery

Safe, power-packed, and ready for over 1,000,000 km*



*Based on Internal battery durability testing. Actual performance may

ONLY IN CLASS

Headrest Speakers

Bringing every note closer to you.

REMARKABLE COMFORT

A cabin so cosy, you'll want to stay, even after you get home.
It's like your own concert hall, with better seats.

BEST IN CLASS

33 Storage Compartments to Keep Things Organised



ONLY IN CLASS

Fully Reclinable Front Seats

BEST IN CLASS

16-Speaker Flyme Sound with WANOS System



Front Ventilated Seats

BEST IN CLASS

2.5K 15.4" Display Head Unit

Control your journey effortlessly with crisp visuals and seamless connectivity.



ONLY IN CLASS

Windshield Head-Up Display

Stay focused on the road with key driving information always in sight.



BEST IN CLASS

256-Colour Ambient Lighting

Set the perfect mood for your cabin.



7 nm Intelligent Cockpit Chip



KEEN INTELLIGENCE

Redefining smart mobility with intuitive technology, effortless control, and personalised comfort, delivering an electrifying driving experience tailored to your every needs.

Vehicle-to-Load (V2L) Function

Light up your road trips - just plug in electrical essentials and let your adventures shine, wherever the road takes you!



TECHNICAL SPECIFICATIONS

Model		e.MAS 7		
Variant		Prime	Premium	
Length x Width x Height (mm)		4615 × 1901 × 1670		
Wheelbase (mm)		2750		
Ground Clearance Unladen (mm)		173		
Kerb Weight (kg)		1662	1765	
Luggage Capacity - Min (L)		461		
Luggage Capacity - Max (L)		1877		
Battery & Charging				
Battery Type		AEGIS Short Blade Battery		
Battery Capacity (kWh)		49.52	60.22	
Driving Range (WLTP/km)		345	410	
Driving Range (NEDC/km)		410	470	
DC Charging Power (kW)		80	100	
AC Charging Power (kW)		11		
SOC 30% - 80% Fast Charging Time (mins)		20		
SOC 10% - 100% AC Charging Time (h)		4.9	6.1	
Performance				
Motor Type		12-in-1 Integrated Motor		
Motor Maximum Power (kW)		160		
Motor Maximum Torque (Nm)		320		
0-100 km/h Acceleration Time (s)		6.9	7.1	
Maximum Speed (km/h)		175		
Chassis				
Steering		Electric Power Steering		
Suspension (Front / Rear)		MacPherson Strut / Multi-Link		
Disc Brake (Front / Rear)		Ventilated Brake Disc / Solid Disc		
Parking Brake		Electric Parking Brake		
Tyre Size		225/55 R18	235/50 R19	
Exterior				
LED Headlamps		•	•	
Auto Headlamps and Follow Me Home		•	•	
Intelligent High Beam Control		•	•	
Rear Fog Lights		•	•	
3D Full-Length LED Tail Lights		•	•	
Panoramic Sunroof with Sunshade		•	•	
Power Tailgate		—	•	
Active Grille Shutter		—	•	
Concealed Door Handles		•	•	
Roof Rail		•	•	
Power Windows		All Windows: with Anti-Trap	All Windows: with Anti-Trap	
Auto Rain Sensing Front Wipers		•	•	
Electrically Adjustable and Heated Door Mirrors		•	•	
Auto-Foldable Door Mirrors		•	•	
Interior				
10.2 Inch LCD Instrument Cluster		•	•	
Multi-Function Antibacterial Steering Wheel		•	•	
Auto Dimming Rear View Mirror		—	•	
Leatherette Seat		•	•	
Driver Power Seat 6-Way		•	with Memory	
Front Passenger Power Seat 4-Way		—	•	
Front Ventilated Seats		—	•	
Fully Reclinable Front Passenger Seat		—	•	
Rear Reclining Seats (2-Step)		•	•	
256-Colour Ambient Lighting		—	•	
Rear Under Seat Storage Box		•	•	
Storage Area Under Trunk Floor		•	•	
Comfort and Convenience				
Intelligent Keyless Entry and Start		•	•	
Walk Away Auto Lock		•	•	
Windshield Head-Up Display (HUD)		—	•	
Wireless Phone 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		•	•	
Vehicle-to-Load (V2L)		•	•	
Vehicle-to-Vehicle (V2V)		•	•	
Infotainment System				
Infotainment Head Unit	15.4 Inch 2.5K Touchscreen Display Head Unit	•	•	
	Flyme Auto Operating System	•	•	
	7 nm Automotive-Grade Chip	•	•	
	WiFi Connectivity	•	•	
	2-Zone Voice Control	•	•	
	Online Navigation	—	—	
	Android Auto and Apple CarPlay (AAC)	•	•	
Safety & Security				
Front Airbags (Driver and Front Passenger)		•	•	
Front Side Airbags (Driver and Front Passenger)		•	•	
Side Curtain Airbags (Driver and Front)		•	•	
Auto Brake Hold		•	•	
Traction Control System (TCS)		•	•	
Anti-Lock Braking System (ABS)		•	•	
Electronic Brake Distribution (EBD)		•	•	
Brake Assist (BA)		•	•	
Electronic Stability Control (ESC)		•	•	
Active Rollover Protection (ARP)		•	•	
Hill Hold Assist (HHA)		•	•	
Hill Descent Control (HDC)		•	•	
Tyre Pressure Monitoring System (TPMS)		•	•	
Regenerative Braking		•	•	
Level 2 Advanced Driver Assistance Systems (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)	•	•	
	Emergency Lane Keep Assist (ELKA)	•	•	
	Rear Collision Warning (RCW)	•	•	
	Rear Cross Traffic Alert (RCTA)	•	•	
	Rear Cross Traffic Braking (RCTB)	•	•	
	Lane Change Safety Warning (LCW)	•	•	
	Door Open Warning (DOW)	•	•	
	Traffic Sign Recognition (TSR)	•	•	
	Leading Vehicle Departure Alert (LVDA)	•	•	
	Blind Spot Detection (BSD)	•	•	
	Rear Parking Sensors		•	•
	Front Parking Sensors		—	•
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 details from images shown. Subject to change without prior notice.
*3. Based on manufacturer testing under controlled conditions and may vary depending on driving habits, road conditions, vehicle load, and other external factors.

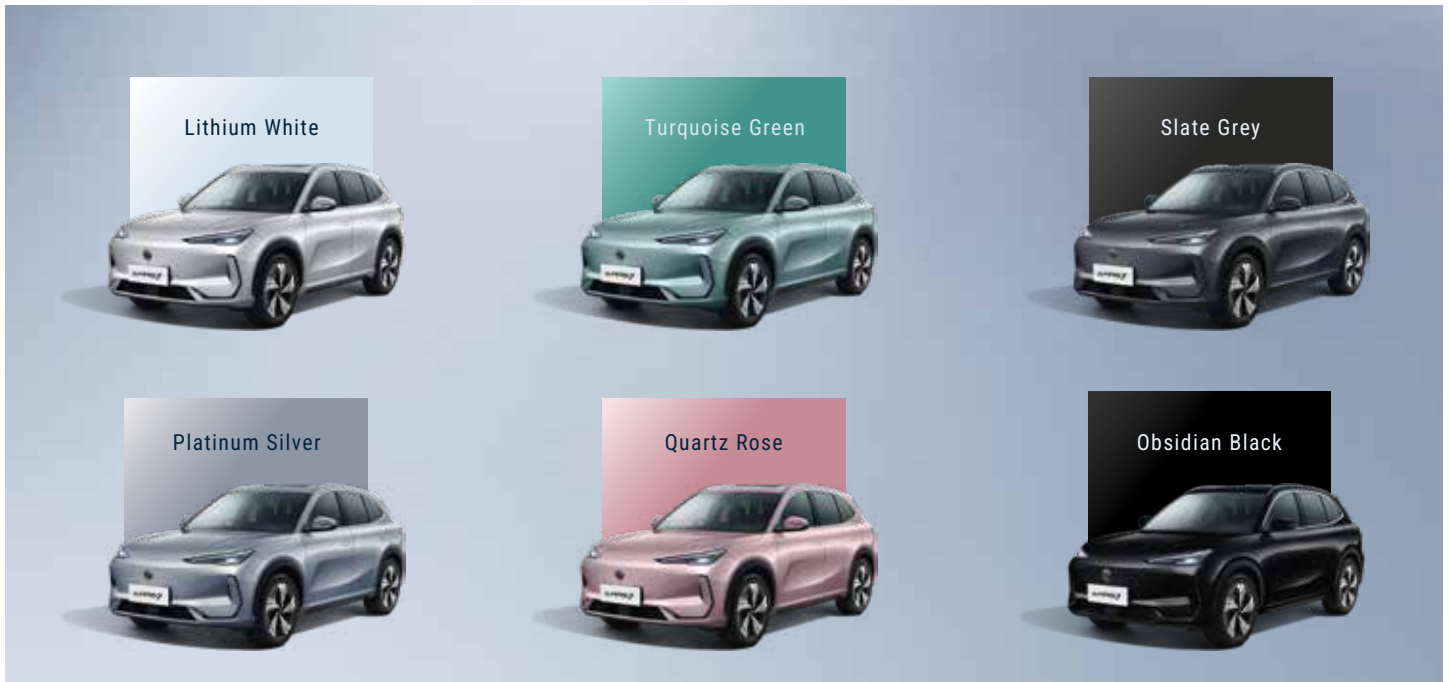


READY TO MAKE MOTORING HISTORY?

The Proton e.MAS 7 is designed with the needs of Bruneian drivers in mind,
powered by advanced technology to move people cleanly and efficiently.
It's the natural choice for forward-thinking individuals driving towards the future.



EXTERIOR COLOURS



INTERIOR COLOURS

Indigo Blue



Alabaster White



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