PRO-NET
PROTON NEW ENERGY TECHNOLOGY SDN BHD

PRO-NET Spearheads Launch and Brand Promotion of Proton e.MAS

SUBANG JAYA, 28 June 2024 – PRO-NET, a subsidiary of national carmaker PROTON, has taken the reins in managing e.MAS, the latest addition to its electric vehicle (EV) portfolio following the official launch of the e.MAS brand on 12 June 2024.

PRO-NET is tasked with the crucial responsibilities of establishing the e.MAS brand, enhancing its market presence, and preparing for upcoming product launches. Their roles include recruiting a dedicated team, setting up a robust dealer network, and fostering partnerships with charging providers to ensure a seamless EV ecosystem.

With a proven track record from successfully launching the smart #1, currently a top contender in the Premium SUV segment, and the impending introduction of the smart #3, PRO-NET is well-equipped to champion the e.MAS brand. The team leverages its well-established networks, digital platforms, and expert personnel to ensure that e.MAS not only matches but surpasses the success seen with the smart models in the EV landscape.

Dr Li Chunrong, Chief Executive Officer of PROTON, expressed confidence in PRO-NET's capabilities. "The expertise PRO-NET has developed over the past two years positions us uniquely to elevate Proton e.MAS to the forefront of the EV industry. Our future customers will benefit from a holistic range of services that not only meet but exceed their expectations, similar to the premium experience provided to smart vehicle owners," stated Dr Li.

The excitement surrounding the e.MAS brand was evident as over 25,000 participants entered the recent contest to guess the new brand name. We are excited to announce the contest winners:

- Grand Prize of RM5,000 goes to Puteri Hanna Batrisha binti Ibrahim
- Runner-up Prize of RM1,500 goes to Noor Hidayah Binti Mohd Rodzi
- Third Prize of RM1,000 goes to Ahmad Norrizzuan Bin Noor Azhar

Furthermore, we are thrilled to announce that Proton e.MAS's official social media accounts are now live under the username "Proton e.MAS Cars" for Facebook and Xiaohongshu. "@protonemasofficial" for Instagram and TikTok. We encourage everyone to follow these accounts to stay informed about the latest updates and developments.

-End-

About Proton New Energy Technology Sdn Bhd
Incorporated on 16 August 2022, we are a wholly-owned subsidiary of Perusahaan Otomobil Nasional Sdn Bhd. We are the exclusive distributor of Proton e.MAS vehicles in Malaysia, as well as the smart brand for Malaysia and Thailand. Our mission is to become the leader in the new energy ecosystem for automotive solutions.

Our business scope includes the distribution of New Energy Vehicles (NEVs), provision of EV charging solutions, supply of electronic parts and mobility solutions, and retailing of accessories and merchandise. Proton e.MAS covers 17 dealerships, and smart covers 13 dealerships nationwide.

The smart #1 made its debut on 23 November 2023, and the Proton e.MAS brand 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/

smart Malaysia
Facebook: https://www.facebook.com/profile.php?id=100086465554162
Instagram: https://www.instagram.com/smart.malaysia/
TikTok: https://www.tiktok.com/@smartmalaysia

Proton New Energy Technology Sdn Bhd 202201030092 (1475789-X)
Centre of Excellence, KM 33.8 Westbound Shah Alam Expressway
47600 Subang Jaya, Selangor Darul Ehsan, Malaysia

Issued by:
smart Malaysia I PRO-NET
Salawati Mohd Yusoff
Chief Branding Officer
Telephone: +6012-2194581
Email: salawati@proton.com

Chongreena Cirikwong
Assistant Manager, Public Relations & Branding
Telephone: +60123017258
Email: reenacw@proton.com