

PROTON and Geely Showcase Engineering Excellence

Testing the Durability, Reliability, and Quality of the Geely E5 Up Close

SUBANG JAYA, 23 September 2024 - PROTON, alongside its esteemed partner Geely, hosted a Driving Impression event for the Geely E5 at the PROTON Test Track. The event provided an exciting opportunity for EV enthusiasts to experience the left-handed version of the Geely E5, the development sibling of the Proton e.MAS 7 up close and personal showcasing the intelligent technology on display.

This immersive experience followed the E5's remarkable 3,700 km journey from China to Malaysia, overcoming challenging weather conditions. The event highlighted not only the E5's engineering prowess but also the rugged build quality and durability of its development sibling, the Proton e.MAS 7.

EV enthusiasts further tested the vehicle's comfort and agility, driving at speeds between 60 to 100 km/h while experiencing its innovative technology and evaluating the perceived quality of both the interior and exterior design.

"PROTON believes that strategic partnerships and knowledge sharing are essential in fostering innovation and collaboration. Our joint efforts with Geely have resulted in the successful development of the Proton e.MAS 7. PROTON is very proud to be integrating world-class technologies that have been tested and proven under real-world conditions. It gives us confidence to embed them into e.MAS 7, tailored to best suit the needs of Malaysians," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Exclusive Behind the Wheel

Selected media transited to the Proton Test Track upon arrival at COE, where they were given the opportunity to get behind the wheel of Geely's Galaxy E5 at the Test Track after a product and safety briefing. The media took the opportunity to acquaint themselves with the Proton e.MAS 7's development sibling which recently drove from Guiyang, China to Shah Alam, Malaysia.

Getting behind the wheel, media personnel experienced not just the comfort, convenience and intelligent technology but also the E5's driving dynamics and cornering stability along the Test Track's outer route.

Media invitees also got their first look at Geely's Global Intelligent New Energy Architecture (GEA) platform and powertrain management system in the left-hand drive EV. The initial driving impression was an avenue for media to gain confidence and awareness on the intelligent innovative technology that is also embedded in the Proton e.MAS 7.

Follow Proton e.MAS's [website](#) and official social media accounts under the username "Proton e.MAS Cars" for [Facebook](#) and [Xiaohongshu](#), "@protonemasofficial" for [Instagram](#) and [TikTok](#) to stay updated on the latest news and developments from Proton e.MAS. Join us and be a part of the revolution in the automotive industry.

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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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Issued by:

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

For media enquiries, please contact H/Advisors Klareco on behalf of PRO-NET:

Nicholas Nathaniel Raj
H/Advisors Klareco
Telephone: +6017 610 3249
Email: nicholas.raj@h-advisors.global

Joshua Fredrick
H/Advisors Klareco
M: +6012 392 8943
Email: joshua.fredrick@h-advisors.global