

Proton e.MAS 7 Tour Sparks Nationwide EV Adventure

Over 2,000-kilometer journey across Malaysia, the first of its kind in the country.

SUBANG JAYA, 20 September 2024 - PROTON, celebrated a significant milestone today at its Centre of Excellence (COE) with the official launch of the Proton e.MAS 7 Tour. This journey marks the handover from Geely's successful E5 Long Test Drive World Tour, as the baton is passed to the Proton e.MAS 7 to embark on an exciting new chapter of innovation and exploration across Malaysia.

As the nation's first EV brand, it is fitting for Proton e.MAS to also be the first to undertake a nationwide tour with an EV on such a grand scale. The Proton e.MAS 7 Tour aims to engage Malaysians and provide them with a unique opportunity to experience the vehicle first hand as it covers well over 2,000km across diverse terrains and landscapes ranging from coastal roads to mountainous regions, while showcasing its capabilities.

Coast to Coast - e.MAS 7 Sets Off

The Proton e.MAS 7 Tour will begin on 5 October 2024, navigating every state in Malaysia. Starting with Negeri Sembilan, Melaka, and Johor in the first leg, it will then move on to Pahang, Terengganu, and Kelantan, followed by Perak, Penang, Kedah, and Perlis. The tour continues through KL and Selangor before heading to East Malaysia, starting in Sabah and concluding in Sarawak.

"Proton e.MAS is proud to be embarking on this journey with the e.MAS 7. Our goal is to provide Malaysians with an engaging experience of how it navigates our nation's unique road conditions and climates. This tour will not only celebrate our vibrant communities but also foster a deeper connection with our customers," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Ahead of the official tour, the public can catch a glimpse of the Proton e.MAS 7 and the PRO-NET team in action at key locations in Putrajaya on 25 September and Shah Alam on 26 September. Come meet the team and share your suggestions for the best pit stops along the journey.

Engineered for Resilience in Challenging Weather Conditions

The Geely E5's 3,700km southbound trek encountered challenging conditions due to Typhoon Yagi. As Proton e.MAS 7's development sibling, the Geely E5 navigated floodwaters and a variety of road conditions without incident, reinforcing the reliability of its technology.

"The Geely E5's achievement of driving over 3,700 km from China to Malaysia is a significant achievement. This brand-new EV navigated tough weather, challenging road conditions, and even floodwaters. The durability, reliability, and quality of the Galaxy E5 highlight the engineering excellence behind the Proton e.MAS 7—demonstrating how it will be a game-changer for our market," Zhang Qiang added.

PROTON's strategy to expand EV adoption and the local ecosystem includes forming strategic partnerships and sharing knowledge to address concerns related to the segment. Additionally, the company's joint efforts with Geely have enabled the Proton e.MAS 7 to be developed concurrently with the Geely E5 and to feature proven world-first technologies into a sustainable solution tailored specifically for Malaysians.

Building on the durability and reliability demonstrated by the Geely E5 during its 3,700-kilometer drive from China to Malaysia, the Proton e.MAS 7 is designed to thrive under various conditions. From navigating challenging weather to showcasing its engineering excellence, the Proton e.MAS 7 is set to make a lasting impression.

Stay connected with the Proton e.MAS 7 Tour on our official social media channels for live updates and a chance to engage with our influencers as they explore charging stations and visit the best food stops. Be part of this exciting adventure as we continue our journey toward a sustainable future for Malaysia #eMAS7Tour #JELAJAHeMAS7.



PRO-NET
PROTON NEW ENERGY TECHNOLOGY SDN BHD

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.

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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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