

PRO-NET Enhances Proton e.MAS Reach with More Dealership Opportunities

SUBANG JAYA, 5 July 2024 – During the launch of the Proton e.MAS brand on 12 June, national carmaker PROTON announced the appointment of the first 17 Proton e.MAS dealerships through a signing ceremony. Since then, an additional dealer has joined, bringing the total to 18 dealerships. Managed by PRO-NET, this portfolio expansion signifies a significant milestone in the Proton e.MAS dealership network, inviting more partners to join us in making electric vehicles more accessible to enthusiasts across Malaysia.

The establishment of 18 Proton e.MAS dealerships, represented by 16 dealers, marks a crucial step in our ambitious plans to create an extensive and far-reaching network. Seventeen of these outlets are strategically positioned across Peninsular Malaysia: 3 in Kuala Lumpur, 4 in Selangor, 2 in Johor, 3 in Perak, 2 in Pulau Pinang, 1 in Kedah, 1 in Kelantan, and 1 in Pahang. One outlet proudly represents East Malaysia, specifically located in Sabah. This strategic expansion underscores our commitment to providing accessible and comprehensive support to our customers nationwide as we advance into a brighter, more sustainable future with Proton e.MAS.

These outlets operate under a comprehensive network model, ranging from 1S centres to 3S centres, ensuring our customers receive holistic and exceptional service at every touchpoint. This development signifies our dedication to kickstarting a fully-fledged, comprehensive ecosystem, ensuring readiness for future Proton e.MAS owners. Our partners are integral in creating community spaces for experiencing exceptional products, seamless digital platforms, aftersales services, and convenient charging options. We aim to reach 30 outlets by 2025, with flexible expansion plans based on demand.

"With the expansion of our Proton e.MAS dealership network, PRO-NET aspires to lead the national car industry in harnessing the transformative power of EVs to build a greener future. Our dealerships are not just points of sale but hubs of innovation and learning, dedicated to educating and inspiring individuals. This initiative marks our commitment to building greater trust among our customers, and we are determined to become the segment leader for national cars in the EV sector," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Interested in Becoming a Proton e.MAS Dealer?

As the electric vehicle (EV) revolution accelerates, PRO-NET's mission extends beyond promoting EV adoption to providing career pathways for those passionate about sustainable mobility.

PRO-NET is seeking passionate and dedicated partners to join our expanding network of Proton e.MAS dealerships located in these areas Alor Setar, Kuala Terengganu, Selangor, Kuala Lumpur, Seremban, Melaka, Johor Bahru, Batu Pahat, Muar, Kuching, Sibul, Bintulu, Miri, Sandakan and Tawau. If you're interested in being part of our journey towards a sustainable and electrified future, we would love to hear from you.

Email Us at Zhaole@proton.com / affendyk@proton.com

Follow Proton e.MAS's 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 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>

Issued by:**PRO-NET**

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