

e.MAS 7 Wows Crowd at Merdeka Parade in Its First Public Outing

Proton e.MAS 7 was shown off in a special camouflage representing the Jalur Gemilang

SUBANG JAYA, 2, September 2024 – PRO-NET, a subsidiary of national carmaker PROTON, debuted the e.MAS 7 model in a special 25-car contingent featuring various current and historic PROTON models. The Proton e.MAS 7 was clad in a special camouflage motif representing the colours of the Jalur Gemilang.

A Celebration Of National Pride

The Proton e.MAS 7's first public appearance was met with much excitement and cheer from the throngs of spectators attending the 67th National Day celebrations held in Putrajaya. The journey of Proton's e.MAS 7 began when the brand's first EV model was previewed to the media on 2nd August, marking the start of a journey that will conclude with the model's official launch at the end of this year.

"I am immensely proud of the Proton e.MAS 7's debut at the Merdeka Day Parade, where it truly captured the hearts and attention of the public. The enthusiastic response from the crowd demonstrated a strong resonance with our vision for sustainable mobility and innovation. Seeing the e.MAS 7 in action was a moment of national pride, showcasing our commitment to building a greener mobility for Malaysia. This debut not only highlights our dedication to innovation excellence but also reinforces the connection between our brand and the Malaysian people, making it an indelible milestone in our journey toward an electric future," said Zhang Qiang, Chief Executive Officer of PRO-NET.

Proton e.MAS Capturing Hearts of Malaysians

During the parade, Proton e.MAS engaged the public with an interactive Merdeka social media campaign called "Your Proton e.MAS 7 Dream" inviting spectators to share their experiences inspiration and vision towards a brighter future. The warm and welcoming response endorsed the community's excitement and affection toward this new PROTON EV.

In conjunction with the National Day celebrations, the Proton e.MAS Merdeka Campaign offers 15 creative participants the opportunity to each win RM67 TnG e-Wallet credit each for their creative comments on Proton e.MAS's [Facebook](#) or [Instagram](#) posts. The contest runs from 31st August to 16th September 2024, and winners announced on 4th October 2024 via Proton e.MAS's social media. To participate, simply follow these steps:

Step 1: Follow our official page "Proton e.MAS Cars" for [Facebook](#) or "@protonemasofficial" on [Instagram](#) and like "Your Proton e.MAS 7 Dream" post!

Step 2: Comment with your most creative and inspiring way to complete the sentence: "Proton e.MAS 7 the first national electric vehicle is___."

Step 3: Tag 3 friends and share this post and don't forget to mention #eMAS7Merdeka

Check out our post highlight of the National Merdeka Parade video [here](#). For more information about the "Your Proton e.MAS 7 Dream" Merdeka social media Campaign, please read our Terms & Conditions [here](#).

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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

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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