# Proton e.MAS 7: Weekend SPARK Media Drive and Lunar New Year Celebration with 30% Charging Discounts

- *PRO-NET invited the media on a road trip to the historical city of Malacca to experience the next generation of sustainable mobility.*
- *Exclusive Discount Across Public Charging Stations from 25th January to 3rd February 2025*

**Subang Jaya, 27 January 2025** – As we embark on a new year, PRO-NET, the subsidiary of national automaker PROTON, kicked off 2025 with the inaugural long drive of the highly-anticipated e.MAS 7, dubbed the Weekend SPARK Media Drive to historical Malacca.

Eager to showcase the impressive capabilities of PROTON's all-new electric vehicle, members of the media were invited to experience e.MAS 7's cutting-edge technology and evaluate them under real-world conditions. Features such as the 12-in-1 intelligent drive unit and semi-autonomous Level 2 ADAS were road tested on a variety of terrains including city, rural, single-carriageways and highways.

The morning's flag-off from PROTON's Centre of Excellence also kickstarted the "e.MAS 7 Efficiency Challenge" with the finishing line being a Proton e.MAS dealership in Malacca. The challenge aims to find the driver with the lowest battery consumption figure and highlights the next-generation battery pack and drive unit in both the Prime and Premium variants of e.MAS 7.

The winning team, led by automotive enthusiast, Ikhwan Nazri completed the efficiency challenge of driving from COE to the Proton e.MAS dealership in Malacca using just 30% battery charge with a remaining range of 300km. "I was really impressed by the four different regen settings available and by choosing the lowest setting, it gave the e.MAS 7 more inertia which was vital for coasting and cruising. This allowed us to net the lowest power consumption figure and clench the top spot in the efficiency challenge. It's an open secret that the key to getting the most range out on an EV (and even ICE vehicles) is learning how to coast and cruise", commented Ikhwan from Amanz.

**Historic Contrast**

The sleek futuristic lines that sculpt e.MAS 7 contrasted against the historical architecture of iconic landmarks such the Stadthuys and A Famosa. The juxtaposition between modern and tradition set the stage for the event's final challenge. Working in teams, the creative challenge encouraged creativity amongst the media in doing short form videos that showcased the drive whilst building excitement around PROTON's new electric vehicle.

"The Weekend SPARK Media Drive was the perfect opportunity for media friends to enjoy a relaxed and *bersantai* weekend while competing in fun challenges that highlight the capabilities of our all-new EV. It's our way of showing them what e.MAS 7 is all about." said Zhang Qiang, Chief Executive Officer of PRO-NET.

**Celebrate Lunar New Year with 30% Off Charging Fees for Proton e.MAS and smart EV Owners!**

To ring in the Lunar New Year and celebrate the delivery of the first Proton e.MAS 7 to our customers, PRO-NET is offering a 30% discount on public charging fees. From 25th January to 3rd February 2025, Proton e.MAS and smart EV owners can enjoy this special offer at over 80% of public charging stations. Just use the Proton e.MAS or Hello smart apps to start your charging session, and the discount will be applied automatically.

Proton e.MAS is all about making EV ownership easy and enjoyable. With smart features like live charging station availability and route planning based on your car's battery level, you can drive with confidence. This would be a significant expansion of our charging map coverage as the charging network operated by Shell Recharge includes High-Performance Charging Stations along major highways, with most of the stations can deliver 180kW of charging power.

Plus, thanks to our partnership with Shell Recharge, we're adding even more charging points across highways and city hotspots, including high-speed chargers for quicker stops. This highly anticipated addition follows the recent integration of the ChargeSini Network, which was also the first in Malaysia to be accessible via a roaming arrangement. Currently, the charging networks accessible on both Proton e.MAS and Hello smart apps include Gentari, Jomcharge, chargEV, DC Handal, CarputZap, and ChargeSini. Proton e.MAS is proud to lead the way as Malaysia's first national EV, bringing together the best in technology and convenience.

Please follow Proton e.MAS's website and official social media accounts under the username "Proton e.MAS Cars" for Facebook and Xiaohongshu, "@protonemasofficial" for TikTok and Instagram 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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