Proton e.MAS Makes Its Debut in East Malaysia with 4 New Showrooms

- 4 New Outlets Bringing Next-Generation Electric Mobility to Sabah And Sarawak.

Kota Kinabalu, 10 February 2025 – PROTON's new energy vehicle subsidiary, PRO-NET, marked a significant milestone in the company's dealership expansion efforts with the official launching of Proton e.MAS dealerships in Sabah and Sarawak, bringing cutting-edge electric mobility solutions to customers in East Malaysia.

In Kota Kinabalu, the Minister of Industrial Development and Entrepreneurship of Sabah, YB Datuk Phoong Jin Tze, officiated the opening of Harapan Maju Sabah Sdn. Bhd.'s Proton e.MAS showroom on 8 February, while in Sarawak, Ybhg. Dato Wee Hong Seng, Mayor of Kuching South, launched the e.MAS dealership by Melinau EV Sdn. Bhd. on 11 February. The expans ion continues with Ghee Hua Co. Sdn. Bhd. opening its showroom in Sarawak on 13 February, followed by Fook Loi Eurocar Sdn. Bhd. in Sabah on 28 February.

"We are thrilled to mark a new chapter for Proton e.MAS with our physical expansion into East Malaysia," said Zhang Qiang, Chief Executive Officer of PRO-NET. "The opening of our first dealerships in Sabah and Sarawak reflects our commitment to making electric mobility accessible to all Malaysians. With strong partners, we are confident that this milestone will accelerate the EV revolution in the region, bringing innovation, sustainability, and an exceptional EV ownership experience to our customers."

Commitment to East Malaysian Electric Automotive Growth
These new dealerships reflect PRO-NET's ongoing commitment to expanding the EV ecosystem in East Malaysia. The openings in Sabah and Sarawak are part of a larger vision to provide Malaysians with access to sustainable and innovative automotive solutions, while contributing to the region's economic growth through job creation and the introduction of advanced technology.

The contemporary showrooms were crafted to both display cutting-edge electric vehicle technology from PROTON and function as essential hubs for education and customer interaction. Proton e.MAS dealerships aim to offer customers a more seamless experience by integrating sales with after-sales services, ensuring long-term support for EV owners.

With 37 Proton e.MAS dealerships nationwide, PRO-NET is on a steady path of expansion, and as the brand continues to grow, it sets the stage for further innovation and customer-centric experiences.

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.

Dealer Information

Sabah

Harapan Maju Sdn Bhd
Harapan Maju Sdn Bhd, established in 2019, has quickly become one of PROTON's top-performing dealership groups, earning multiple awards, including the Platinum Dealer and Highest Sales Volume Awards in 2024. With steady sales growth—from 302 units in 2019 to 2,252 in 2024—their success is built on trust, customer commitment, and a passion for the brand. Now, with Harapan Maju Sabah Sdn Bhd, they are embracing the future of mobility by bringing Proton e.MAS to East Malaysia.

Address: *Imago KK Times Square, Phase 2, Off Coastal Highway, 88100, Kota Kinabalu, Sabah*.

Fook Loi Eurocar Sdn Bhd
Fook Loi Eurocar is a leading PROTON dealership in Sabah, with a flagship 4S centre in Kota Kinabalu. The dealership is renowned for its excellent customer service and has partnered with smart Malaysia to open the first smart dealership in East Malaysia. With the addition of Proton e.MAS, Fook Loi Eurocar continues to expand its offerings to include innovative and sustainable mobility solutions for the region.

Address: *Lot 3, Jln Limau Manis, Inanam, 88450, Kota Kinabalu, Sabah.*

Sarawak

Melinau EV Sdn Bhd
Melinau Auto Sdn Bhd is an authorized PROTON dealership in Kuching, Sarawak, offering a range of PROTON vehicles and comprehensive after-sales services, including maintenance, repairs, and insurance renewals. Melinau Auto is also set to open a Proton e.MAS showroom in Kuching, further strengthening its commitment to innovative mobility solutions.

Address: *Lot G-070s, G-071As, G-071Bs & G-072As, Ground Floor, VivaCity Megamall, Jalan Wan Alwi, 93350 Kuching, Sarawak.*

Ghee Hua Co. Sdn Bhd
Ghee Hua Co. Sdn Bhd is a newly appointed Proton e.MAS dealership in Kuching, Sarawak. Known for its strong reputation in quality and customer service, Ghee Hua is expanding its portfolio to include PROTON's electric vehicles, demonstrating its dedication to providing innovative mobility solutions in the region.

Address: *Lot 131, Jalan Abell, 93100, Kuching, Sarawak.*

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