

Green is the new Black! New Emerald Green Proton e.MAS 7 PHEV is Now in Showrooms

Latest colour variant now available in showrooms across Peninsular Malaysia as demand for Proton e.MAS 7 PHEV continues to grow amid uncertainty around fuel prices and subsidies

SHAH ALAM, 17 April 2026 - PRO-NET, a wholly owned subsidiary of PROTON, today announced that the Proton e.MAS 7 PHEV in its new Emerald Green colour is now available at showrooms across Peninsular Malaysia. Availability in East Malaysia will soon follow.

Since its introduction earlier this year, the Proton e.MAS 7 PHEV has continued to see strong demand from Malaysians. As of 31 March 2026, over 4,900 bookings have been recorded, with more than 740 units registered. Deliveries, which began in February, accelerated in March, with 646 units delivered within the month alone, reflecting growing acceptance of electrified vehicles among Malaysians.

This momentum reinforces Proton e.MAS's position as Malaysia's No.1 EV brand, supported by strong product acceptance, growing customer trust, and continuous expansion of its nationwide EV ecosystem, making electrified mobility more accessible and practical for Malaysians.

"Following the strong demand for the Proton e.MAS 7 PHEV, we are pleased to add the Emerald Green to our range, giving our customers a wider colour palette to choose from. Customers can view the Emerald Green Proton e.MAS 7 PHEV at our showrooms nationwide," said Puan Salawati Yusoff, Chief Branding Officer of PRO-NET.

She added, "With fuel prices in Malaysia expected to become more targeted over time, Malaysians are increasingly looking for solutions that offer better cost control. The Proton e.MAS 7 PHEV enables drivers to maximise electric driving for daily use, while retaining the flexibility of petrol for longer journeys."

Notably, 63% of Proton e.MAS 7 PHEV current owners traded in their existing internal combustion engine (ICE) vehicles, particularly compact SUVs and sedans, highlighting a clear shift towards electrification as a primary and practical choice.

EM-i Advanced Hybrid Technology Enables Efficient Everyday Driving

Powered by EM-i Advanced Hybrid Technology, the Proton e.MAS 7 PHEV delivers strong real-world efficiency tailored to Malaysian driving needs. The vehicle achieves fuel consumption as low as 4.3L/100km, while offering an electric-only driving range of up to 105km for Prime and Premium variants, and up to 170km for the Premium Plus variant, enabling most daily commutes to be completed with minimal fuel usage.

For longer journeys, the hybrid system seamlessly combines both power sources to deliver a total driving range of 1,065km, providing flexibility without the need for frequent refuelling.

This combination allows for significantly lower day-to-day petrol consumption, particularly in urban driving conditions. In the context of Malaysia's evolving BUDI95 fuel subsidy structure and potential RON95 price adjustments, the Proton e.MAS 7 PHEV offers a practical approach to managing fuel costs while maintaining the convenience of a conventional petrol vehicle.

With its blend of efficiency, practicality, and modern design, now enhanced by the distinctive Emerald Green exterior colour option, the Proton e.MAS 7 PHEV continues to expand its appeal among Malaysians considering electrified mobility.

Proton e.MAS 7 PHEV Emerald Green Now Available for Booking

Customers can register their interest via the official Proton e.MAS website or place bookings at authorised Proton e.MAS dealerships nationwide from 17 April 2026.

Proton e.MAS continues to support customers through a growing nationwide network of over 63 dealerships, including 51 fully operational outlets, complemented by an expanding aftersales presence with 39 dedicated 3S centres and 10 Body & Paint centres across Malaysia.

For more information or to locate the nearest authorised showroom, visit the official website or follow Proton e.MAS on Facebook (Proton e.MAS Cars), Xiaohongshu (Proton e.MAS Cars), TikTok (@protonemasofficial), and Instagram (@protonemasofficial).

#PROTONeMAS7PHEV #DualPoweredEV #OpenYourWorld

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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/>

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Issued by:

PRO-NET

Salawati Mohd Yusoff

Chief Branding Officer

Telephone: +6012-219 4581

Email: salawati@proton.com

Christopher Ng

Manager, PR & Communications

Telephone: +6012-818 7597

Email: christopher@proton.com

Agus Mohd Nawiah

Senior Executive, Public Relations

Telephone: +6017-232 6225

Email: agusmn@proton.com

For media enquiries, please contact H/Advisors Klareco on behalf of PRO-NET:

Menuka Vejasegaran

H/Advisors Klareco

Telephone: +6014 345 2006

Email: menuka.vejasegaran@h-advisors.global