Proton e.MAS 5 Debuts New Green Colour, GMA Platform Makes First Northern Appearance at Penang Autoshow 2026

New colour addition to Malaysia's No. 1 EV and the first regional showcase of the GMA platform, reinforcing a 64.2% EV market share Northern Malaysia in March 2026

PENANG, 30 April 2026 - PRO-NET, a wholly owned subsidiary of PROTON Holdings Berhad, marks two key milestones at the Penang Autoshow 2026, the debut of a new Jade Green exterior colour for the Proton e.MAS 5, and the first showcase of its Global Modular Architecture (GMA) platform in Northern Malaysia.

As Malaysia's No.1 EV model, with over 8,000 units delivered year-to-date in 2026, the Proton e.MAS 5 takes centre stage with its new Jade Green colour, drawing strong interest from visitors. It is showcased alongside the newly introduced Emerald Green Proton e.MAS 7 PHEV.

In addition, PRO-NET presents its Global Modular Architecture (GMA) platform in Northern Malaysia for the first time, offering a closer look at the advanced technology underpinning its EV and PHEV lineup. Built for flexibility, safety, and performance, the platform features Highly Integrated Motor, high-strength steel construction, and enhanced driving dynamics, supporting PRO-NET's commitment to a more informed and future-ready EV ecosystem.

Mr. Zhang Qiang, Chief Executive Officer of PRO-NET said: "As Malaysia's No.1 EV brand, we are driving wider EV adoption by making the technology more accessible and easier to understand. The new Jade Green Proton e.MAS 5 strengthens our lineup with greater choice for customers, while the introduction of the GMA platform in Northern Malaysia enables more Malaysians to experience EV technology firsthand and clearly understand how it differs from conventional ICE vehicles."

EV Momentum Strengthens in Northern Region with 64.2% Market Share in March 2026

Northern Malaysia continues to emerge as a key growth region for EV adoption, supported by improving infrastructure readiness and rising consumer confidence in electric mobility. Proton e.MAS reinforces its leadership position in the region, achieving a 64.2% market share year-to-date in March 2026.

This growth is underpinned by favourable regional conditions, including a high proportion of landed residential properties that support convenient home-charging installation. In parallel, the continued expansion of public charging infrastructure is enhancing overall accessibility and supporting broader EV usage.

Test Drive the Proton e.MAS Line-Up & Win Gold with the Golden Test Drive Campaign

Visitors to the Penang Autoshow 2026 will have the opportunity to experience the full Proton e.MAS line-up, comprising the Proton e.MAS 5, Proton e.MAS 7, and Proton e.MAS 7 PHEV, through on-site test drives available from 1 to 3 May 2026.

Alongside the showcase, the Proton e.MAS Golden Test Drive Campaign invites Malaysians to get behind the wheel of Proton e.MAS vehicles and be rewarded for their participation.

The campaign runs from 13 April to 17 May and is centred on the theme "30 Gold Bars in 30 Days," offering weekly rewards with a total of 30 units of 3g gold bars to be given away over five (5) weeks.

Participation is simple with four **(4) easy steps**:
Step 1: Visit any participating showroom
Step 2: Take a test drive of your preferred Proton e.MAS model
Step 3: Make a booking for your selected Proton e.MAS model
Step 4: Submit your entry using the form provided by the dealer

To locate the nearest authorised showroom, or to know more about the Proton e.MAS Golden Test Drive Campaign, 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).

#PROTONeMAS5 #OwnYourSpace #FreedomThatElectrifies #eMAS5FirstAffordableEV

-END-

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/

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