

Proton e.MAS 7 PHEV Now Available in Emerald Green

Not an April Fool's Joke, but Malaysia's No.1 EV brand expands its Proton e.MAS 7 PHEV line-up with a new Emerald Green exterior, available now for booking

SHAH ALAM, 1 April 2026 - PRO-NET, a wholly owned subsidiary of PROTON, today introduced Emerald Green as a new exterior colour for the Proton e.MAS 7 PHEV, expanding customer choice as demand for electrified vehicles continues to grow in Malaysia.

Since its market debut in early 2026, the Proton e.MAS 7 PHEV has captured strong attention from Malaysians in the PHEV segment. This momentum reflects growing consumer confidence in PRO-NET's electrified mobility offerings, further reinforcing Proton e.MAS as Malaysia's No.1 EV brand, with 1 in every 2 EVs sold in Malaysia this year being a Proton e.MAS.

"We have seen strong interest from Malaysians in the Proton e.MAS 7 PHEV, and we are thrilled to introduce another colour to the line-up with Emerald Green. This addition reflects our commitment to giving customers more choice, while complementing the model's modern design and electrified character." said Puan Salawati Yusoff, Chief Branding Officer of PRO-NET.

Puan Salawati added: "At PRO-NET, we are constantly listening to our customers, learning from their feedback, and evolving our offerings to ensure that owning a Proton e.MAS 7 PHEV remains a practical, enjoyable, and rewarding experience. The Proton e.MAS 7 PHEV Prime, for example, is competitively priced at just RM105,800, offering excellent fuel savings, low maintenance costs, a spacious well-appointed interior, and long-term value for Malaysian drivers."

The new Emerald Green is introduced as a permanent option as part of the existing Proton e.MAS 7 PHEV line-up to give customers a greater colour palette to choose from. Customers can book the new Emerald Green colour starting today.

EM-i Advanced Hybrid Technology Delivers Fuel Savings, Efficiency, and Everyday Practicality

Powered by EM-i Advanced Hybrid Technology, the Proton e.MAS 7 PHEV combines a 1.5-litre hybrid-dedicated engine with an advanced 11-in-1 Dedicated Hybrid Transmission (DHT), delivering a highly efficient powertrain engineered for both electric-first driving and long-distance flexibility. Tuned specifically for hybrid operation, the engine achieves a class-leading thermal efficiency of up to 46.5%, enabling stronger fuel economy while operating quietly in the background.

At the heart of the Proton e.MAS 7 PHEV is its advanced 11-in-1 hybrid transmission, designed to deliver smooth, responsive performance while maximising efficiency. The system produces 160 kW of power and 262 Nm of torque, giving drivers strong acceleration and effortless handling. Innovative motor and transmission technology ensures quiet operation, reduced energy loss, and overall efficiency of 92.5%, making every journey more economical and enjoyable.

The hybrid system automatically switches between EV mode, series hybrid mode, and parallel hybrid mode depending on driving conditions. For most daily journeys, the vehicle operates in EV or series-hybrid mode, where the engine generates electricity to power the traction motor or recharge the battery. During highway cruising or higher-load situations, the system can engage direct engine drive for greater efficiency and performance.

Drivers can also select between Pure, Hybrid and Power driving modes depending on their needs, from fully electric daily commuting to intelligent automatic energy management, to stronger acceleration when required. The Proton e.MAS 7 PHEV delivers fuel consumption as low as 4.3 litres per 100km, while maintaining a 10-year service cost below RM8,000, making long-term ownership comparable to an EV rather than a conventional internal combustion vehicle (ICE).

With fuel prices becoming less predictable, the Proton e.MAS 7 PHEV enables drivers to significantly reduce fuel costs, particularly during daily commutes where the electric motor powers most of the journey.

Book your Emerald Green Proton e.MAS 7 PHEV Now

Customers can register their interest via the official Proton e.MAS website or place a booking directly at authorised Proton e.MAS dealerships nationwide.

Proton e.MAS currently operates a rapidly expanding network of over 50 dealerships across Malaysia, offering comprehensive sales support and after-sales services to customers in Central, Northern, Southern, East and East Malaysia.

For more details or to find your nearest authorised Proton e.MAS dealership, please visit the official website and follow our official social media channels: [Facebook](#) (Proton e.MAS Cars), [Xiaohongshu](#) (Proton e.MAS Cars), [TikTok](#) (@protonemasofficial), and [Instagram](#) (@protonemasofficial) for more information.

#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

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