

Proton e.MAS Golden Test Drive Campaign Rewards Malaysians with 30 Gold Bars in 30 Days Nationwide

Test drive and book any Proton e.MAS model via the Proton e.MAS Golden Test Drive Campaign running nationwide from 13 April to 17 May; for a chance to be the lucky winner selected every day to win gold

SHAH ALAM, 13 April 2026 - PRO-NET, a wholly owned subsidiary of PROTON, is inviting Malaysians to experience electric mobility firsthand with the No. 1 EV brand, Proton e.MAS, through the Proton e.MAS Golden Test Drive Campaign. Running nationwide from 13 April to 17 May 2026, participants can test drive the Proton e.MAS 7, Proton e.MAS 5, or Proton e.MAS 7 PHEV and stand a chance to be rewarded with gold for taking their first step into electrified mobility.

More than a campaign theme, “Golden” symbolises the value and privilege that come with choosing Proton e.MAS. It reflects a rewarding ownership journey where Malaysians are invited to experience electrified mobility through advanced technology, practical innovation, and exclusive campaign rewards.

Built around the theme 30 Gold Bars in 30 Days, the campaign offers a total of 30 units of 3g gold bars to be won over five (5) consecutive weeks. Each week, six (6) winners nationwide will be selected, giving customers across Malaysia the opportunity to win simply by completing a test drive, booking any Proton e.MAS model, and submitting their campaign entry.

“Test driving remains one of the most important moments for first-time EV users because it turns curiosity into confidence,” said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET. “With recent fuel price hikes, particularly for diesel, and ongoing economic uncertainties, now is an ideal time for Malaysians to consider making the switch to electrified mobility. This nationwide campaign allows them to experience our EV and PHEV line-up firsthand, while rewarding them for taking that important first step,” he added.

With one in every two EVs sold in Malaysia in 2026 being a Proton e.MAS, the brand continues to strengthen its leadership through accessible, practical, and Malaysian-first electrified solutions. The Golden Test Drive campaign builds on this momentum by encouraging more Malaysians to step into an EV or PHEV, experience it for themselves, and make the switch with confidence.

Follow, Test Drive, Book and Submit an Online Entry to win 3g of Gold, along with More Attractive Grand Prizes in line from Total Campaign Prize Pool of RM120,000

Joining the Proton e.MAS Golden Test Drive Campaign is simple and rewarding. The campaign runs nationwide from 13 April to 17 May 2026, with bookings closing at 6:00 PM on 17 May.

4 Easy Steps to Participate:

1. Follow Proton e.MAS on social media (Instagram, Facebook, TikTok, or Xiao Hong Shu)
2. Visit any authorised Proton e.MAS dealership nationwide
3. Take a test drive and book your preferred Proton e.MAS model
4. Submit your entry form via the authorised dealer

Note: The campaign is subject to the terms & conditions

Each week, six (6) winners nationwide will take home a 3g gold bar as part of the 30 Gold Bars in 30 Days campaign.

The excitement doesn't stop there. The campaign builds up to an even bigger finale, where exclusive grand prizes await lucky winners including:

1x Ultimate Prize:

- A 5-day, 4-night trip for two to Australia's Gold Mine Tour

3x Gold Class Prizes:

- Three winners will each receive a 5g gold bar

Experience the Proton e.MAS EV No. 1 Roadshow in Penang, Melaka & Pahang

Proton e.MAS will bring its electrified line-up closer to Malaysians through a Golden Roadshow across key locations across Northern, Southern, and East Coast Malaysia:

Penang

- Queensbay Mall: 15 – 19 April

Melaka

- AEON Melaka: 19 – 24 May

Pahang

- East Coast Mall: 24 – 28 June

At the roadshows, visitors can get up close with the vehicles, engage with product specialists, and experience the Proton e.MAS line-up firsthand.

#PROTONeMAS7PHEV #DualPoweredEV #OpenYourWorld #PROTONeMAS5 #OwnYourSpace
#FreedomThatElectrifies #eMAS5FirstAffordableEV

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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/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

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