



PROTON
e.MAS

e.MAS7

INTELLIGENCE THAT ELECTRIFIES



OUR MALAYSIAN EV JOURNEY
STARTS HERE

EXPERIENCE THE FIRST NATIONAL EV



PROTON
e.MAS

e.MAS 7	Prime		Premium		Premium Plus	
	PRIVATE	COMPANY	PRIVATE	COMPANY	PRIVATE	COMPANY
Selling Price	RM 103,172		RM 119,172		RM 125,172	
Road Tax (1 Year)	RM 180		RM 180		RM 180	
Registration Fees	RM 300	RM 500	RM 300	RM 500	RM 300	RM 500
Base Plate Fees	RM 98		RM 98		RM 98	
HP Endorsement Fees	RM 50		RM 50		RM 50	
On-The-Road Price (without insurance)	RM 103,800	RM 104,000	RM 119,800	RM 120,000	RM 125,800	RM 126,000
Launch Rebate RM 7,000*	RM 96,800	RM 97,000	RM 112,800	RM 113,000	RM 118,800	RM 119,000
Recommended Sum Insured	RM 96,000	RM 97,000	RM 112,000	RM 113,000	RM 118,000	RM 119,000

For Peninsular Malaysia only.

Exterior Colour



Platinum Silver



Turquoise Green



Slate Grey



Quartz Rose



Lithium White



Obsidian Black

Interior Colour



Indigo Blue



Alabaster White**

e.MAS 7 POWER PACK +



Power Home

Complimentary 7kW Home Charger Worth RM 1,500



Power Plus

Complimentary V2L Adaptor Worth RM 500



Power Online

5-Year Unlimited Internet Data Worth RM 1,800



Power Exchange

Trade-In Rebate Worth RM5,000

Subject to inspection approval by relevant authorities.



Power Thru

6-Year Unlimited Mileage Vehicle Warranty
8-Year / 160,000km High Voltage Battery and Components Warranty

The warranty policy of 8-Years/160,000km, whichever comes first, does not apply to vehicles used for commercial purposes. The warranty covers the power battery, driving motor, and driving motor controller.



Complimentary

Tonneau cover

Terms & Conditions

- Prices are effective from 11 June 2026 and valid in Peninsular Malaysia only.
- Prices and specifications are subject to change without prior notice.
- Registration fees are applicable for Malaysians only. Non-Malaysian fees vary from above.
- All prices are subjected to the prevailing local government duties and taxes announced at the point of sale.
- The offer above is not applicable with other promotions, unless stated otherwise.
- *Welcome Benefit and e.MAS Power Pack + are valid for a limited time only.
- **Alabaster White interior is only available with Turquoise Green and Quartz Rose Premium and Premium Plus variants. Available in limited units only.
- Terms and conditions apply.