

Proton launches new EV brand e-MAS

By [Faiqah Kamaruddin](#) - June 12, 2024 @ 8:38pm



National carmaker Proton Holdings Bhd has unveiled its electric vehicles (EV) brand, named e.MAS, for its upcoming EV models, symbolising Malaysia's move towards electrification.

KUALA LUMPUR: National carmaker Proton Holdings Bhd has unveiled its electric vehicles (EV) brand, named e.MAS, for its upcoming EV models, symbolising Malaysia's move towards electrification.

Proton said the acronym represents the goal of electrifying Malaysia, combining the 'e' symbol for EVs with the widely recognised MAS abbreviation for the country, reflecting its mission to electrify mobility for Malaysians through its upcoming EV models.

The carmaker also unveiled the logo for its new EV brand, featuring a 2D interpretation of the current 'uncaged' design showcasing a tiger's head held high, symbolising its forward movement towards success.

"The flattened rather than 3D format used is in line with current design trends for EV brands that lean towards cleaner and less complicated graphics," it said.

Proton chief executive officer Dr Li Chunrong emphasised that the unveiling of the e.MAS brand and logo signifies a notable advancement in Proton's progression toward introducing its own EV model.

"We are aware that as a company tied to the industrialisation of Malaysia, we have a responsibility to provide mobility solutions relevant and within reach of all Malaysians.

"This is why Proton has been deliberate in its approach towards EVs, developing our knowledge base step by step to ensure we have a thorough understanding of the products, technology and user concerns before sales even begin," he said.

Li Chunrong highlighted the significance of Proton being Malaysia's inaugural automotive brand, emphasising the necessity to invest in infrastructure to provide a comprehensive range of services to EV buyers, rather than solely focusing on product sales.

"Therefore, when Proton e.MAS models go on sale, customers can be reassured that their every need will be taken care of just like it would be for buyers of the current Proton range," he added.

Proton additionally disclosed the selection of the initial 17 Proton EV dealers, who finalised their agreements in a ceremony held earlier today.

Applications are currently being accepted from interested dealers, with the initial objective set at establishing 30 outlets by 2025, with further expansion plans tailored to demand.

Since initiating its partnership with Geely in 2017, Proton has been focused on introducing EV models, with plans delayed by the global Covid-19 pandemic but later resumed with significant developments.

This included forming PRO-NET for sales and distributorship, collaborating with Gentari on charging infrastructure, and sending engineers for EV training.

In 2023, Proton appointed smart dealers, established a dedicated team, and launched the smart #1 EV.

In April 2024, Proton launched Proton R&D Centre China to enhance vehicle development and innovation through collaboration with Geely.