









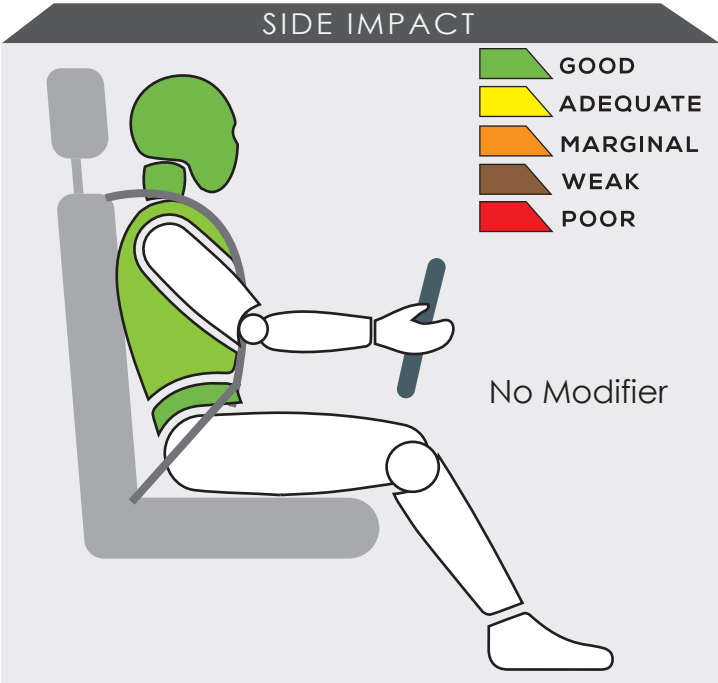
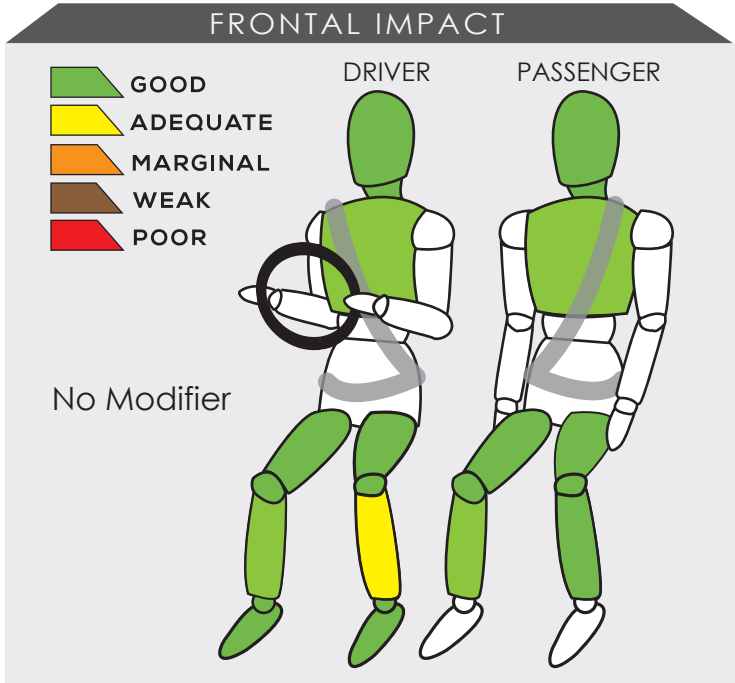
# PROTON e.MAS 7



 Variant <b>PREMIUM</b>	 Year Built <b>2024</b>
 Model Year <b>2024</b>	 Vehicle Category <b>SUV</b>
 Engine Capacity <b>160 kW</b>	 Kerb Mass <b>1758 kg</b>
 No. of Airbags <b>6</b>	 Test Lab <b>CAERI</b>

TESTED VARIANT ORIGIN	MALAYSIA	FOR	BRUNEI, MALAYSIA, SINGAPORE
OTHER ASEAN PRODUCTION (ALL VARIANTS)	MALAYSIA	FOR	BRUNEI, MALAYSIA, SINGAPORE

ADULT OCCUPANT PROTECTION	FRONTAL IMPACT	SIDE IMPACT	HEAD PROTECTION TECHNOLOGY	TOTAL
	15.20	8.00	8.00	31.20




The car's frontal occupant compartment remained stable in the frontal offset test. The test data showed the vehicle provided good protection to both the driver and front passenger, except for the driver's left lower leg, which received adequate protection in the test.

The performance of HPT was confirmed with additional deployment test and its score was determined by Fitment Rating System (FRS).

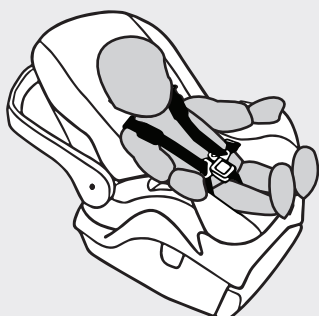

## SAFETY ITEMS (PASSIVE)

ITEMS		REGION	ASEAN
Airbags	Driver		Standard on all variants
	Passenger		Standard on all variants
	Side (2)		Standard on all variants
	Curtain (2)		Standard on all variants
	Knee		Not available
Seatbelts	Retractor Pre-tensioner & Load Limiter for Driver		Standard on all variants
	Retractor Pre-tensioner & Load Limiter for Passenger		Standard on all variants

CHILD OCCUPANT PROTECTION	DYNAMIC TEST	VEHICLE BASED	INSTALLATION	CHILD DETECTION	TOTAL
	24.00	9.00	11.17	0.00	44.17

### DYNAMIC TEST ASSESSMENT



18-MONTH-OLD CHILD			3-YEAR-OLD CHILD		
Restraint	:	Joie i-Spin 360	Restraint	:	Joie i-Spin 360
Facing	:	Rearward Facing	Facing	:	Rearward Facing
Installation	:	ISOFIX & Support leg	Installation	:	ISOFIX & Support leg
					
Frontal Impact	:	8.00	Frontal Impact	:	8.00
Side Impact	:	4.00	Side Impact	:	4.00
Total Performance	:	12.00	Total Performance	:	12.00

### CRS INSTALLATION ASSESSMENT

CRS	DIRECTION	SEAT POSITION						
		FRONT	2ND ROW			3RD ROW		
		PASSENGER	LEFT	CENTRE	RIGHT	LEFT	CENTRE	RIGHT
Peg-Perego Primo Viaggio SL	Rwd	EXEMPT	PASS	PASS	PASS	N/A	N/A	N/A
Joie Stages	Rwd	EXEMPT	PASS	PASS	PASS	N/A	N/A	N/A
Joie Stages	Fwd	PASS	PASS	FAIL	PASS	N/A	N/A	N/A
Combi Buon Junior Air	Fwd	FAIL	PASS	FAIL	PASS	N/A	N/A	N/A
Maxi Cosi Cabriofix + Family Fix	Rwd	EXEMPT	PASS	EXEMPT	PASS	N/A	N/A	N/A
Joie Every Stage Fx	Fwd	EXEMPT	PASS	EXEMPT	PASS	N/A	N/A	N/A
Joie Every Stage Fx	Rwd	EXEMPT	PASS	PASS	PASS	N/A	N/A	N/A
Maxi Cosi Titan Pro	Fwd	EXEMPT	PASS	EXEMPT	PASS	N/A	N/A	N/A
Britax KidFix 2 R	Fwd	PASS	PASS	PASS	PASS	N/A	N/A	N/A
Joie i-Spin 360*	Rwd	EXEMPT	PASS	EXEMPT	PASS	N/A	N/A	N/A
Joie i-Spin 360*	Rwd	EXEMPT	PASS	EXEMPT	PASS	N/A	N/A	N/A

PASS : Install without problem, FAIL : Safety critical problem, EXEMPT : Installation not allowed, N/A : Not available

\*Manufacturer's selection

<b>SAFETY ASSIST</b>		<b>EFFECTIVE BRAKING &amp; AVOIDANCE</b> 6.00	<b>SEATBELT REMINDERS</b> 6.00	<b>AUTONOMOUS EMERGENCY BRAKING</b> 6.00	<b>ADVANCED SATs</b> 3.00	<b>TOTAL</b> 21.00
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<b>ITEMS</b>	<b>ASEAN</b>
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<b>Effective Braking &amp; Avoidance</b>
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Anti-lock Braking System	Standard on all variants
Electronic Stability Control	Standard on all variants

<b>Seatbelt Reminders</b>
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Driver	Standard on all variants
Front Passenger	Standard on all variants
Rear Passengers	Standard on all variants
Rear Seat Occupant Detection	Standard on all variants

<b>Autonomous Emergency Braking</b>
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City	Standard on all variants
Inter-Urban	Standard on all variants
Pedestrian	Standard on all variants

<b>Advanced Safety Assist Technologies</b>
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Lane Departure Warning System	Standard on all variants
Forward Collision Warning System	Standard on all variants
Lane Keep Assist	Standard on all variants

<b>AUTONOMOUS EMERGENCY BRAKING ASSESSMENT</b>
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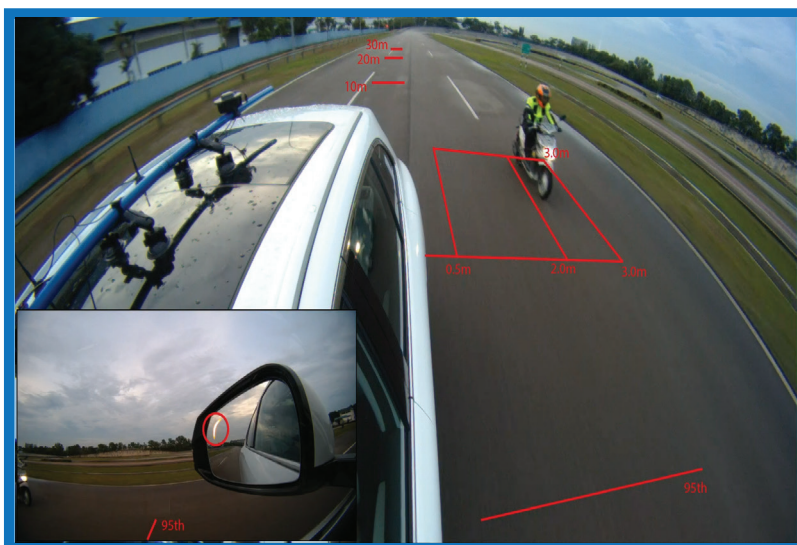


ASEAN NCAP is introducing the Autonomous Emergency Braking (AEB) system functionality assessment in its new 2021-2025 protocol. In the protocol, ASEAN NCAP assessed the functionality and effectiveness of AEB City (car-to-car rear stationary) and AEB Inter-Urban (car-to-car rear moving) systems fitted inside the vehicle in performing emergency braking at several speeds against another preceeding vehicle. The new Proton e.MAS 7 offers both the AEB City and Inter-Urban systems as standard across all its variants. In this assessment, ASEAN NCAP confirms the technologies have functioned according to the ASEAN NCAP requirements.

MOTORCYCLIST SAFETY	BLIND SPOT DETECTION	REAR VISUALIZATION	HEADLIGHT	PEDESTRIAN	ADVANCED MST	TOTAL
	8.00	0.00	2.00	2.00	1.00	13.00

ITEMS	ASEAN
<b>Blind Spot Detection</b>	
Nearside	Standard on all variants
Offside	Standard on all variants
<b>Rear Visualization</b>	
Advanced Rear Visualization	Not available
<b>Headlight</b>	
Auto High Beam	Standard on all variants
<b>Pedestrian</b>	
Pedestrian Protection	Standard on all variants
<b>Advanced Motorcyclist Safety Technology</b>	
Rear Cross Traffic Braking	Standard on all variants

## BLIND SPOT DETECTION ASSESSMENT




Starting from the 2017-2020 protocol, ASEAN NCAP introduced an assessment on the functionality of Blind Spot Technology fitted inside the assessed vehicle. ASEAN NCAP continues the assessment under the new Motorcyclist Safety pillar for the new 2021-2025 protocol. The new Proton e.MAS 7 is equipped with Blind Spot Detection (BSD) on both sides of the vehicle as standard across all its variants. In this assessment, ASEAN NCAP confirms the technology has functioned according to the ASEAN NCAP requirements on both sides of the vehicle.



## OVERALL RATING

The newly assessed PROTON e.MAS 7 is the first electric vehicle (EV) under the PROTON brand that underwent ASEAN NCAP assessment under the 2021-2025 protocol. The e.MAS 7 has a standard fitment of 6 airbags, Electronic Stability Control (ESC), Anti-lock Braking System (ABS), Seatbelt Reminder System (SBR) for both frontal occupants and rear passengers with seat occupant's detection as standard. The new SUV is also equipped with Autonomous Emergency Braking (AEB) City, AEB Inter-Urban, AEB Pedestrian, Blind Spot Detection (BSD) on both sides of the vehicle, Automatic High Beam (AHB) and Pedestrian Protection (PP). In addition, Forward Collision Warning (FCW), Lane Keep Assist (LKA), Lane Departure Warning (LDW) and Rear Cross Traffic Braking (RCTB) which are available as standard fitment. The PROTON e.MAS 7 delivered an exceptional performance in the ASEAN NCAP assessment with a total score of 92.57 points, this outstanding score qualifies the SUV to receive a prestigious 5-Star ASEAN NCAP rating.

	AOP			COP			SAFETY ASSIST			MS			2021 - 2025 ASEAN NCAP RATING  <b>5</b>
	Item	Point	Max	Item	Point	Max	Item	Point	Max	Item	Point	Max	
	ODB	15.20	16.00	FRONTAL	16.00	16.00	EBA	6.00	6.00	BSD/BSV	8.00	8.00	
	SIDE	8.00	8.00	SIDE	8.00	8.00	SBR	6.00	6.00	ARV	-	4.00	
	HPT Evaluation	8.00	8.00	Installation	11.17	12.00	AEB City	2.50	2.50	AHB	2.00	2.00	
Score		31.20	32.00	Vehicle Based CPD	9.00	13.00	AEB Inter-Urban	3.50	3.50	Ped. Protection	2.00	2.00	OVERALL SCORE
Normalized Score		0.98			-	2.00	Advanced SATs	3.00	3.00	Advanced MST*	1.00	2.00	
Weighting		40%											
Weighted Score		39.00											
Maximum Star Rating		5											
													92.57
													5

\*Bonus Point