

aq

THE QUARTERLY MAGAZINE OF THE AUTOMOBILE ASSOCIATION PHILIPPINES
VOLUME 2 • ISSUE 3



**MAKING
ROADS SAFER**

**AAP
CONCOURS
D'ELEGANCE**

**DRIVING
THROUGH
FLOOD**

TIME FOR ACTION



**how to behave
in front of a
traffic enforcer**

**KIDS LEARN
ROAD SAFETY
THROUGH
FLASH CARDS**

A yellow diamond-shaped tag attached to a metal chain. The text on the tag reads "DECADE OF ACTION FOR ROAD SAFETY" at the top and "2011-2020" at the bottom.

**Decade of Action
for Road Safety starts**

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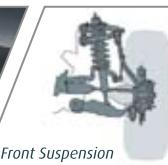
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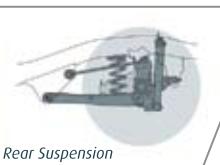
Bolder Exterior



Sophisticated Interior



Front Suspension



Rear Suspension

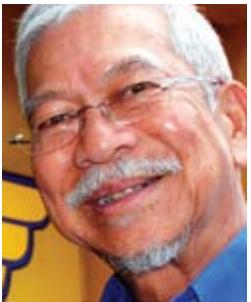
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Gus Lagman
AAPPRESIDENT



Welcome the new AQ



WHEN the Automobile Association Philippines (AAP) decided last year to publish AQ, a full-color, high-quality quarterly magazine, we intended it to be a magazine primarily for our members. We have printed five issues, each with a different theme. We had issues devoted to travel in Europe, travel in Asia, road safety, performance cars, and, for our 80th anniversary, an issue on motoring history.

It was an ambitious undertaking, and we were able to do it with the support of our ever loyal and very generous advertisers. The magazine was delivered right to the homes or offices of our 15,000 regular members – all for free.

After producing five issues, we reviewed AQ and decided to reformat it to serve and communicate more effectively with our members.

Starting with this issue, we have incorporated herein our bi-monthly newsletter - AAP Drive. We are giving priority to our various advocacies as well as news and information that involve AAP members and the motoring public, in general. Of course, other articles of interest to car owners are still included.

This new AQ has 52 pages which are full of informative and useful articles. Our editorial staff and writers from the old AQ have been retained. Most important of all, we still print and distribute 15,000 copies of this high-quality magazine, still for free to our valued members.

Since the number of pages has been reduced, we deemed it only proper to lower also our advertising rates. This is a win-win decision for us and for our advertisers. It is only in this new AQ that advertisers can find such low rates for their ads to come out in 15,000 copies to be distributed to their target market.

We recently did a survey of our regular members – those who receive copies of AQ – and here are some of the things we found out:

- The average age of our members is 49.
 - Almost three-fourths (74%) of our members are male.
 - Also, almost three fourths (73%) of our members are married.
 - More than half (55 percent) of our members were born in Metro Manila, hence can be considered urbanites from birth.
 - Seven out of 10 of our members are college graduates.
 - Majority of our members are either businessmen (39%) or employees (36%).
- There are some who are lawyers or doctors (8%), managers (8%), executives (5%) or retired (2%).
- An average AAP member owns three cars.

The profile of our members makes AAP a truly attractive market for companies with products or services for car owners. With our new AQ magazine and our very affordable rates, we are confident that more advertisers will support us as we strive to better communicate the hottest motoring issues to our members. **AQ**



Aida Sevilla Mendoza
EDITOR-IN-CHIEF

Driverless Cars and Road Safety

In countries all over the world where the motoring population is numerically significant, road traffic crashes are often traced to driver error. Despite the active and passive safety features built into cars today such as airbags, the anti-lock braking system (ABS) with electronic brake force distribution (EBD) and electronic stability control, plus the improvement of infrastructure to make roads safer, the frequency of road crashes continues to soar, especially in developing countries like the Philippines. The yearly global toll now reaches 1.2 million deaths and 50 million injuries with these numbers forecast to increase by 60 percent by 2020, according to the World Health Organization.

The idea of developing a driverless car – a.k.a. robotic car, autonomous vehicle, automated automobile or self-driving car -- to eliminate human error is not new and has been experimented with by universities, the U.S. Defense Advanced Research Projects Agency (DARPA) and car manufacturers like General Motors, Mercedes-Benz, Audi and Volkswagen.

Surprisingly enough, the leader in mobile robotics research is not an automaker but Google, the giant Web search engine company based in California. Quietly if not secretly, Google modified six Toyota Prius hybrid cars and an Audi TT with a laser range finder on the roof, an array of radar and camera sensors and a trunkful of computer equipment. In October 2010, Google revealed to the press that its seven human-chaperoned automated cars had logged more than 225,000 kilometers in a testing program throughout California sans any road mishaps.

Since the driverless car is illegal throughout the United States, Google avoided legal action by fielding each car with a “chaperon driver” behind the wheel, ready to override the software in case of any problem, while a second Google employee monitored the equipment from the passenger seat. Police were always notified in advance and the vehicles followed a pre-set route. The cars crossed the Golden Gate Bridge, drove around Lake Tahoe and navigated the Pacific Coast highway, among other routes taken.

Artificial intelligence researcher Sebastian Thrun, who gave up his professorial tenure at Stanford

University to focus on Google's project, said he believes that their technology has the potential to cut the number of fatal road crashes in half. He expressed confidence that self-driving cars will transform car sharing, significantly reducing car usage, as well as help create the new “highway train of tomorrow.” The “highway train” envisions future cars to be controlled by computers and to drive in tight convoys at highway speeds, preventing accidents and improving fuel economy. Soon, you may even call an autonomous taxi by using your iPad.

Earlier this year, Google began lobbying in Nevada for legislation that will allow driverless cars to be legally operated on the state's public roads. Google contended that the autonomous technology would be safer than human drivers, reduce road injuries and deaths, increase energy efficiency, lower car emissions and promote economic development.

Aside from a measure amending an electric vehicle bill to provide for the licensing and testing of autonomous vehicles. Google lobbied for a second amendment that would permit texting behind the wheel of a driverless car. Last month, the state of Nevada passed the amendment for driverless cars but the texting amendment was still in debate.

Critics of the driverless car see a self-serving motive behind the texting amendment lobbied by Google. The king of Internet research had argued that driverless cars would cut the number of hours wasted in daily commuting. Not having to drive while on the road will permit a driver to safely do what we often do when we're off the road, such as surf the Internet and use mobile applications. And that's what motivates Google, the critics pointed out.

Indeed, the question of whether computer-driven cars are safe and will reduce deaths on the road requires further tests and development. Driverless car technology has to be perfected. Robotic vehicles have to be inspected before every trip to make sure that everything is in working order. But despite all this, what if the computers don't respond properly to some unusual situations? Many of us have experienced problems with hard drives that crash and smart phones that freeze.

Nonetheless, making mobility safer, faster, easier and cleaner in the future via the use of mobile robotics and artificial intelligence is a dream worth pursuing. The possibility is there that robotically run smart cars will make this dream come true. **qq**

GG Indeed, the question of whether computer-driven cars are safe and will reduce deaths on the road requires further tests and development. **JJ**

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Tito F. Hermoso
COLUMNIST

Keeping Distance

ONCE in a while, in our not so small world of motoring, two of our ever present daily concerns make it to broadsheet front-page and broadcast headline national news. One is whenever a spectacular vehicular accident happens and, two, whenever fuel prices rise.

In the case of No. 1, the public's knee-jerk reaction, as if on cue, is to get the blame game rolling, extolling ambulance-chasing lawyers to come out of the woodwork. As always, fault or no fault, the incensed mob will always pummel the moneyed: luxury car/SUV owners, toll road operators, the government, etcetera, etcetera.

In the case of No. 2, every fuel price increase is a veritable green light for cause-oriented groups to come up with new scripts and gimmicks to punish the "greedy" oil companies while the transport lobby demands more subsidies from government, more sacrifices from the public that they purport to serve and more saber-rattling threats of strikes and blockades.

No one denies the cascading cause-effect chain reactions that these national issues trigger and no one belittles the impact of these on the non-motoring public. True, these are issues requiring systemic and institutional vigilance, monitoring, panacea and solutions. In simplest terms, these issues are about safety and economy.

Out of our 95 million citizens, there is a group of some 10 million who have in their hands (and feet) to do something about these two issues. Depending on who is counting, these are all the drivers, licensed or unlicensed. All drivers do have this power to make for safer travel, safer roads and lower fuel bills, thus making a difference in everyone's quality of life.

What we can do amounts to two words we see sloppily labelled on tatty jeepneys, over-decorated sand-gravel trucks and mud guards of provincial mini buses. Distancia Amigo! Keep distance. These displays of literacy are for all the savvy city slickers to see whenever they hit the expressways for their summer vacation rituals.

It pays to look where you're going, so don't be obsessed guarding that rear bumper.

On the expressways, most accidents are usually nose-to-tail chain collisions of mostly new and nearly new cars, full of holiday-making families, at the brightest times of the day. Most drivers are not used to the faster expressway speeds, and are inexperienced to the longer lead times and faster braking response needed. Even if one happens to avoid hitting the rear bumper of the car ahead, there is no certainty that the guy behind will apply his brakes in time, too.

To discourage bunching, French and Chinese expressways have sections that mark out 100m, 200m and 300m gaps and/or 3- to 6-car length gaps that visualize the "3-second" rule. These follow-on distances are enforced by video cameras and stiff fines are mailed to violators. If followed, a driver's view of the car in front is comfortably far that even if one dozed off with the steady speed limit, especially after a high-carbohydrate lunch, there was plenty of time and space for the co-driver to alert you to the impending danger. Sadly, very few drivers appreciate that keeping distance is more relaxing than battling for every inch of urban space. An added flip is that every time a slow down comes into view, lifting of the gas is far kinder to fuel consumption than slamming on the brakes.

In a relaxed state, drivers will learn to stop treating the accelerator as a foot pump or the brake pedal as stomping ground. But one up-manship overrides any concern to save money and fuel, leaving it to the government to issue fuel discount cards just because the public utility drivers refuse to change their ways. Instead of practicing the basic "seeing where you're going," the average driver, jealous that someone might "steal" their precious real estate drives too close to the car in front. It just takes one point and squirt lane-grabbing driver to disrupt the smooth flow of traffic. In this case, high fuel prices do serve as a carrot/stick that punishes bad driving and rewards good driving.

We have it in our hands and feet to stretch every peso we spend on fuel and save our lives in the process. It pays to look where you're going, so don't be obsessed guarding that rear bumper. You may just end up paying for it on top of all that fuel you've wasted. **aq**



Shell: Making Road Safety a Priority

Getting road safety right has long been a priority for Shell. Globally, we aim for Goal Zero and ensure that our operations do not harm people, which includes acting to prevent road incidents that might arise as a consequence of driving on Shell business. As such, we give importance to safe driving, complying with road safety standards and focus on Shell's Life-Saving rules, which cover observing speed limits; not using mobile phones while driving; having proper Journey Management Plans in place; wearing seat belts at all times; and not to use drugs and alcohol while on the road.



We give full support to the United Nation's Decade of Action to help reduce the 1.3 million deaths on the world's roads each year. We believe in the strength of partnerships to achieving these ends and continue to take part in wider industry and community initiatives to promote safety on the roads.

PHILIPPINE GLOBAL ROAD SAFETY PARTNERSHIP (PGRSP) FLASH CARD PROJECT

Together with the PGRSP, we rolled out the Road Safety Flash Card project to educate school teachers and students from 10 public elementary schools in the City of Manila on pedestrian road safety.

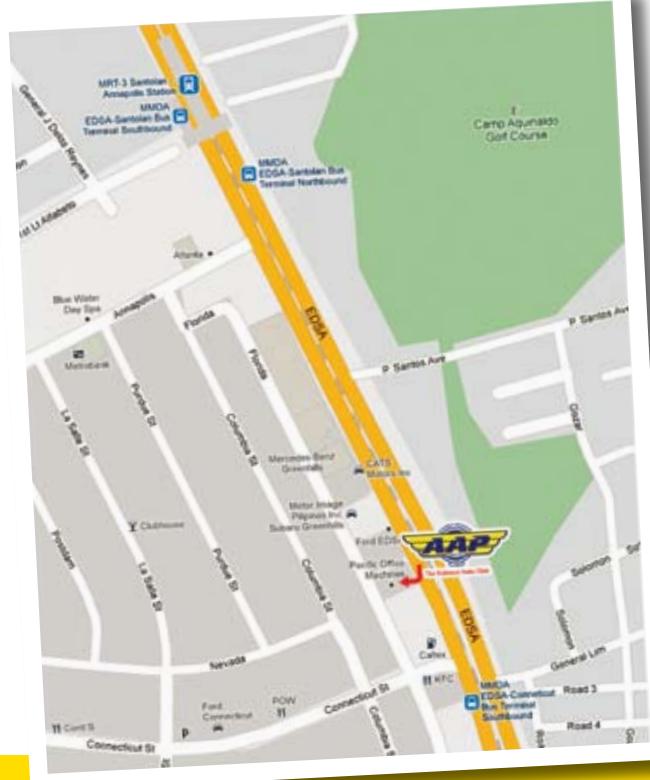
SHELL ROAD SAFETY FOR CHILDREN WORKSHOPS AND CAMP

Our distribution network composed of 22 oil terminals rely heavily on road transport to ensure reliable supply deliveries to our customers nationwide. To plant seeds early on road safety education in the communities where we operate, we have been conducting Road Safety for Children workshops for more than a decade, which include not just children, but their parents, caregivers and teachers, who are taught traffic rules and regulations to build a road accident-free culture. Since 2009, we have also been organizing a Road Safety for Children Camp in Batangas City, site of our Shell Tabangao Refinery and distribution terminal. The whole-day camp provides module-type learning activities covering various facets of road safety, such as pedestrian safety, identification of road signages, motorcycle and bicycle safety, and basic road regulations.

EMBEDDING THE ROAD SAFETY CULTURE IN SHELL

We conduct regular road safety training programs for our staff, contractors and customers, such as our Automotive Centre for Excellence and Hearts and Minds training. We ensure journey management plans are strictly observed for our operations, and give recognition to our lorry drivers under our Propesyal At Responsable Draybers (PARDS) program for outstanding road safety performance.





Welcome to AAP's new headquarters



More accessible. More visible.

THESE are the two main qualities of the new AAP headquarters at number 28 Epifanio delos Santos Avenue (EDSA) in Greenhills, San Juan City.

You won't miss the building where the new AAP main office is located. It's the one that looks like a sculpture or lego blocks right next to the car dealerships of Ford and CATS Motors. The building is owned by Pacific Office Machines.

"AAP moved to this place to be more accessible to its members and the rest of the motoring public," said AAP treasurer Jacinto Mantaring. "This new address is more convenient for members, our guests as well as our staff since it is very near the MRT, other private and government offices as well as commercial centers," he added.

The new hotline for the new headquarters is (02) 655.58.89.

AAP has its own building on Aurora Boulevard in New Manila, Quezon City which served as its headquarters since 1983. The site is now being offered for joint venture or long-term lease.

Compared to that building, the Pacific Business Machine building has more space for AAP's growing family. The entire ground floor of the building has been completely remodeled to provide efficient working environment for AAP employees and directors. It has a spacious reception/exhibit area, rooms for AAP's various departments, and a conference facility for meetings.

The new AAP headquarters even provides free wi-fi Internet connectivity.

All applications for membership and Philippine International Driving Permit (PIDP) are now being processed in the new AAP headquarters on EDSA.

Those who are more familiar with the old AAP office in Quezon City can still go there and apply through the desk at the AAP Goodyear Auto Care Center at 682 Aurora Boulevard, Quezon City, the former service building of AAP which fronts the old office.

However, those who would apply there would get their PIDPs the following day.

Those availing of LTO Registration Assistance Service are advised to still go to the old service building in Quezon City.

This is the fifth time in its 80-year history that AAP has moved its main office.

When it was organized as the Philippine Motor Association in 1931, AAP held office in a room at the Manila Hotel. After World War II, its office was relocated to one of the Legarda Hermanos buildings on R. Hidalgo Street in Quiapo, Manila. In 1981, AAP moved to Sta. Mesa, Manila and two years later it acquired the property on Aurora Boulevard in Quezon City.

To date, AAP has satellite offices in Makati, Alabang, Pampanga, Cebu and Davao. **aq**



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Example: If a 1.6L car has an average fuel consumption rate of 10L/100km, is fitted with Assurance Fuel Max on size 195/65R15 91V and travels a distance of 80,000 km, the potential fuel savings can be calculated as follows:

$$80,000 \text{ km} \times 10\text{L}/100\text{km} \times 4\% = 320 \text{ L}$$

distance traveled x fuel consumption rate x fuel saving rate = potential fuel saved



* Fuel saving value of 4% as evaluated by TUV SUD Automotive GmbH as a technical witness partner in cooperation with Goodyear in Mireval, Report Number 76243002-1, May 2010, as tested on Citroen C4 1.6L on size 195/65 R15. Internal Goodyear test projected Assurance Fuel Max tread life to 85,777km., 15% longer versus conventional technology (Goodyear Duro GA). Actual fuel savings and tread life may vary according to other factors including environment, road, vehicle conditions, vehicle model, and driving habits, etc.

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Davao councilor commends AAP's Road Safety Pledge

IN a privilege speech last May, Davao City Councilor Pilar Braga commended the road safety initiatives of the House of Representatives and the Automobile Association Philippines (AAP).

Braga cited House Bill No. 4340 submitted by Pampanga Rep. Gloria Macapagal-Arroyo and Camarines Sur Rep. Diosdado Arroyo, saying, "The essence and spirit of House Bill 4340 is to provide mandatory health insurance coverage for all public utility drivers all over the country under the Philippine Health Insurance Corporation or PhilHealth and the National Health Insurance Program."

With the high cost of medicine and medical care, the bill, if passed, will provide public utility drivers an equal opportunity to become members of PhilHealth as well as to contribute affordable and reasonable regular monthly premiums. Drivers can also expect hospitalization fees lower than the original cost that is not covered by PhilHealth.

"Obviously, the impact of public utility drivers becoming members of PhilHealth is a boost to the morale of our drivers, they being our undisputed kings of the road", Braga added.

Braga also commended the campaign of the AAP to promote road safety through the distribution of the Road Safety Pledge which symbolizes commitment to the initiatives of the United Nations Decade of Action for Road Safety 2011-2020.

"The Road Safety Pledge which states that as a Road User, I pledge not to use my cell phone while driving; not to drive under the influence of alcohol or drugs; to always use a seatbelt while driving; to maintain my car or vehicle in good, roadworthy condition, not to be goaded into road rage by aggressive drivers and motorcyclists; not to throw garbage out of my car; to always observe and follow road laws, rules and regulations, was produced by AAP to encourage people to make a commitment to be responsible road users", Braga said.

Braga said she hopes that through these initiatives, there will be less road accidents and less motoring-related injuries and fatalities..

"May I, therefore pass a resolution in support of these two noteworthy initiatives, the passing of House Bill 4340 and the AAP's Road Safety Pledge", Braga concluded. **aq**



A sample
Safe-T-Kids
Flashcard.

Kids learn road safety through flash cards

FOR children to learn, they must first understand. For them to remember, they must first be interested. And for them to be interested, the lesson must be truly interesting!

Making road safety interesting for children ages five to 12 is the objective of Safe-T-Kids Flash Cards program, a project of the Philippine Global Road Safety Partnership (PGRSP), in coordination with the Department of Education (DepEd) and Metro Manila Development Authority (MMDA).

The pilot testing of the program was done on Feb. 24, 2011 in 10 schools, namely Bacood Elementary School, Bagong Barangay Elementary School, Bagong Diwa Elementary School, Beata Elementary School, F. Amorsolo Elementary School, Geronimo Santiago Elementary School, J. Zamora Elementary School, Pio del Pilar Elementary School, Sta. Ana Elementary School, and Tomas Earnshaw Elementary School.

Department of Transportation and Communications (DOTC) Assistant Secretary Dante Lantin said that the schools were selected on the basis of their location in accident-prone areas.

More than 200 children get injured in road accidents in the Philippines every day.

Lantin said the colorful flashcards depict a variety of road scenarios that would educate children on road safety and instill in them the value of road discipline.

"The objective is to teach kids to become responsible road users," Lantin said.



DOTC, PGRSP and DepEd
representatives at the Safe-T-Kids
Flashcards Teachers Training

The DOTC, PGRSP and DepEd
representatives at the Safe-T-Kids
Flashcards Teachers Training together
with the teachers of the 10 selected
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FEATURES



iRAP //

iRAP Making roads safer

"How safe are Philippine roads?"

International experts want to find out and they are surveying thousands of kilometers of roads to identify programs on how to make local roads safer.

As of July 15, 2011, some 3,000 kilometers of roads in the Philippines have been surveyed by the International Road Assessment Program (iRAP) together with the Department of Public Works and Highways (DPWH). Their objective is to develop doable and affordable programs of safety engineering that can reduce the number of road crashes.

A registered charity dedicated to helping create safer road infrastructure worldwide and thus save millions of lives, iRAP was endorsed to the DPWH and Department of Transportation and Communications (DOTC) by the AAP.

iRAP, which is supported by the FIA Foundation and the World Bank Global Road Safety Facility, has helped survey hundreds of thousands of kilometers of roads across 60 countries so far.

After conceptualizing the iRAP Philippines action plan in 2010, the road survey phase was launched on May 6, 2011 at the notoriously dangerous Commonwealth Avenue in Quezon City.

Using a specially equipped vehicle called the Multi-Infrastructure Distress Analyzing System (MIDAS), the iRAP team headed by highly trained international road analysts together with DPWH engineers surveyed Epifanio delos Santos (EDSA), Radial Road-10 (R10), Quirino Highway (Balintawak to Caloocan), Circumferential Road-5 (C-5), Tandang Sora Road (up to Quirino Highway), President Quirino Avenue, President Osmeña Highway, Marcos Highway, Manila North Road, Daang Maharlika (north of Manila, Luzon), Daang Maharlika (south of Manila, Luzon), Daang Maharlika (Samar, Leyte), Gapan-San Fernando, Jct. Banga-Magapit Road

(Cagayan), Tagbilaran North Road, Palo-Carigara-Ormoc Road, and Wright-Taft Road (Western and Eastern Samar).

These roads are rated by the DPWH Traffic Accident and Recording System (TARAS) as high-risk roads.

After assessing the roads, iRAP Philippines will encode and review the collected data and give the roads Star Ratings according to their level of safety for car occupants, motorcyclists, bicyclists, and pedestrians. A 5-Star rating represents the safest road infrastructure design for the prevailing speed environment while a 1-Star rating represents a road with relatively poor infrastructure design for the prevailing speed environment.

iRAP Philippines will then consult and confer with the steering committee and working technical groups to come up with a detailed report of the project outcomes as well as to determine an affordable countermeasure program that can help minimize road fatalities and injuries in the identified areas.

The steering committee in which AAP is represented by AAP vice president and road safety committee chair Johnny Angeles will oversee the implementation of the program. This includes; (1) linking iRAP outcomes to planning and policy positions within the government, (2) detailed planning activities associated with the review, design, financing and implementation of iRAP recommendations, (3) planning the extension of the iRAP survey to other roads as deemed appropriate and (4) involvement in support activities in the region as part of the iRAP Asia Pacific operations (e.g. workshops and sharing of knowledge).

With approximately 10,000 people killed in road crashes in the Philippines every year, AAP and the other project stakeholders are hopeful that this number will decrease in the near future when the iRAP program is fully implemented. **QQ**



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SHIFT...the way you move



AAP, Goodyear team up for service center

THE AAP and Goodyear Philippines have joined hands for an Autocare Service Center to offer topnotch auto repair service at discounted rates to its members.

Now open at what used to be the AAP Service Building on the east-bound side of Aurora Boulevard in Quezon City, the AAP Goodyear Auto Care Service Center will provide AAP members with Goodyear-certified expertise on basic automotive and tire servicing, as well as discounts and promotional opportunities from Goodyear.

The service center also houses AAP's Motorpool, 24/7 Road Safety Call Center and a team to carry on AAP services including 24/7 Emergency Roadside Service, ambulance services, International Driving Permit processing, and motoring insurance.

Goodyear is the only brand that the AAP has signed up with for a service center.

"The AAP partnered with Goodyear because it is the best brand," says Gus Lagman, AAP president. "Out of all the brands we spoke with, Goodyear has the best offerings in terms of quality products, reach, knowledge and service."



Photo shows (from left) AAP treasurer Jacinto Mantaring, AAP president Gus Lagman, Goodyear Philippines managing director Gerry Alava and Goodyear Philippines marketing director Ernest Estrera during the contract-signing.

This is a strategic and mutually beneficial partnership that gives Goodyear access to the AAP's vast membership base and services while giving the AAP a valued presence in Goodyear's nationwide dealership network.

Gerry Alava, Goodyear managing director, says, "We are happy that the AAP has put their trust in Goodyear for their service center and we look forward to a fruitful partnership with them."

Alava is Goodyear Philippines' first

Filipino Managing Director in its 53-year history.

Goodyear is one of the world's largest tire companies. It employs nearly 70,000 people and manufactures its products in more than 60 facilities in 25 countries around the world.

Its presence in the Philippines dates back to 90 years ago. It is a consistent recipient of the Readers Digest Platinum Award as the most trusted tire brand in the Philippines. **aq**

Make way for the SUPER BIG BROTHERS



THE Super Big Brothers have arrived.

AAP recently added two heavy-duty Fuso crane-type tow trucks to its Emergency Roadside Service fleet as an answer to the growing needs of South Luzon Expressway motorists.

The two new trucks, nicknamed Super Big Brothers, are now stationed at the AAP's South Operations Office in South Luzon Expressway (SLEX) and at the Skyway O&M Corporation (SOMCO).

These brand new trucks will be used to recover cement mixers, dump trucks, heavy equipment, buses and other large vehicles that figure in accidents on the SLEX.

Like other AAP tow trucks, the recovery vehicles will be equipped with GPS tracking devices for faster deployment. The GPS tracking devices allow AAP dispatchers to know exactly which ERS truck is closest to the site of the accident.

AAP is the exclusive Emergency Roadside Service provider at the North Luzon Expressway (NLEX), the Subic-Clark-Tarlac Expressway (SCTEX), the Skyway and ground level expressway from Magallanes to Alabang (SOMCO), and South Luzon Expressway (SLEX) from Alabang to Carmona.

For assistance, call the AAP hotlines 723-0808 or 726-0191. **aq**

CASTROL MAGNATEC'S INTELLIGENT MOLECULES DON'T

ALL OILS SINK TO THE BOTTOM WHEN ENGINE'S OFF

PROTECTION THAT STARTS BEFORE YOUR CAR DOES.

Did you know that up to 75% of engine wear happens during warm up? That's why Castrol Magnatec's intelligent molecules are different. They dramatically reduce* engine wear when it matters most- during warm up. While all oils drain to the sump when the engine's off, Castrol Magnatec's intelligent molecules don't. They cling like a magnet to your engine, sticking relentlessly to their task- so they are always ready with an extra protection, from the moment you turn the key.

*As tested against the Industry Sequence IVA wear test

Still driving at 93

By JUNEP OCAMPO

CANDELARIA Gruet may just be the Philippines' oldest worker and oldest driver.

Born on Feb. 6, 1918, this 93-year-old single woman continues to work as executive secretary at D&L Industries, the mother company of biodiesel-maker Chemrez. And she goes to D&L's office in Libis on board a 1993 silver grey Honda Civic which she herself drives from her residence in San Juan. She does this six days a week.

This has been Gruet's routine since she was 35, when her elder brother Adolfo introduced her to the world of automobiles.

"Kuya didn't want me to enroll in driving schools. He said I would only learn the bad habits of jeepney drivers if I enrolled. He was the one who taught me how to drive," she said.

She was 40 years old when she bought her own car, an Opel. She got it on installment for P7,000 at the Northern Motors dealership along Isaac Peral street (now UN Avenue), the same street where she worked as executive secretary for the Standard Vacuum Oil Company.

Gruet thought what she had been doing was fairly ordinary. She never aspired for records and she was only discovered when AAP decided to honor its most senior members with lifetime memberships for its 80th anniversary celebration.

Gruet was the oldest woman in the list. The oldest man, former ambassador Rolando Garcia, is now 96 years old. But Gruet was the oldest person who still drives.

She said she does not intend to beat the record of the oldest driver in the world, Verna Truax, of Parkersburg, Iowa, USA, who, at 105 years old, still drives a Pontiac Sunbird.



LIFETIME MEMBERS

	Name	Age
1	Dr. Alice D. Benedicto	74
2	Juanito L. Benedicto	78
3	Arturo H. Hidalgo	86
4	Edgar Khron Jr.	82
5	Candelaria S. Gruet	93
6	Amado A. Castro	86
7	Jorge M. Paterno	75
8	Rolando A. Garcia	96
9	Renato S. Ira	82

Someday, all expressways will be built, run this way.

Watching You 'From a Distance'.

From the Traffic Control Room of the North Luzon Expressway (NLEX), we assure your safety, watching your every move and progress as you cruise the expressway. Until you exit at your desired interchange.

From a Distance, through our computer and monitors at the Control Room, we can zoom in on you when needed or get a big picture as you seamlessly join the smooth stream of many more vehicles using NLEX. These monitors get images and information from our more than 60 closed circuit cameras dotting our 96-kilometer expressway.

We are not too far away. You can use our emergency call boxes in emergency cases. Or you can call our Customer Service Hotline at (02)3-5000. You are connected quickly. And we respond with the same speed.

From a Distance, we watch you cruise the NLEX safely, 24/7.

How do we do it? Simple. We build and run expressways around your needs.



COOL FACTOR

2011 Kia Sportage EX AWD

TO be honest with you, the older generations of the Kia Sportage were never impressive. The first model back in the '90s never really felt as good as the first gen Toyota RAV4, while the 2nd-gen model that was sold during the 2000s never stood out in terms of design or driving dynamics.

That's all about to change, however, as the all-new 3rd generation model is out to prove that the Sportage has stepped up its game and is now ready for the big leagues.

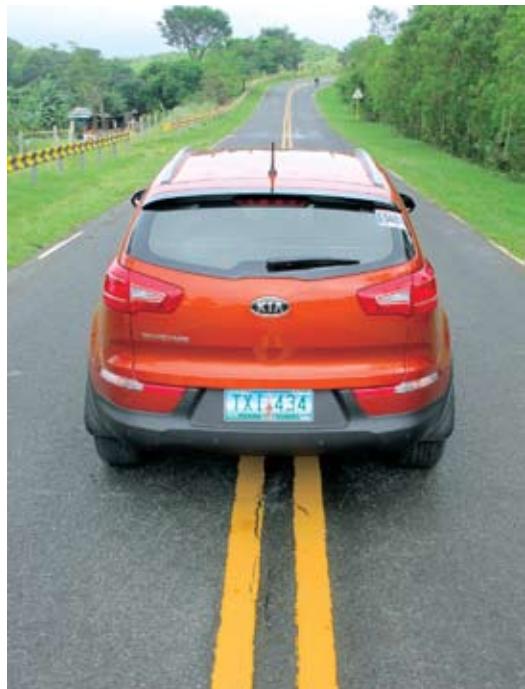
It starts with the design of the car. On the outside, I think it can be unanimously said that the new Sportage is an outstandingly conceived and designed vehicle. The front end looks sleek and properly modern, making full use of that tiger grille and tapered projector headlamps that Peter Schreyer (the genius who designed the original Audi TT) and his design team came up with to full effect. The lines are clean and purposeful, adding sporty character to the new crossover as even the windshield has some cool details. The rear end is unmistakably upmarket, and dare I say, looks quite Audi-ish. The cherry on the Sportage has to be those cool LED strips that run along the base of the headlamps, giving the car a very distinct character, lending many I encounter to ask if those are stock or if I just added them as an aftermarket accessory.

The inspired design continues inside, with a very modern dash layout. Like the exterior, the interior also makes use of plenty of cool details. The deep red of the instrument displays are great to look at, and even the seats have cool little roundels that give it a great accent. If there is something lacking for design, then it's the near-monotone colors of the dash materials, as the interior could certainly make use of some more brushed metal or carbon-fiber-like trim panels.

By VINCE PORNELOS



GG Sportage makes use of tactile, upscale surfaces all around, as the plastics and composites feel great to the touch SSS



Of course, design is nothing without quality feel, and thus Sportage makes use of tactile, upscale surfaces all around, as the plastics and composites feel great to the touch. I love that steering wheel, with its thick rim and excellent leather and stitching. The buttons feel very high quality, and again, the shifter for the transmission seems very Audi indeed.

For features, the Sportage gets the fully loaded package. The car comes with a full range of power assistance for the windows, locks and mirror adjustment,

along with motor-driven power steering. The audio system is the same as the Kia Soul, minus the funky LEDs. The head unit has the standard AM, FM, CD, MP3 playback and 6 speakers. The audio system adds the convenience of full iPod connectivity via a special cable, a USB and an auxiliary-in port, while the steering wheel has buttons to control the audio system. The airconditioning system does not have automatic climate control, but I've always preferred manual aircons over the newer computer-controlled types.



Now to the nitty gritty. Under the hood is the new 2-liter powerplant from Kia with continuously variable valve timing for both the intake and exhaust cams. The engine is capable of 166 metric horsepower and 197 Newton meters, and while that sounds good on paper, however, it does not really translate as much to the road as I would have wanted. Given the heavy body, the engine doesn't perform as well as I hoped, sometimes having a relatively difficult time (as noted by the high revs) getting up inclines. The 6-speed automatic transmission and its shorter ratios helped, but having a small engine lug along the extra weight of an all-wheel drive transmission seems to have cancelled it out. As a result, the engine returns fuel economy figures of just an average 7.9 km/l in the city and 9.6 km/l on the highway (both in light to moderate traffic).

What makes up for the lack of punch and just average fuel economy is the handling and comfort of the car. On winding roads, the drive is progressive and predictable. Of course, at higher revs, economy doesn't matter, and the breaks of the transmission's six gears come into play. The all-wheel drive transmission does quite well on slippery off road trails, though it's best to leave the extreme off-road trails to the professionally modified SUVs and trucks. On rutted concrete and pothole-infested roads that line the Metro however, the Kia performs well to contain the rough stuff, and on the highway it feels as smooth as the crossovers that Europe has to offer... at a fraction of the price.

As it stands, the Kia Sportage EX D-CVVT All-Wheel Drive model is available at just PhP 1,258,000 from the dealerships. If you were in the market for this car, however, I would recommend you just get the front-wheel drive, 4x2 model, as it seems to make more sense... especially if it's meant to be a daily drive. **CQ**





RETURN TO FORM

By VINCE PORNELOS //

2011 Nissan Teana 350XV

IT'S tough to break into the executive car segment nowadays, thanks to the introduction of new models like the impressive Hyundai Sonata, not to mention the dominance of the upgraded versions of the Toyota Camry and the Honda Accord.

Nissan, however, has a new flagship in its ranks, one that is ready to take on the competition: the Teana 350XV.

On the outside, the car looks very fit for a gentleman from the boardroom, especially if the gentleman wants something different from the usual exec cars on the road. It's a really long car, and it's sleek all over. The headlamps wrap around the front end of the car, and the grille is as prominent as it should be. There's a nice treatment of chrome all around, and the rear LED taillights look very cool; same goes for the blacked out panoramic sunroof. The wheel design seems a little too sedate, but a trip to an aftermarket wheel dealer will easily take care of that.



Inside, there's a very modern yet conservative design theme; a perfect cabin to relax in on the way home from work. Supple leather lines all of the seats, the steering wheel, shifter and door panels, while the dash is a stylish mix of brushed metal trim and matte wood panels. It's a comfortable place to be in, and definitely at the forefront of its class.

As expected for a top-of-the-line model, there are plenty of electronic features to make sure the owners get what they paid for. There are the usual power assist features for the steering, windows, locks, mirrors and front seats, and even keyless comfort access for key-in-your-pocket driving convenience. On the ceiling can be seen the panoramic sunroof, which can be opened at the touch of a button, while the temperature inside is kept cool by a fully automated climate control system.

There are some odd features left out for this price range. I do feel the Teana should really come with a DVD entertainment system instead of just an AM/FM/CD/MP3 player with an aux port. I have driven a Teana with a fully integrated DVD and navigation system, but it's a costly (probably) extra. They also didn't seem to pay as much attention to the rear seats, as the back doesn't get recline functions or climate and audio controls (like the Toyota Camry 3.5Q). Nissan has installed an ottoman in this car, something you would find in a Lexus LS or a Mercedes S-Class, though it seems to have been fitted on the wrong seat: the front passenger. Odd indeed, as execs generally prefer the back seat.

To be honest, this car has been around for a while now; a model already on its second generation. The first gen Teana was powered by just a 2.3 liter V-6 which wasn't all that impressive for performance but definitely delivered on comfort. The initial version of the current generation got an upgraded and uprated 2.5 liter engine, but given

the increased weight of the car, it was hard to feel the difference. With this 350XV version, there's now plenty of power on tap.

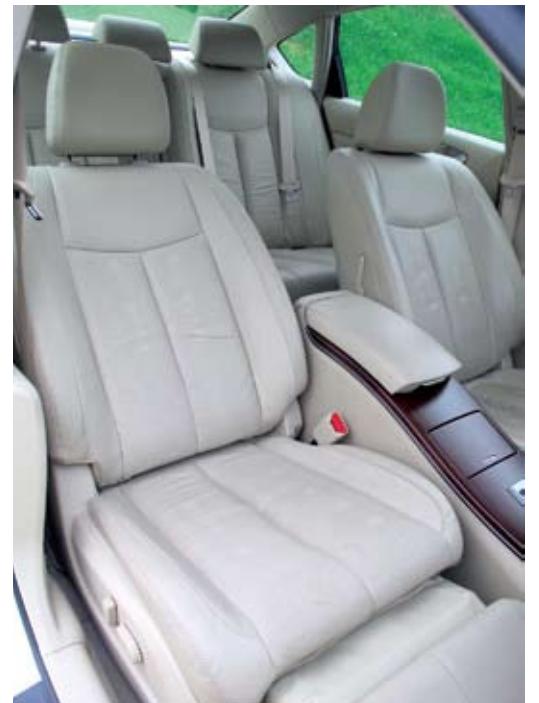
The new V-6 engine displaces 3.5 liters, capable of 252 horsepower and 335 Newton-meters of torque. It's less powerful than the 3.5 liter engines from the Camry and the Accord, but it's definitely much more than the 2.5 liter version. Off the line, the Teana can squeal both front tires, though that's not really what many would be doing with it. The transmission is Nissan's own X-Tronic continuously variable transmission, which does away with fixed ratio gears for smoother, shock-less acceleration. On the highway, it pulls cleanly and evenly as it should, and is quite silent at speed. In terms of fuel efficiency, well, I never expected much, but its respectable in the city at 5.9 km/l (light to moderate traffic) and 9-10 km/l on the highway.

Teanas are not meant for handling, thus much body roll can be expected in the corners. However, take it on the open road and there's an air of confidence as it gets up to speed, and does it in the utmost of comfort and smoothness; a trait that is gradually getting lost with today's sporty-inclined exec cars. At PhP 2.048M it's a little pricey compared to its similar competitors.

There is now plenty of choice in the market for the discerning executive, from sporty exec cars like the Sonata to the standard bearers like the Camry and Accord. If I wanted a relaxing, chauffered ride home, however, I would pick the Teana and its ultra-comfortable ottoman... even if I have to be in the front seat to enjoy it.



With this 350XV version, there's now plenty of power on tap





AAP Concours d'Elegance

Basking in the love and glory of the motorcar

AUTOMOBILES were still pretty scarce on Philippine roads when, on May 25, 1931, a group of motoring enthusiasts - Americans and Filipinos - sat down to organize the first (and still) the only national car club in the country. They named the club the Philippine Motor Association, the name lasting a full 70 years until the club renamed itself the Automobile Association Philippines (AAP) in 2001 to align itself with other Asian car clubs under the umbrella of the Federation Internationale d'Automobile (FIA) which the PMA (now AAP) joined in 1953.

Today, AAP maintains its standing as the sole government-appointed car club in the country. It is also recognized, having been appointed by the FIA as the national sporting authority, as the governing body of four-wheel motorsports in the Philippines. With a 50,000-strong membership, AAP continues to render service not only to its members but also to the motoring public at large.

As part of its recent celebration this year of its 80th anniversary, AAP held a Concours d'Elegance on May 8-9 at the Philippine Trade Training Center (PTTC) on Roxas Boulevard. The show of vintage and classic cars was meant to provide a panorama of the evolution of the motorcar in the Philippines from AAP's formation in the 1930's to the present.

The Concours itself comprised two showrooms. As visitors entered the PTTC lobby, they were greeted with a tableau of automobiles representing each decade from the thirties to today's current models. The oldest car in the lineup was a pristine, elegant yellow Ford Model A from the 1930s, owned by Alex Garcia.

Next was the gleaming, gorgeous green 1947 MG TC which proud owner Peter Smith and his wife drove to the Pasay venue all



By ARMANDO EDUQUE, AAP Director





the way from Pampanga. Driven regularly by Peter, this 60-year old may be a showcar but definitely not pampered.

The decade of the '50s was very well represented by Benjo Dizon's immaculate ivory 1958 Mercedes-Benz 190SL while a 1967 Volkswagen Beetle (was there any other VW then) was lent by the VW Car Club for the occasion to fly the flag for the '60s. A 1970 Toyota Corona station wagon was the poster boy for the '70s.

Two Mitsubishi Lancers stood next to each other - the first a 1980 "Box-type" and then a 1993 model - to close the 20th century. The new millennium was represented by a 2000 maroon Honda Civic and, finally, the 2011 Chevy Cruze was the face of the 2010s, the Cruze only recently having been chosen the 2010 Car of the Year.

Beyond the lobby, in the main exhibition hall, seventeen other vintage cars were gathered for viewers to feast their eyes on, each and every one painted, buffed and polished to within an inch of their lives, all eager to be draped with the blue ribbon belonging to the Best-in-Show. Empanelled as jury to evaluate the entries and decide on the eventual winners was the panel of judges made up by Cito Beltran, Boy Ochoa and Popong Andolong, each and all well-versed in the minutiae and vagaries of vintage cars.

A number of these show cars had very interesting provenances, in fact. Two of these were Minis - the first one a 1965 Mini Cooper (John Cooper Works) which once belonged to Atty Dodo Ayuyao, AAP's longest serving President, and the other being a 1969 Morris Cooper S which was raced in the 1st Manila Grand Prix of 1971. Another vintage competition car - a 1980 Mark 2 Ford Escort RS - belonged to race and rally icon Arthur Tuason and was restored to its present showroom condition by his equally well-known son, JP Tuason. A 1968 Opel Olympia still had its original



Northern Motors sticker, as well as a well-preserved PMA sticker, on its windshield.

Other standouts were a 1965 Ford Shelby GT 350 and a 1967 Ford Mustang GT, both from the restoration workshop of Alex Isip, both Detroit musclecars earning oohs and aahs from many for the outstanding quality of their paint and interiors. The yellow 1972 Opel GT of Olson Camacho and the 1982 Mitsubishi Colt were also strong contenders for the Best-in-Show title.

In the end, after three days of deliberation and diligent inspection of the entries, the board of judges awarded the blue Best-in-Show ribbon to the 1969 Toyota Crown as the most original and best presented entry. It was a jewel of a car, down to the trunk fridge, still in perfect working condition. Close behind the Crown was the runner-up Mercedes-Benz 190SL.

To be honest, all the entries and their owners/restorers should be considered winners, considering the passion and dedication that went into the preparation of each entry. Every one of the entries had to be in perfect working condition to be eligible for the Concours and all of them looked as good as when they first appeared in their showrooms.

The AAP Concours d'Elegance brought home to one and all how much the automobile has evolved and developed over the last 80 years. For many, the Concours was a nostalgia trip down memory lane. For others, it was a technical exercise in appreciating the workmanship and quality of restoration of the cars on exhibit. For everyone, it was a moment for basking in the love and glory of the motorcar. **aq**



For many, the Concours was a nostalgia trip down memory lane. For others, it was a technical exercise in appreciating the workmanship and quality of restoration of the cars on exhibit



smaller safer

By IÑIGO ROCES

The improving safety of subcompact cars



THE SMALL CAR WE KNEW

Just a little over a decade ago, buying a small car would earn you some ridicule. Sedans dominated the Philippine automotive landscape and small cars, most often in hatchback form, had a difficult time moving off the showroom floor. The reluctance was primarily due to the idea that small cars wouldn't fare too well in an accident. The rampant importation of right-hand trucks at the time hadn't helped the issue as the most dramatic crash images, often involving small hatchbacks flung across the road and into a ditch, were broadcast on TV. It led people to believe that small cars were just as small on safety as they were on fuel consumption. There may be some savings in fuel and parking, but they were certainly not worth losing your life for.

THE SMALL CAR NOW

Some years later, small cars and hatchbacks have slowly made headway into the market. A quick gander at their brochures would reveal a laundry list of safety features and their Euro NCAP and IIHS scores revealed in big bold graphics. Today, small cars are starting to rival compacts and SUVs in sales figures. Many first-time buyers are choosing them without hesitating, while some of the older, more experienced motorists are having a change of heart as well. What's driving this change of perception? Small cars are now becoming some of the safest on the road.

CRASH COMPATIBILITY

For the longest time, small cars have always been tested in crash tests against safety barriers and other small cars. Manufacturers realized that, in the real world, the chance of a small car hitting a larger vehicle was higher than hitting another vehicle of the same size. This led to the latest buzz word in safety we often hear today: crash compatibility. What this means is that cars bearing this phrase are designed to absorb the impact from larger vehicles, especially SUVs. Larger and more massive vehicles are often higher off the ground than most small cars. This means the point of impact on a small car has to be adjusted to compensate for the concentrated forces the larger car can exert here. By making small adjustments to a small car's design, it can better cope with accidents involving larger cars and better protect the driver and the passengers.

Overall crashworthiness evaluations

Minicars

[current models](#) | [earlier models](#)

G Good A Acceptable M Marginal P Poor

Vehicles are listed in order of performance in crash tests. Frontal crashes receive the highest weight, followed by side and rollover, and then rear crashes. Among vehicles with similar crash test results, vehicles are listed in alphabetical order. Frontal and rear crash ratings should be compared only among vehicles of similar weight while side impact and rollover crash test ratings can be compared across vehicle type and weight categories.



Ford Fiesta sedan
Ford Fiesta hatchback
2011 models (mfg. after Jul. 2010)
with standard side airbags

	Front	Side	Rollover	Rear	ESC
	G	G	G	G	standard

Honda Fit
2011 models
with standard side airbags

	Front ¹	Side	Rollover	Rear	ESC
	G	G	A	G	standard

Mazda 2
2011 models
with standard side airbags

	Front	Side	Rollover	Rear	ESC
	G	A	G	A	standard

Toyota Yaris
2011 models
with standard side airbags

	Front	Side ²	Rollover	Rear	ESC
	G	G	A	M	standard

Mini Cooper
2011 models
with standard side airbags

	Front ¹	Side	Rollover	Rear	ESC
	G	A	A	G	standard

Hyundai Accent
Kia Rio
2011 models
with standard side airbags

	Front	Side	Rollover	Rear	Hyundai Kia	ESC
	A	P	A	A	A	not available

Chevrolet Aveo
2011 models
with standard side airbags

	Front	Side	Rollover	Rear	ESC
	A	M	M	M	not available

Notes:

1. This rating is assigned by the Institute based on a test conducted by the manufacturer as part of frontal crash test verification.

2. Earlier model tested had optional side airbags; side airbags standard in current models.

Additional information:

[How tests are conducted and how the Institute determines ratings](#)

[Frontal technical measurements for minicars](#)

[Side impact technical measurements for minicars](#)

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BETTER EQUIPPED

In addition, small cars are no longer the last priority in car line-ups. Just a few years ago, they were often bare-bones modes of transport, many with manual wind-up windows and only a driver-side airbag if you were lucky. These days, even the small cars can boast of dual airbags and ABS being equipped as standard. Some even have traction and stability control thrown in. Some even have features absent in their larger brethren, like pedestrian friendly hoods, voice control or customizable interior lighting.

THE RATING BODIES

Of course, for those looking to downsize their fuel consumption and up the safety in their next car purchase, there's an easier way to finding the safest car without reading through every brochure. Two governing bodies in the United States and Europe have been testing new cars for crashworthiness since the '60s. You might have seen their logos and rating in the brochures. They also maintain their own websites to provide consumers easy access to their test results.

NCAP

The first is known as the New Car Assessment Program (NCAP). Started in 1979, the NCAP began crash-testing popular cars and publishing the results, to inform consumers and encourage manufacturers to improve the safety of their vehicles. NCAP tests vehicles for the usual frontal impact as well as side impacts, whiplash protection, pedestrian impact and, more recently, Electronic Stability Control. There is a US NCAP accessible via www.safercar.gov and the Euro NCAP found in www.euroncap.com. Whether in the US or Europe, NCAP awards vehicles with star ratings based on the performance of the vehicles in a variety of crash tests.

IIHS

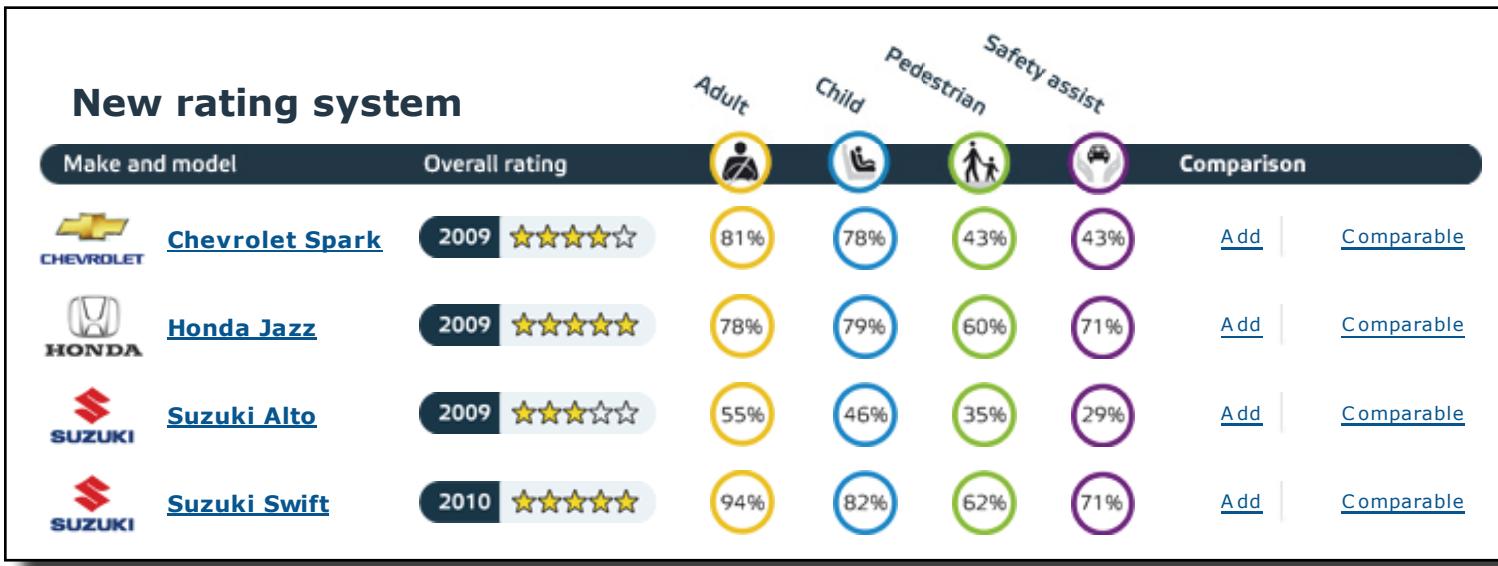
Another good source for safety scores is the Insurance Institute for Highway Safety (IIHS) www.iihs.org). In contrast to the NCAP, the IIHS is a US non-profit organization funded by auto insurers, established in 1959. Like the NCAP, it produces ratings for popular passenger vehicles as well as for certain consumer products such as child car booster seats. Where the NCAP and IIHS differ is how the tests are carried out. The IIHS prefers to use offset front impact tests as well as taller rigs for the side impact (to simulate SUV collisions). The IIHS argues that many real-life frontal impacts are offset and with larger vehicles. As such, the IIHS believes its tests better illustrate the structural strength of a vehicle. Arguments aside, having two safety rating bodies is certainly better than one, and the fact that they have different approaches only arms the consumer with more information.

QUICK REFERENCE

To give you a sample of just how handy this information is, below is a table of the most popular hatchbacks available in the country today. This table includes their recent crash tests from Euro NCAP. The next table shows the Euro NCAP crash test results of some previous models to prove that they are, in fact, improving in safety. The last table is a list of cars that have gone through IIHS.

Of course, while going through the tables, remember that some vehicles are outfitted differently for the US and European markets. The local counterparts may not have the same safety features (like side airbags as standard) and as such may perform poorly compared to the US market models.

- * The Suzuki Celerio is known as the Suzuki Alto in Europe.
- * The older generation Chevrolet Spark is known as the Matiz in Europe
- * The Euro NCAP expanded their rating system to include safety assist systems like traction and stability control since 2009.

New rating system**Pre 2009 ratings**

Make and model	Adult	Child	Pedestrian
Ford Ford Fiesta (2008)	★★★★★	★★★★★	★★★★★
HYUNDAI Hyundai i10 (2008)	★★★★★	★★★★★	★★★★★
KIA Kia Picanto (2004)	★★★★★	★★★★★	★★★★★
Mazda Mazda 2 (2007)	★★★★★	★★★★★	★★★★★
MINI MINI Cooper (2007)	★★★★★	★★★★★	★★★★★
TOYOTA Toyota Yaris (2005)	★★★★★	★★★★★	★★★★★



By TITO F. HERMOSO

SOME two years ago, Isuzu Philippines invited motoring journalists to a series of road tests of their trucks and buses. Isuzu plotted courses in venues as different as Batangas Racing Circuit and newly built subdivisions in the wide open parts of the Southern Tagalog region. Courses were designed to program and simulate idling in stalled traffic, stop-and-go movement, delivery maneuvers, loading/unloading for buses, and highway cruising. All stages were to be completed within a certain time frame.

DRIVING LESSONS ON THE TOLLWAYS



The buses and trucks were laden to their legal maximum capacity with sandbags. Isuzu also invited some truck fleet and bus companies to send their best drivers to the test. All were briefed on tips on how to drive economically.

One would think that bus drivers, ever conscious of their boundary and the fuel costs that they directly bear, would be best motivated to drive economically. Truck drivers, on the other hand, would be motivated to behave, fearing the watchful eyes of the fleet managers and dispatchers.

But the best results were posted by the motoring journalists, many of whom have never driven a truck that weighs over three and a half tons. Their fuel economy gap ranged from 30 to 50 percent better than the best of the experienced truck and bus drivers.

This, naturally, made a mockery of the so-called experience of several generations of drivers which turned out to be founded on really bad and wasteful driving. The observant among us would notice this in everyday driving. Trucks, when unladen, and buses, whether laden or not, engage in brake stomping, sharp swerving and gas pedal pumping. This kind of mediocre driving is not only wasteful of fuel but also dangerous.

When the spate of fuel price increases started some two years ago, Shell and A-1 Driving School devised a program that invited Joe Public participants to drive "normally" and record his/her fuel consumption for a week. Then the participants attended an A-1 Driving School class to teach the basics of safe and economical driving. Without exception, all the participants recorded a fuel savings between 20 to 30 percent when they learned how to drive "properly".

Honda took several steps further. Allied with occasional and fun fuel consumption challenges to its loyal customers, Honda instituted the Safety Driving School. Complete with an all weather skid pan and various road geometries, Honda's school is located on prime real estate by the Skyway's East Service Road. The focus is not just to train drivers and motorcycle riders to pass a driving exam but to experience and feel the various stimuli and risks associated with motoring on Philippine public roads. Honda focused on producing drivers who are not only safe but also economical.

Anyone who gets on the road the past two decades or so have the same lament. Why does the government allow lousy drivers to get a license? Why does the government allow rolling coffins on the road? These are the ingredients for accidents to happen and with motorcycles, tricycles, buses, cars and jeeps crowding the nation's roads, road accidents and fatalities are sure to rise. Shell, Honda, Isuzu and A-1 Driving School show the effectiveness of private sector initiative in instances when government is overwhelmed to deliver. But how about drivers who refuse to make time to get a better driving education?

Good driving is rewarded with a fast, smooth and trouble-free relaxing journey. And with it, the fuel, stress and time savings that compensate for the cost of the toll fees, several multiples over.



The next best thing to a full-time tutor every time a driver gets on the road are within the 250-kilometer privately run toll expressways. At the NLEX, bright yellow Mitsubishi Stradas TMC Patrols have large dot matrix warning lights to pull over motorists who refuse to leave the overtaking lane. NLEX, SCTEx, Skyway and ACTEx employ CCTV cameras to monitor lane discipline and record violators who get ticketed at any toll gate exit. MATES, the operator of the ACTEx, have patrols that pull over motorists driving below the minimum speed limit. Expressways use thermoplastic road markings that rumble when a tire strays from the straight and narrow. All expressways use LIDAR speed cameras to monitor speed dare devils. Vehicle not roadworthy or overloaded? You can't enter the expressway.

Every time 200,000 drivers a day connect the North via the NLEX and SCTEx and 250,000 other drivers go South through the Skyway, ACTEx, STAR and CAVITEx, they are subjected to a refresher course in good driving. Road signs, orange cone arrays, flashing warnings, breakdown distance clearances and road works lane closures are the daily pop quiz. CCTV cameras and frequent

patrols are like exam monitors. And if an emergency develops, rescue vehicles deploy instantly and ensure that those other motorists not involved can go on their merry way, undisturbed, to continue to take their "test". Good driving is rewarded with a fast, smooth and trouble-free relaxing journey. And with it, the fuel, stress and time savings that compensate for the cost of the toll fees, several multiples over.

At the most, 450,000 drivers benefit from the free 24/7 driving lessons. With more private sector-run expressway kilometers, more drivers should benefit. Unfortunately, there has been a failure of the PPP (public-private-partnership) to attract more investors in expanding our toll expressway network. Toll fee increases, due to the implementation of double taxation (VAT), are sure to discourage drivers from availing of the all inclusive driving lessons that following toll expressway rules provide. What green shoots in proper driving that the Private Sector prodded is in danger of being stunted by the very institution that has failed to prevent the proliferation of unsafe and uneconomical drivers -- the government. ☙

24/7 EMERGENCY ROADSIDE SERVICE



When you call the Emergency Roadside Service (ERS) hotlines, remember to give the following information:

- Your name
- AAP membership number
- Model, color and make of your vehicle
- License plate number of your vehicle
- Exact location and landmark where stalled vehicle is located
- Exact location where the car is to be towed
- Describe what you think is the problem with your vehicle

Always appoint a representative to ride with the ERS team while the vehicle is being towed. If you are able to start your vehicle before the arrival of the ERS team, please call to cancel your service booking.



HOTLINES
 (02) 723-0808
 (02) 726-0191
 0917-8480191
 0922-8601603
 0917-8126000
 0918-8126000



Oh behave!

Conducting yourself in front of a traffic enforcer

By Kap Maceda Aguila

LET'S start at the very beginning – a very good place to start, sayeth that song.

So, before I even begin outlining de rigueur routine for motorists when they are apprehended or flagged down by an enforcer, I need to make mention of that special breed of car jockeys who refuse to be pulled over by your friendly neighborhood traffic official.

If I had a peso for every time I saw a vehicle flee the scene of a potential apprehension, I'd have, well, a darn bunch of pesos. I don't know whether to laugh or cry at the sight of a helplessly flailing enforcer as a vehicle speeds off in the distance. "When they don't have a vehicle, just zoom off. When you see a motorcycle parked nearby, it's best to stop," said an unnamed bard to me years ago.

Can you blame him? Thing is, the average Filipino driver has a heightened aversion to being pulled over by the boys in blue. One cannot fault us, of course. Ever since those dark days of the "chocolate boys" who mulcted and extorted from poor sods venturing into the dreaded yellow lane, we've been paranoid cowards when it comes to being stopped.

Then you see those beleaguered souls scratching their heads, gesticulating in desperation in front of the nonplussed enforcers – pen and ticket in hand but never quite setting the ballpoint on the ticket (as if waiting for you-know-what).

What gives, you ask? Wrong question; who gives?

With that in mind, though, fair play is in order. Not all enforcers are crooks waiting to pilfer your pocket. There are those honest Abes who do their job correctly and with integrity.



FEATURES

TRAFFIC ENFORCER

The Metropolitan Manila Development Authority released a comprehensive list of road violations and their corresponding penalties (<http://mmda.gov.ph/penalties.html>), as well as the "protocol for traffic officers when apprehending traffic violators." (<http://mmda.gov.ph/faq.html>)

My suggestion would be to print these out and (seriously) keep in your vehicle glove compartment. I mean, wouldn't it be nice not just to arm yourself with the data – aside from shoving the leaf in the face of the traffic enforcer who wants to make kotong?

Seeing as local traffic laws are basically culled from the US, we can learn a lot from the suggested stateside decorum – which parallels, at least in form, our own.

Say you've committed a traffic violation. MMDA exhorts its enforcers to: "Flag down the vehicle and lead it to the roadside where it will not obstruct the flow of traffic."

Our advice to the motorist: don't be too eager to comply. Turn on your turn signal and slow down smoothly. Look for a safe place to pull over. And oh, be careful not to run over the enforcer – should he/she be standing just beyond your hood.

Here's the rundown of what MMDA expects its enforcers to do – their so-called "apprehension dialogue."

- Greet the driver with respect and identify yourself.
- Inform the driver of his violation.
- State your authority.
- Respectfully ask for his driver's license.
- Inform the driver not to alight from the vehicle.
- Should there be any complaint, state the availability of the TAB (Traffic Adjudication Board) for lodging a complaint within five days or the Roadside Traffic Arbitration during apprehension (on site).

US police material also advises the motorist not to disembark from the vehicle. Rather, ready your license and registration; roll down the window as he arrives at your window.

Before you start barking like an irate Chihuahua, the first thing to do is listen. Even if you're in a terrible hurry, calm and relax yourself with the thought that this situation could be painless and short if your temper's in check.

Again, have your license and registration ready, but do not shove it in the enforcer's face when he hasn't asked for it yet. Listen attentively when you are told about your violation. Consider, of course, if you've indeed made the said infraction.



If the answer is yes, you can always feign innocence (this didn't come from me, okay) or, better yet, say sorry and explain that you didn't mean to do it. Remember to always assume a nonthreatening disposition. Don't go ballistic and don't be arrogant. Don't raise your voice, either.

While we're at it, don't go flashing the calling card of some politico or VIP either. Even if that works for you, that's so, ew, cheap. And remember, there's no law against trying to talk your way out of a ticket; but there are ones against bribing public officials (at least in theory).

Also, throwing a hissy fit doesn't guarantee you'll get off your fix. It does assure getting on the bad side of your enforcer. This may surprise you, but I feel a lot of them are actually eager to get things over with – perfectly willing to let you off the hook with a reminder not to repeat the violation in the future (or even during their watch).

Once, because of horrendous traffic, I found myself going against a one-way street. I was totally oblivious to what I was doing until a traffic enforcer waved at me. I apologized profusely, and he must have seen the genuine "oh, crap" moment in my eyes as he directed me the right way with a smile. We are told that the priority of enforcers during rush hours is the facilitation of traffic. Good. I mean, who's going to bother with one violation when rush-hour apocalypse happens?

One development that will probably

shape the future of traffic enforcers and change the dynamic of apprehension and compliance is the so-called "no physical contact apprehension."

By virtue of MMDA Resolution 02-49, MMDA traffic enforcers can apprehend traffic violators using evidence culled from video cameras – whether borne by strategically posted enforcers or fixed CCTV cameras located in "high areas."

Meanwhile, speeding vehicles in locations such as Commonwealth Avenue in Quezon City are "caught using a TruCam LIDAR (light detection and ranging) speed gun that captures the speed of the vehicle and takes a photo and video for evidence. The photo evidence taken by the LIDA contains the speed captured, time, date, and location of the violation. This photo evidence is attached to the summons sent to the violator."

Contesting this is still possible, of course. The recipient can plead his case by going to the MMDA office, where he or she can check the actual video of the indiscretion. However, methinks going up against video evidence sounds like a losing proposition.

The widespread use of this technology can broaden the swath of surveillance across road networks, and help encourage compliance to traffic laws. Of course, nothing curbs transgressions more effectively than knowing that someone's always watching.

Now, that's really powerful enforcement. **AQ**

YES! I would like to apply for AAP Membership

PERSONAL INFORMATION

LAST NAME, FIRST NAME, MIDDLE NAME

BIRTHDAY _____ BIRTHPLACE _____

SEX MALE
 FEMALE

CIVIL STATUS _____

AGE _____

CITIZENSHIP _____ OCCUPATION _____

HIGHEST EDUCATIONAL ATTAINMENT _____

CONTACT INFORMATION

HOME ADDRESS _____

NAME OF BUSINESS _____

OFFICE ADDRESS _____

HOME PHONE _____ CELL PHONE _____

OFFICE PHONE _____ FAX NO. _____

EMAIL ADDRESS _____

REGISTERED CARS

CAR	MAKE	MODEL	YEAR	COLOR	PLATE NUMBER
1st					
2nd					

For Associate Corporate Group Membership: Total Number of registered cars
Submit photocopy of car registration (O.R. and C.R.)

TYPE OF MEMBERSHIP

REGULAR ASSOCIATE THREE-YEAR REGULAR THREE-YEAR ASSOCIATE

HOW DID YOU FIND OUT ABOUT AAP?

VILLAGE PAPER LEAFLETS/FLYERS FRIENDS/RELATIVES
 NEWSPAPER AD RADIO/TV OTHERS

APPLICANT'S SIGNATURE _____ DATE _____

PAYMENT INSTRUCTIONS

Paid PhP _____ Cash Payment Credit Card

BPI's check free payments
Visit www.bpiexpressonline.com or call 89-100

Pay through Banco de Oro (institution code #0136)
Upon teller's validation, BDO payment slip serves as your official receipt

Check Payment (payable to Automobile Association Philippines)
Date _____
Bank _____
Account No. _____

FOR AAP USE ONLY

SOURCE: REG ERS RDL PIDP SALES

BRANCH _____

OTHERS _____

AAP I.D. NO. _____

AMOUNT PAID _____

INSURANCE NO. _____

O.R. NO. _____



Automobile Association Philippines (AAP), the National Auto Club, is the country's first and pioneering auto club. Founded in 1931 and formerly known as the Philippine Motor Association, AAP is a non-stock and not-for-profit organization committed to the general welfare of motorists in the Philippines. Being the Philippine affiliate of the Federation Internationale de l'Automobile (FIA), AAP is the only local auto club with international reciprocity agreements with Automobile Associations of other countries.

AAP members enjoy premium benefits such as:

- 24/7 Emergency Roadside Service
- LTO Vehicle Registration Assistance
- Free Personal Accident Insurance
- Free Windshield Glass Etching*
- 24/7 Discounted Ambulance Service*
- Car/Non-Motor Insurance Discounts
- International Reciprocity
- Discounts from Partner Establishments
- AQ quarterly magazine

- Additional AAP products and services:
- Issuance of Philippine International Driving Permit
 - Issuance of Competition License for Motor Sports*
 - AAP Car Battery
 - AAP Member Service Vehicle Program*
 - Advocacy Programs
 - 24/7 Road Safety Call Center
 - Touring Assistance

soon to be available in Cebu and Davao*

MAIN OFFICE

28 EDSA Greenhills, San Juan City, 1500 Philippines
Hotline: (632) 723.08.08 • Fax: (632) 726.58.78

ALABANG SATELLITE OFFICE

Store 1-A Motor Town 2, Alabang Town Center, Muntinlupa City
Tel: (632) 850.98.31 • Fax: (632) 850.69.03

CEBU SATELLITE OFFICE

105 CRM Building, Escario corner Molave Sts. Cebu City
Tel: (6332) 232.64.06 or 233.99.71

DAVAO SATELLITE OFFICE

G/F Abiva Building, McArthur Highway, Matina, Davao City
Tel: (6382) 299.49.61 or 286.21.91

MAKATI SATELLITE OFFICE

C-6 Arcadia Building, JP Rizal Extension, Guadalupe Cembo, Makati City
Tel: (632) 882.60.39 • Telefax: (632) 882.59.85

PAMPANGA SATELLITE OFFICE

Unit 11 Northwalk Land 2, Jose Abad Santos Avenue, San Fernando City, Pampanga
Tel: (6345) 436.18.16

EMAIL: info@aap.org.ph WEBSITE: www.aap.org.ph



Driving through flood

If you have a choice, don't. Never attempt to drive through a flood that you couldn't walk through and be aware that water hides dips in the road. Worse still, there may be no road at all under the water!

Check the depth. If you intend to drive through a flooded road, check the depth of the water first. In normal vehicles you should never attempt to drive through water that is more than about 12 inches deep (or up to the centre of your wheels).

Slow down. Just six inches of water will reach the bottom of most passenger cars. This depth can cause loss of control or possible stalling as water is sucked into the exhaust or the air intake.

Stay on the middle. If negotiating a



flooded section of road, drive on the middle where the water is at its shallowest.

Consider other drivers. Pass through flooded sections one car at a time and don't drive through water against approaching vehicles.

Check your air intake. If water is sucked into the engine it will stall, but worse, it can cause severe damage. Some four-wheel-drive vehicles are equipped with high level air intakes allowing them to be driven through water several feet deep. However, be ready to wet your carpet and your shoes, not to mention your pants or even underwear, if you attempt this!

Stay on first gear. Do not change gear because this can also cause water to be sucked back through the exhaust.

Let water in. If your wheels start to lose grip partway through a flooded section it could be that the car is trying to float. To counter this, open a door and allow some water into the car, this will weigh it down, enabling the tires to grip again.

Test your brakes. After driving through a flooded section of a road, test your brakes (whilst still driving slowly) and be prepared to dry them off by touching the brake pedal very lightly with your left foot.

Stay calm, stay safe!



REMINDERS

IT'S TIME TO RENEW YOUR VEHICLE REGISTRATION

If your vehicle has a license plate number ending in 8, 9, or 0, you should renew your vehicle registration this August, September, or October, respectively. The scheduled week of registration shall follow the middle number of your plate:

1, 2 & 3	1st week
4, 5 & 6	2nd week
7 & 8	3rd week
9 & 0	4th week



IT'S TIME TO RENEW YOUR DRIVER'S LICENSE

If your driver's license is expiring and you are celebrating your birthday this August, September or October, you should renew your license a week before the date of your birth. Penalties are now imposed on late renewals even if you renew on the same month.

DON'T FORGET!

Petron EnerTripid promotes fuel savings and road safety

PETRON Corporation is coming out with a series of quick and catchy reminders for the motoring public as part of its Petron EnerTripid campaign, a public information advocacy for fuel efficient driving and road safety. These fuel conservation tips have become more relevant in the light of high oil prices.

Petron EnerTripid educates motorists on how to optimize their resources and get the most value from their fuel expenses. Some Petron EnerTripid tips that can help us save on fuel consumption are:

1. Beating the red light consumes more gas. We tend to accelerate as we approach an intersection, particularly when trying to avoid getting caught at a stop light. More often than not, this effort is futile and just wastes gas.
2. Don't go heavy on the pedal. To save gas, step lightly on the pedal. A heavy foot on the accelerator is not only a gas-guzzler, it can also produce an uncomfortable, jerky ride with short bursts of speed and constant braking. Save yourself and your passengers from a high-stress ride, keep your foot light on the pedal.
3. Life is not a race. To save gas,
4. maintain a steady pace. Even race drivers know that a smooth drive is also a fast drive. Maintaining a constant speed at the recommended speed limit is often the quickest way to get to your destination. Enjoy the drive.
5. Plan ahead and combine several trips into one. Each time you start your car from a cold start consumes more fuel. Instead of running several short trips, try to schedule all your errands into one longer trip to save gas.
6. Giving your car a regular tune-up saves gas. Follow your vehicle's recommended service maintenance schedule to keep it in tip-top shape. A well-tuned vehicle is more fuel-efficient than a run-down one.



Petron strengthens road safety advocacy; free safety checks now year-round

PETRON, the country's leading oil company, is further strengthening its road safety advocacy in response to the global call to action of the United Nations Decade of Action for Road Safety.

Its Free Safety Check, originally offered as a component of Petron Lakbay Alalay, the country's longest-running and most extensive motorist assistance program, has been expanded into a year-round program to encourage motorists to make sure their vehicles are roadworthy.

The extensive Free Safety covers 38 inspection points as follows: TIRES - tire pressure, tire wear, spare tire; ENGINE - air filter element, fan belt, power steering belt, alternator belt, air conditioner belt, upper radiator hose, lower radiator hose; ENGINE FLUIDS - engine oil, brake fluid, transmission fluid, clutch fluid, gear oil, power steering fluid, radiator coolant, window washer; BATTERY - battery fluid, battery terminals; LIGHTS - headlights, signal lights, brake lights, hazard, fog lights, third brake light, light



PETRON supports the Decade of Action for Road Safety 2011-2020

gauges; UNDER CHASSIS - tie rod ends, upper ball joints, lower ball joints, cross joints, shock absorbers, axle boots; and ACCESSORIES - wiper blades, horn, basic tools, jack, early warning device.

The Free Safety Check is currently offered at 118 participating Petron stations nationwide, with 48 in Metro Manila, 16 in North Luzon, 10 in South Luzon, 29 in the Visayas, and 15 in Mindanao. Motorists can drive in to any station with the Free Safety Check sign to avail of this service.

Through its network of service stations nationwide, Petron is in an excellent position to further promote the road safety advocacy in response to the worldwide imperative to prevent accidents and save lives.

The Petron EnerTripid campaign is a fuel conservation advocacy in cooperation with the Department of Energy, and consists of a series of radio plugs and newspaper ads containing different energy saving tips.



CHAMPIONS OF THE FUTURE

AAP provides scholarship to promising young driver

THREE'S a new driver to watch out for in Philippine karting. Raymond Ryan Cudala ruled the 2011 Castrol Champions of the Future Series at the Boomland Kart Track recently. The 12-year-old Grade 6 student of Elizabeth Seton School wrapped up the Champions of the Future Series with a total of 120 points, making him the first to claim AAP's scholarship package to run in the National Karting Series.

Under the supervision of veteran race car drivers and champion-makers JP and Mike Tuason, Cudala learned the rudiments of racing and quickly mastered the Boomland track.

Cudala also won three consecutive races in Cadet SQ Expert Class in the ongoing national karting series.

The AAP Motorsports Committee is completely supportive of the Champions of the Future Series.

"The AAP backs up this series because we want to encourage more young boys and girls to engage in motorsports," said AAP director and motorsports committee chair Mandy Eduque.

"The outcome of the program was beyond our expectations. Many youngsters participated and we narrowed them down to find the most promising of them all."

Aside from Cudala, other students showed the potential to become racing superstars.

Although William Casequin was defeated by Bryan Joshua Thorpe in the final race and dropped to third place, he was still proclaimed the runner-up with a total of 100 points. He was followed by Iolo Estanislao and Arthur "AT" Tuason who finished in fourth and fifth respectively.

"The races were well attended and it was obvious that the participants learned a lot from the Tuason Racing School," Eduque said.

"All of them displayed excellent performance during the race and hopefully in years to come we will be able to gather more participants who will eventually compete in international races."

With the success of the Champions of the Future, AAP is seeking the support of the Federation Internationale de l'Automobile (FIA) Foundation's Motor Sport Development Fund to expand the program nationwide.

According to Eduque, the Champions of the Future is AAP's response to the FIA Foundation's call to encourage auto clubs worldwide to develop and promote races for young drivers.

"Somewhere in the Philippines are champions waiting to be discovered. Through the assistance of the FIA we will be able to find those individuals and train them to become our next generation of race car drivers," Eduque explained.

The Champions of the Future is organized by the Tuason Racing School, with the support of Castrol Oil, Peña Motorsports, AUTS Racing, Bridgestone, PUMA, OMP, Jaguar, Lifeline, Carmona Race Track, The Philippine Star, 99.5RTfm, Trapik.com, Kzone, Top Gear and Timezone aside from AAP.

To learn more about the Champions of the Future, please call the Tuason Racing School at 817-7795 to 96 or log on to www.championsofthefutureph.com.

In support of the United Nations Decade of Action for Road Safety, Shell retail station managers and forecourt attendants distributed road safety flyers to motorcycle riders fueling up in Shell retail stations across the country.



Pilipinas Shell Petroleum Corporation (Shell) joins hands with the Quezon City government, Metropolitan Manila Development Authority (MMDA), Quezon City 2nd District Congressman Winnie Castelo and AKO-Bicol partylist in transforming Commonwealth Avenue from an area prone to road accidents into the safest highway in Quezon City. Shown during the MOA signing ceremony are Roberto Kanapi, Pilipinas Shell Petroleum Corporation Vice President for Communications (2nd from left) and Quezon City Vice Mayor Joy Belmonte (3rd from left). With them are (L-R) MMDA Assistant General Manager for Operations Atty. Emerson Carlos AKO-Bicol Party List Representative Rodel Batocabe and Quezon City 2nd District Representative Winnie Castelo. They are flanked by Quezon City Councilors who witnessed the signing of the agreement.

Pilipinas Shell boosts Action for Road Safety

ANSWERING the call to action to make roads safer for everyone, Pilipinas Shell Petroleum Corporation (Pilipinas Shell) joins the United Nations Decade of Action Road Safety 2011-2020, a global effort aimed at reducing road injuries and deaths.

Road accidents have become a leading cause of deaths not only in the Philippines but around the world. According to recently shared figures from the World Health Organisation (WHO), 1.3 million people are killed and another 50 million are injured in road crashes every year. The loss of life from road accidents has surpassed deaths from malaria and tuberculosis. If nothing is done by 2030, fatalities are projected to reach 2.4 million.

Pledging their support on promoting road safety education, Pilipinas Shell led the Decade of Action Road Safety launch events at the Quezon Memorial Circle, providing a driving simulator challenge which enabled motorcyclists and driver participants to check their driving habits.

Stressing the importance of this global declaration, Department of Transportation and Communications (DOTC) assistant secretary Dante Lantin marked the role of the International Road Assessment Program (iRAP) initiated with the Department of Public Works and Highways (DPWH). "It is a multi-surveyor vehicle that will go around the country to assess the road conditions," he said. Equipped with the latest technology and geo-referencing software, the vehicle will measure the roughness of the roads.

The challenge, Lantin, added, is to improve our road conditions to better help motorists and build a safe road community in the country. DOTC, DPWH have teamed up with other agencies such as Pilipinas Shell to tackle activities concerning the Decade of Action Road Safety declaration.

To further propel the advocacy, Pilipinas Shell has also taken the lead in the distribution of the Decade of Action Tag and leaflets on Road Safety for Motorcycles. The Road Safety tag is envisioned to become the symbol for road safety commitment. Yellow in color and diamond-shaped, the Road Safety Tag is a reminder that road safety must be a daily, conscious effort for every individual.

Education for both motorists and pedestrians is key to road safety. Pilipinas Shell has been at the forefront of promoting road safety through education. Aside from the Road Safety Camps that the company regularly administers, Pilipinas Shell has also spearheaded the Road Safety for Children Workshops which has been operating for several years now and the Road Safety Flashcards project for school children, which was launched recently in 10 elementary schools in the City of Manila.

Commonwealth Avenue, the so-called "killer highway" in Quezon City, is known to be a high risk area for road accidents. In partnership with the Quezon City government, MMDA, Congressman Winnie Castelo, and AKO-Bicol Partylist, Pilipinas Shell has also taken the initiative to make Commonwealth Avenue safer, by installing place clear road safety signs along the highway's stretch.

Whether transporting fuel to retail outlets, delivering equipment to construction projects or simply travelling to meetings, road transportation is integral to the way Pilipinas Shell does business. So, getting road safety right is a priority. This is integral to Shell's 12 Life Saving Rules, which are reminders for all staff on the importance of safety.

Together with its partners, Pilipinas Shell continues to take action in finding ways to make our roads safer for all Filipinos.

Get Soul'd with incredible financing options



MANILA, Philippines—The KIA Soul is a distinctively styled and youthful car for the young and the young-at-heart. The sporty features and techy accessories of the Kia Soul allow the buyer to 'reflect their soul' in their choice of which vehicle to drive.

The KIA Soul is an urban crossover vehicle, nimble and fuel efficient like a sedan yet spacious and with a commanding driver point of view like a true SUV. This stylish trendsetter boasts a comprehensive list of fun features. The boxy exterior's sharp lines and unique 'tiger-nose grille' places the Soul as the cool and cosmopolitan choice in KIA's line-up of high-quality and well-designed automobiles. Also, you will love to see a Kia Soul drive away because of its light and lofty, almost vertical hatchback rear design. The interior is refined, satisfactorily spacious for up to five passengers and a versatile and roomy trunk space to boot. In addition to luxurious comfort, the KIA Soul is powered by a fuel efficient engine that ensures optimum performance and control.

The KIA Soul will surely appeal to people who want to make a statement without saying a word.

Last July 8, KIA Motors offered an outstanding promo for the KIA Soul and interested buyers were able to avail one of three incredible financing options:

- Low Down Payment Plan
Down payment as low as P89,900 will be offered
- Low Monthly Plan
A low monthly amortization of P8,999 for 60 months with 50% down payment
- Zero Interest Plan
A zero interest plan for 12 months term with 50% down payment

To make an even better deal, a free 3-year LTO registration will be given to all financing transactions. For this financing promotion, CAC arranged a financing tie-up with Maybank and PS Bank. KIA Motors is also happy to announce that the promo has been extended up to September 8, 2011. Promo valid only while supplies last, so make your reservation now before stocks get Kia Soul'd out!

For more information about the Kia Soul and the latest models of Kia Motors, visit their official Facebook page: Kia Motors Philippines.

Best-in-Class offer: 5 year warranty on all new Volvos

Premium ownership and guaranteed peace-of-mind

VIKING Cars, Incorporated (VCI), the exclusive distributor and dealer of Volvo cars and parts in the Philippines, takes the lead in raising the bar of premium ownership experience as offers its 5 Year Warranty Program. Now you can drive home a brand new Volvo and enjoy worry free ownership for the next five years.

"Volvo cars are designed around people. With this in mind, Volvo Philippines remains committed in enhancing ownership experience by giving them peace of mind and assuring the best quality of their Volvo even on their fourth or fifth year of ownership" says Roselyn M. Dimalanta, First Executive Vice President of VCI.

"Volvo's core value of safety extends not only to the people inside the car but also to the people they care for. The 5 Year Warranty program will give our customers more opportunities to celebrate life



with their loved-ones knowing that their car is taken care of. This is the kind of security we want to give our clients. This is the kind of safety and quality Volvo is known for", adds Loi Concepcion.

Volvo's best-in-class 5 Year Warranty Program comes with unlimited mileage and a 5-year, 24-hour roadside assistance. This guarantees that repairs on your Volvo will be done when needed regardless of mileage and secure yourself with a hassle free experience with you Volvo. All repairs will be undertaken in Volvo's

authorized service center where internationally-trained technicians are ready and well-equipped to take care of your car.

Visit the Volvo Showroom and find out that safety and security can be achieved without much effort with Volvo's 5 Year Warranty Program. **aq**

The New Icon of Style and Control: Goodyear Eagle F1 Directional 5

With new SportGrip Technology for mid sports performance vehicles



MANILA, Philippines, August 2011 – From the makers of the award winning Eagle F1 GSD-3 with its iconic V-Tred design comes a tire that takes style and control to a whole new level. Launched recently, the Goodyear Eagle F1 Directional 5 was born of its racing heritage and incorporates SportGrip Technology to offer precise and responsive handling, style and performance on the street.

Built for driving enthusiasts who want stylish performance for their aftermarket-tuned sports cars, sporty coupes and performance cars, this tire brings fun and adventure with a touch of glamour to the mid Ultra High Performance (UHP) segment. Goodyear Eagle F1 Directional 5 excels in steering response and

cornering power providing precise handling behavior and outstanding grip performance on various types of surfaces and conditions. The directional design provides a very dynamic look to the tire allowing superb styling for kit-ups and matching alloy rims. Directional tread design also helps provide maximized water dispersion for optimum performance on wet roads.

"With proven performance and stylish good looks, this new tire is set to conquer the mid sports performance segment. Goodyear Eagle F1 Directional 5 is built for exhilaration, giving drivers the freedom to take control, and enjoy their lifestyles to the fullest with the comfort they deserve" said Pierre Cohade, President of Goodyear Asia Pacific.

SportGrip Technology – maximized control and outstanding grip on all road conditions

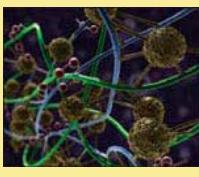
A combination of solid centre line rib and continuous shoulder rib with high weight polymers and a race inspired compound provide maximum rigidity to the tread design, reducing the deformation under heavy force during rapid steering movement and heavy cornering. This aids improved steering response and cornering power, providing precise handling behavior and outstanding grip performance on various types of surfaces and conditions. Goodyear internal performance tests showed the Eagle F1 Directional 5 outperforms its multi-awarded predecessor in handling and braking on wet and dry surfaces, with a marked improvement in wet braking performance.



Solid center line rib



Continuous shoulder rib



High molecular weight polymers and 'race' inspired compound

ADDITIONAL FEATURES:

A smoother and quieter ride

A closed shoulder design helps provide better wear pattern over time to reduce overall noise emissions. Goodyear internal performance testing showed that the Directional 5 offers marked improvement in worn noise compared with its predecessor the GSD3.

More even wear

Optimized cavity shape provides a square footprint and even pressure distribution for increased and continuous road contact. The resulting benefits are enhanced grip level for challenging road conditions and better wear pattern.



Toyota Launches the New Fortuner and Hilux!

TOYOTA Motor Philippines (TMP) announces the launch of the much awaited Fortuner and Hilux. During TMP's 23rd anniversary at the NBC TENT, Bonifacio Global City, the country's no. 1 automotive manufacturer officially unveiled its newest additions to its pioneering International Innovative Multi-purpose Vehicle (IMV) series.

1st, the New Fortuner took center stage and boasted a balance of a bold and prestigious new design. The 2011 comes with a new and advanced exterior design which evokes a very powerful and solid image. It has a newly designed front grille, HID projector type lamps with auto leveling, auto light control and headlamp washers just to name a few.

In addition to this, the vehicle's interior design which aims to synergize elegance and sportiness went through significant changes. An array of comfortable and convenient features were added in order to make owning an SUV as easy and as worry free as possible. Lastly, performance enhancements were applied to the vehicle which resulted to a more comfortable without sacrificing an SUV's durability. In doing so, the new Fortuner achieves the perfect balance of ride comfort and stability. TMP Executive Vice-President Yuji Goto said in statement that "We are very excited about the new Fortuner. We have made a lot of improvements and more importantly made its prices more affordable for more people to enjoy."

The night wouldn't be complete without showcasing the other star of the night, the new Toyota Hilux. The no. 1 pick up underwent major changes with its exterior design with new front bumpers, front fenders, engine hood, Radiator Grille, Headlamps, and comes with an option for 17" Alloy Wheels for the G-grade variant.



Together with its exterior, the vehicle's interior changed dramatically with a new I/P cluster design, 2-Tone Door Trim Bluetooth (G-Grade only) and USB Connectivity (G and E-Grades).

In a statement, TMP president Michinobu Sugata stated, "With these new models, we offer our customers better products, with significantly improved riding comfort, handling and style. Another striking benefit is the very competitive pricing of all Fortuners and some Hilux variants. We remain true to Toyota's Sure Advantage of great value with vehicles that offer both high quality and great affordability." **aq**

Castrol puts a premium on road safety



Sota:
Castrol
cannot do it
alone.
Photo courtesy of James Deakin

TS business is oil. Yet, Castrol Philippines believes oil is useless if there is no safety.

The catch phrase "safety first" is literally practiced by this lubricant maker. Its country representative Mars Sota said, "We can stop the Castrol business in any country if safety is compromised. Our objective has always been Zero Accidents, No Harm to People, and No Damage to the Environment."

The safety consciousness in Castrol starts with its employees. Sota revealed that in their contract there are safety provisions put a premium on safety and safe cars. The company also prohibits the use of very dark tints on employees' cars.

"We install Vehicle Data Recorders (VDRs) which are like black boxes in airplanes to record harsh braking, over-revving, and over-speeding. We have regular defensive driving training, fatigue management training, and night driving policies. We do journey risk management plan and we regularly share near-misses so each one learns from these experiences and avoid similar scenarios to prevent accidents," Sota explained.

Castrol also influences its business partners. Delivery contractors are required to have VDRs on their vehicles and defensive driving and fatigue training for their drivers.

As if these were not enough, Castrol has come up with a project called C.A.S.T.R.O.L. which stands for Collaboration to Actively Safeguard The Riders and Others' Lives. This project involves collaboration with the government to enforce traffic laws, with A1 Driving to reach out to young drivers, with motorcycle safety guru Jake Swann to promote safety riding, with the Tuason Racing School to encourage racing on the track and not the streets, and with champion hillclimb driver Carlos Anton to promote road safety among motorsports enthusiasts.

"Road safety is a very huge challenge that we cannot achieve by ourselves. We need to collaborate with all stakeholders. And this is what we're doing with Project CASTROL," Sota said. **aq**

PHILIPPINE STREET SOCCER TEAM SEND-OFF

Kia and Azkals send off street soccer team in style; gifts them with a brand new vehicle



MANILA, Philippines—Columbian Autocar Corporation (CAC)- the exclusive distributor of KIA Motors in the Philippines kicked off a new partnership with the Philippine Street Soccer Team to the Homeless World Cup 2011 in Paris, France. The team of underprivileged youths was given a warm despedida by well-wishers last August 9 at the De La Salle-College of St. Benilde (CSB).

During their send-off party, the Philippine Street Soccer Team proudly wore their KIA jerseys to acknowledge the support of their new sponsor. Mr. Boying Soriano of CAC, announced that CAC-KIA will award the team with their own vehicle. The Kia K270 is a high quality, and utilitarian people mover, which will enable them to travel all over the country to promote soccer and the Homeless World Cup. Mr. Soriano in a gesture of effusive praise, readily credits Azkals' team manager Dan Palami with coming up with the idea for the sponsorship. Upon hearing the proposal, CAC-KIA agreed without hesitation.

This new partnership aims to showcase KIA Motors' commitment to sports and passion for football. Their support for the Philippine Street Soccer Team is part of the company's goal to strengthen the brand as a global

automaker that is adventurous and young-at-heart.

As a brand for the young and the young-at-heart, KIA Motors maintains a strong presence in youth-powered events, making Dyip Ni Juan the hip and happening place to be. Dyip Ni Juan is an on-going campus tour that celebrates original Pinoy music or OPM. Organized by Channel V, Dyip Ni Juan invites local bands to play in selected schools all over the country. Last August 9, KIA Motors participated in the CSB stop of the tour made even more meaningful since it also served as the send-off party for the Philippine Street Soccer Team, who will soon be flying to Paris for the 2011 Homeless World Cup.

The Homeless World Cup is a global movement founded by Mel Young, Schwab Fellow of the World Cup Economic forum. It is a distinctive social enterprise that utilizes sport as a means to alleviate society's perception of the homeless and marginalized. The project is also an avenue for the homeless over the world to connect with each other. Through the international language of football, homeless people all over the world are given the opportunity to inspire and encourage each other.

Currently, the Philippine Street Soccer team is getting ready for the 2011 Homeless World Cup to be in Paris on August 21-28. **CIAQ**

Nissan Ranks Highest in New-Vehicle Sales Satisfaction in the Philippines

SINGAPORE: 8 August 2011 - New-vehicle sales satisfaction has increased in the Philippines after two consecutive years of declines that were caused by rapid sales growth and increased customer expectations, according to the J.D. Power Asia Pacific 2011 Philippines Sales Satisfaction Index (SSI) Study. **SM**

Now in its 11th year, the study measures new-vehicle owner satisfaction with the sales and delivery experience in seven key factors that contribute to overall satisfaction. In order of importance, they are: delivery process; delivery timing; salesperson; paperwork; deal; sales initiation; and dealer facility.

Overall new-vehicle sales satisfaction averages 829 on a 1,000-point scale in 2011, an improvement of 10 points from 2010. In addition, all nine brands included in the study have improved from 2010. Among the factors examined in the study, satisfaction is highest in the salesperson and delivery process factors, which have improved by 12 and two points, respectively, from 2010.

"The study finds a strong connection between sales standard implementation and overall satisfaction," said Mohit Arora, executive director at J.D. Power Asia Pacific, Singapore. "Overall improvement in the industry in 2011 is largely driven by more rigorous implementation of sales standards and processes across most manufacturers."

Nissan ranks highest in new-vehicle sales satisfaction with a score of 839 and performs particularly well in the delivery process and salesperson factors. Ford follows Nissan in the rankings (835). Although ranking below the industry average, Kia (823) improves more than any other brand in the study in 2011, a gain of 40 points from 2010.



The study finds that the percentage of customers who were offered test drives has increased to 88 percent in 2011 from 76 percent in 2010. Additionally, for a second consecutive year, the proportion of customers who actually take a test drive when one is offered has increased.

"Getting an opportunity to test drive a vehicle prior to purchase is becoming an integral part of the decision-making process in the Philippines," said Arora. "It is critical for dealers to address this evolving need by positively and promptly responding to requests for test drives, as this could become a differentiator between dealerships and brands."

The study also finds that customers whose vehicles were delivered to their home are more satisfied with the delivery process, on average, compared with customers who picked up their vehicle from the dealership. Among customers whose vehicles were delivered to their home, satisfaction averages 830. In comparison, satisfaction averages 823 among customers who picked up their vehicle from the dealership. The proportion of customers who received their vehicle at home in 2011 (50%) has more than doubled from 2010 (23%).

The 2011 Philippines SSI Study is based on responses from more than 1,463 new-vehicle owners who purchased their vehicle between August 2010 and February 2011. The study was fielded from February to May 2011. **CIAQ**



Experience Mobility and Entertainment with X-TRAIL CVT

WHAT says a tough, masculine SUV can't be fun, too? Nissan Motor Philippines, Inc. (NMPI) puts "fun" in "functionality" as it adds new standard features to the all-new X-TRAIL CVT – a multimedia system that also serves as a navigation system and reverse camera.

Long drives will never be a bore again – play DVDs or music with the iPod-ready multimedia system, featuring a 6.5" TFT LCD screen. Motorists will always be in touch with the hands-free calling and nationwide touch screen navigation system. What's more, the multimedia system also functions as a reverse camera that features a safety CCD (Charge-Coupled Device) with night vision feature that can simplify parking, even in tight spaces.

Experience no limits with the X-TRAIL CVT as it invades the SM malls this September: SM Mall of Asia on September 22 to 28; SM Megamall on September 15 to 21 and SM North Edsa from September 1 to 14. Freebies await customers who will visit the X-TRAIL CVT mall displays – get Nissan merchandise when you inquire, and get free oil filter and engine oil for on-site booking. **CIAQ**

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ASC Reference No. P040P111910P