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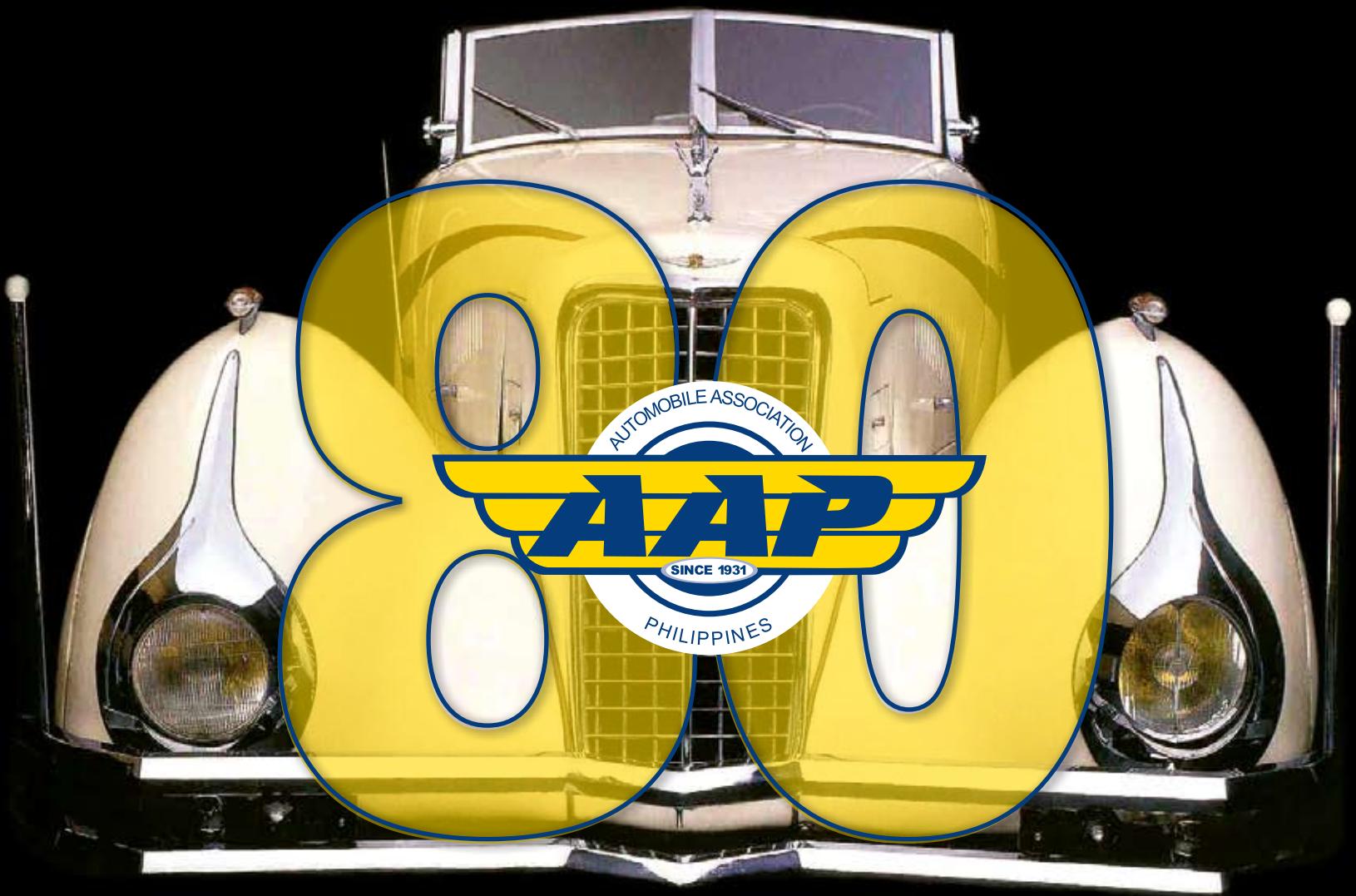
THE QUARTERLY MAGAZINE OF THE AUTOMOBILE ASSOCIATION PHILIPPINES

8 Cars for the Decades

AQ picks the vehicles that represent each era in motoring

New Cars For 2011

Get a glimpse of what's in the showrooms



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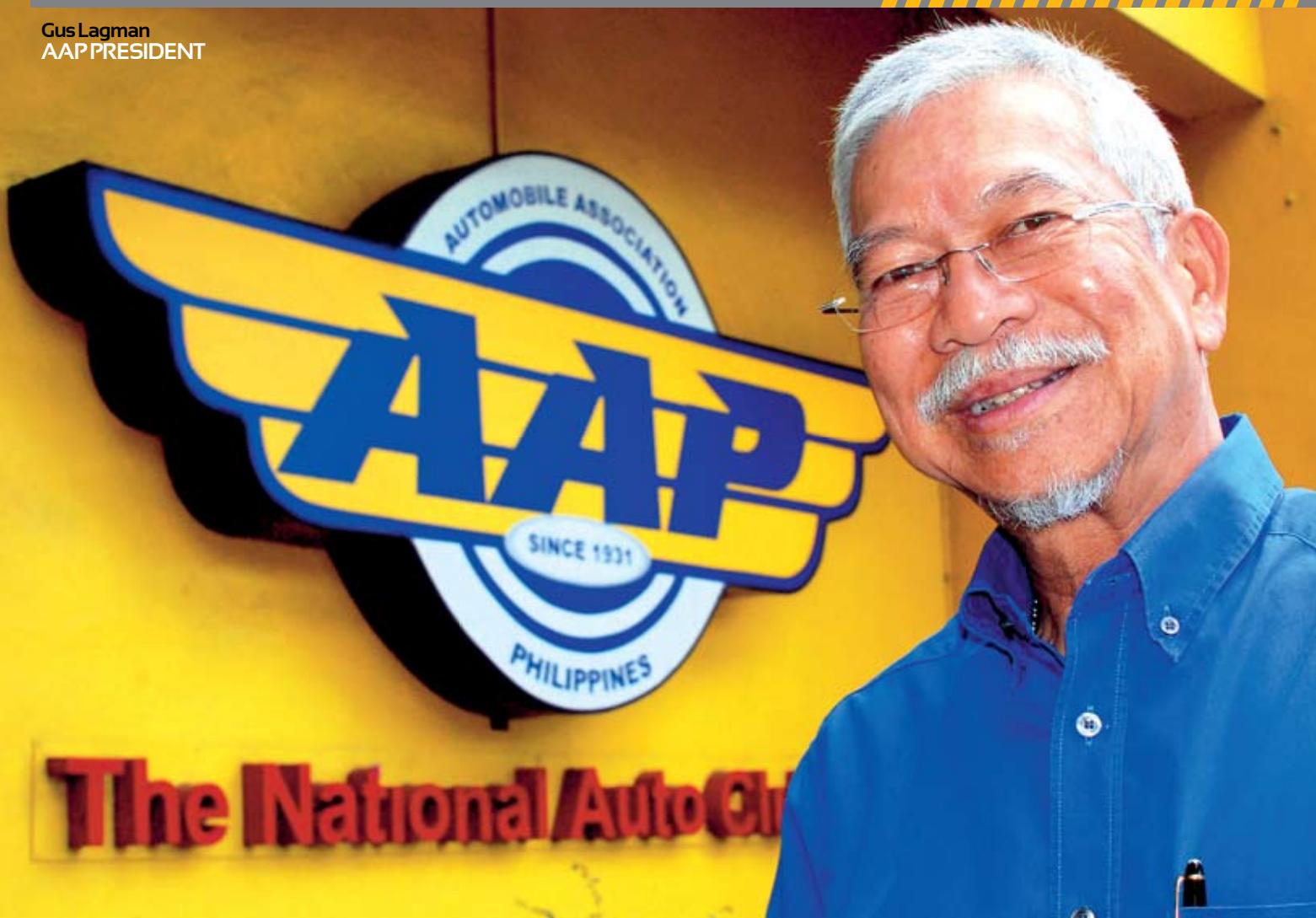
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PRESIDENT'S NOTE

Gus Lagman
AAPPRESIDENT



Towards AAP's 90th Year

WE take AAP's 80th Anniversary this year as another opportunity to review the Club's accomplishments to date and to visualize what we want to be, what new things we want to do, at least in the next 10 years.

A few years ago, I asked a friend what he thought AAP should pay attention to and he said, "make owning a car a pleasure". I thought that, simple as the statement was, it truly is what we, car owners, want and even expect.

When we buy a car, especially our first, we dream of how much more we would enjoy our lives with the convenience offered by owning one. We think of the fun we and our families would have, we and our friends would have, and for the amorous, we and our significant others would have, now that we could drive

our very own car.

Even if it's not our first car, we still imagine the pleasures we'd have driving that new car.

And so we hate it and we curse when our car breaks down, when an errant driver hits us and dents our car, when the repair shop couldn't find the needed part to fix our car, when we encounter bumper-to-bumper traffic, when government imposes processes that make car ownership a pain. When we and/or passengers in our car get injured in a road crash.

They didn't have all of these problems in 1931, but perhaps enough of them, for people like Jorge Vargas, Carlos P. Romulo, and a few others, to want to organize themselves into an auto club. Or maybe they just wanted to enjoy their "prized" cars together thus the Philippine Motor Association (PMA) was born, the now renamed, Automobile Association Philippines, or AAP.

"Make owning a car a pleasure." That's what we aim to do at AAP.

PRESIDENT'S NOTE

EMERGENCY ROADSIDE SERVICE (ERS)

For many decades, AAP has been offering emergency roadside service to its members, which includes minor repairs, jumpstarting the car, replacing a flat tire, and towing the vehicle to the shop or the member's home. Nonetheless, AAP constantly looks for ways of improving its response time and clearing time. As our members become more mobile and as tourism promotions attract more road travel, we also want to widen our ERS coverage.

OTHER SERVICES

Aside from car registration assistance, AAP also wants to assist members in the renewal of driver's licenses, emission testing of their cars, and testing of second-hand cars that members are planning to buy or sell. Also in the pipeline is the operation of a car repair shop and a gas station.

AAP is currently negotiating for better deals for members in car insurance, tires and batteries.

AAP has plans of operating a call center which members can contact for any question related to cars, such as, where to buy parts, how to fix simple car problems, driving tips on rainy days, etc., including government regulations covering driving and/or owning a car.

ADVOCACY

In the last four years, AAP has been very actively advocating road safety. This will intensify even more as the Decade of Action for Road Safety 2011-2020 is launched worldwide on May 11, 2011.

Through the iRAP (International Road Assessment Program), AAP's close association with the Department of Transportation and Communications (DOTC) and the Department of Public Works and Highways (DPWH), and our representation in the Road Board, our roads will hopefully become much safer than they are today.

In cooperation with the Land Transportation Franchising and Regulatory Board (LTFRB), the UP-National Center for Transportation Studies (UP-NCTS), and Toyota Motors Corporation (TMC), AAP has been conducting three-day seminars for public

utility vehicle drivers. The better drivers they become, the less road crashes there would be, the less danger for private car owners and other road users. And when these PUV drivers follow traffic rules and regulations strictly, the less irritated car owners would be.

But there are more issues to take care of. There are still no laws governing the use of cell phones while driving and driving under the influence of alcohol and drugs (DUI). In fact, AAP has been lobbying for the enactment of a new omnibus law, either to replace or to amend the outdated existing law (R.A. 4136) which was passed in the 1960s. Unfortunately, year after year, the draft of the law that AAP has helped prepare ends up in the congressional archives.

RECREATION

In addition to the caravanning that AAP started last year, it also has plans of establishing campsites with facilities like you find in the United States. Several sites have already been identified and negotiations are ongoing. Hand-in-hand with this would be the publication of maps so that members are properly guided.

MEMBERSHIP

There are some future activities where we would like to solicit the participation of members. First is in quick surveys to determine AAP's position on newly-announced government regulations (for example, the RFID). We would like to do this through text surveys so it is important that AAP gets updated with your cell phone numbers. Second is in the testing of new applicants for driving permits. We would like to lobby for stricter systems in the issuance of drivers' licenses and would like to be able to offer AAP's assistance in the implementation.

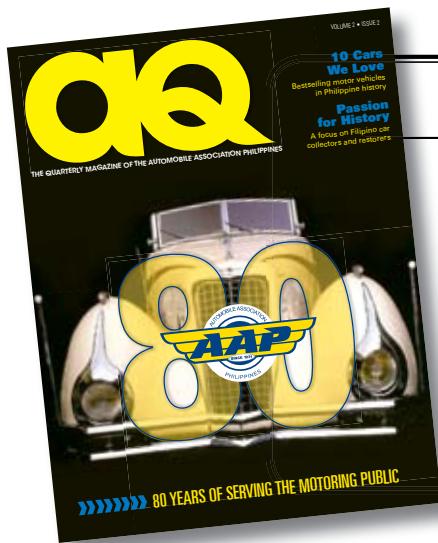
We will announce the details of these programs when we have set up the necessary office systems to support them.

* * * * *

These are truly ambitious plans, but with the members' support, we believe we can soon "make owning a car a REAL pleasure".

ON THE COVER:

TO mark the 80th anniversary of the Automobile Association Philippines, AQ chose a car that made headlines in the 1930's. The Cadillac V-16, a 16-cylinder vehicle, was the unanimous choice. Read about it in the feature Iconic Cars.



Wind of Change

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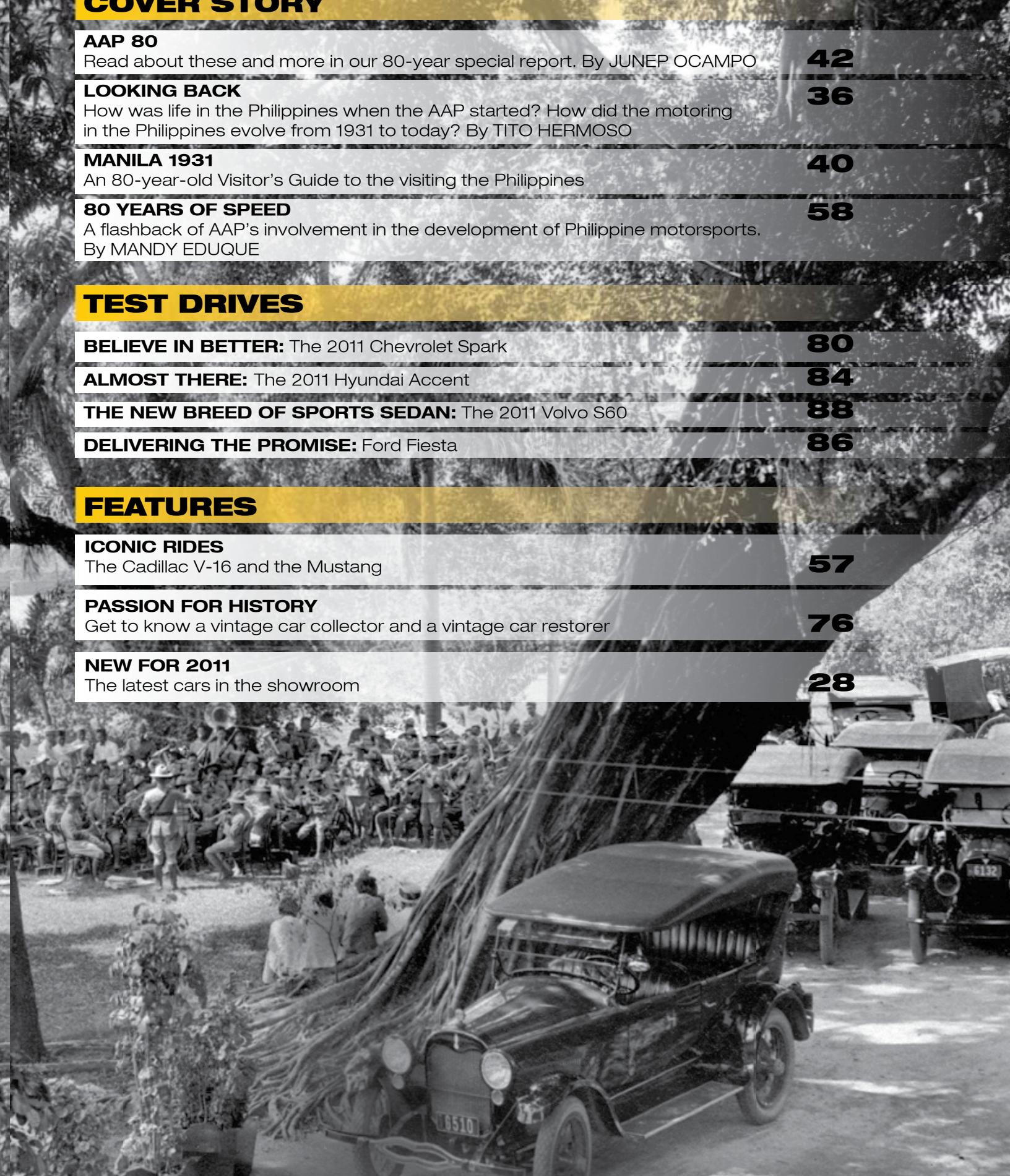
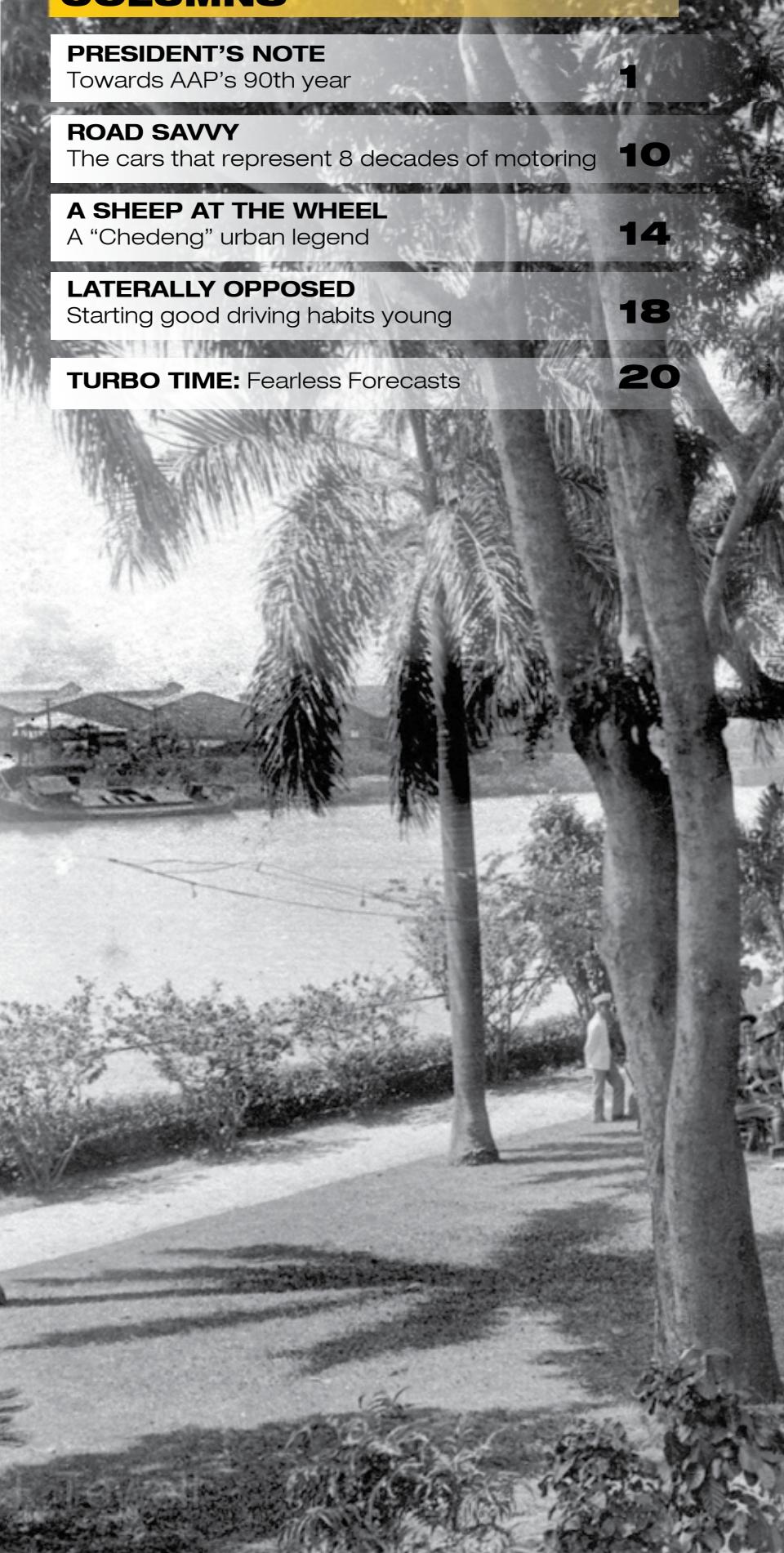
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WITH the theme "80 Years of Serving the Motoring Public," the Automobile Association Philippines will celebrate its 80th anniversary with a Concours d'Elegance, an exhibit of the most prized collector cars on May 8 followed by the annual general membership meeting and the Philippine Motorsport Awards Night on May 9.

Lifetime Membership awards

FOR the first time in its 80-year history, the Automobile Association Philippines (formerly the Philippine Motor Association) is awarding Lifetime Membership to its loyal members. This class of membership recognizes the members' loyalty and offers as a reward continued membership free from the payment of annual membership dues for the rest of their lives.

The only qualification required for this award is that the sum

of the member's biological age plus the number of years of his or her AAP membership equals 100 and above.

We are therefore calling on all qualified AAP members to attend the annual general membership meeting on May 9, 2011 at 2 pm at the Philippine Trade Training Center (PTTC) Hall C at Roxas Blvd. corner Buendia Ave., Pasay City. For more information, please call AAP at 7230808 and look for Necy Zornosa, the membership services manager.

AAP Turns 80

The events will be held at the Philippine Trade Training Center (PTTC) at the corner of Roxas Boulevard and Buendia Avenue in Pasay City.

Although AAP usually convenes its general membership meeting in April, this year it was moved to early May to precede the worldwide launch of the United Nations Decade of Action for Road Safety 2011-2020 on May 11. The multisectoral Philippine Global Road Safety Partnership (PGRSP), which is chaired by AAP president Gus Lagman, will spearhead the activities for the launching of the Decade in Metro Manila.

On May 10, AAP will distribute 250 free Protec crash helmets to elementary public school children in Morong, Rizal who go to and from school astride a motorcycle driven by a parent or adult relative. The 250 helmets are the last remaining of the 1,000 brought over last year by international movie star Michelle Yeoh, now the Make Roads Safe Ambassador of the FIA Foundation, for distribution by AAP under the Global Helmet Vaccine Initiative of the FIA Foundation, the Asia Injury Prevention Foundation and the Asian Development Bank.

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AAP CLUB NEWS

Top race drivers feted

2010 Driver of the Year	
Touring	Joey Pery
Karting	Stefano Marcelo
Drag	Anthony Go
Hillclimb	Carlos Anton
Slalom	Patrick Mendiola
4X4 off-road	Harry Taring

2010 PTCC and PPCC class champions	
Class "C" / Over-all Champion (PTCC)	Joey Pery
Class "C" (PPCC)	Dominic Uy
Novice / Over-all Champion (PPCC)	Marcus Wong

2010 National karting class champions	
Mini ROK	Antonio Sebastian Escalante
Yamaha Novice	Christian Gaddi
Yamaha SL Expert	Indy Villalon
ROK Novice	Emmanuel Calderon
ROK Jr.	Rafael Benito
ROK Sr.	Stefano Marcelo
ROK Over-all	Stefano Marcelo

2010 Asian Karting Open Championship (AKOC)	
Yamaha Jr.	Kalyka Carcel
ROK Jr.	John Tristan Gullas

Hall of Fame recipients Eddie Marcelo
Dante Silverio

Plaque of Recognition Kookie Ramirez

Plaque of Appreciation Ford Group Philippines
The Covenant Car Co., Inc.



Davao students receive crash helmets

In the Philippines, particularly in rural areas where the motorcycle is the most common mode of transportation, riders seldom wear helmets. Neither do those who bring their children to and from school on a motorcycle provide their kids with a helmet to protect them from head injuries in case of a road crash.

To address this road safety problem, the Automobile Association Philippines together with the Department of Education Region XI distributed 250 helmets to motorcycle-riding students of Palma Gil Elementary School in Davao City on March 15, 2011 as part of the Helmets for Kids (HFK) program of the Global Helmet Vaccine Initiative (GHVI). The GHVI, a joint project of the Federation Internationale de l'Automobile (FIA) Foundation, Asian Injury Prevention Foundation and Asian Development Bank, aims to promote motorcycle helmet wearing in developing countries all over the world.

The school children received tropical helmets manufactured

by the Protec Helmet Factory in Vietnam, the world's first non-profit helmet factory. The tropical helmets are specially designed to make wearing helmets more comfortable for Asians. It undergoes a series of tests including crash, puncture, velocity drop, and testing of the chin straps and buckles to ensure that it meets Vietnamese, European and Australian quality and safety standards.

AAP president Gus Lagman, AAP treasurer Jacinto Mantaring, DepEd Region XI Director Susana Estigoy and Davao Schools Division Superintendent Helen Paguican attended the helmet distribution as guests of honor.

THE Automobile Association Philippines (AAP) will recognize the country's outstanding drivers in six motorsport disciplines and 13 class champions during the 16th Annual Motorsport Awards slated May 9, 2011 at the Philippine Trade Training Center in Pasay City. Coinciding with the national auto club's 80th Anniversary, AAP will also present special awards to selected racer drivers and car companies for their excellent performance and dedication to Philippine motor sport.

The Hall of Fame Awardees are Dante Silverio and the late Eddie Marcelo who was active for many years in auto racing. Marcelo was a karting, drag racing, circuit and slalom pioneer, winning the championship in these disciplines.

A Plaque of Appreciation will be given to Ford Group Philippines and the Covenant Car Company, Inc, for their valuable support of the Philippine Production Car Championship (PPCC) Series. The late race driver Kookie Ramirez will be honored with a Plaque of Recognition for his participation in and genuine support of Philippine motor sport.

AAP will also award the Class champions of the 2010 National Karting series, 2010 Asian Karting Open Championship (AKOC) and class champions from the 2010 PTCC and PPCC series, both of which are organized and promoted by AAP.

AAP motorsport committee chair Mandy Eduque expressed his appreciation to all race organizers and competitors for another job well done in last year's races. "It

was a safe and well organized racing season. Everyone went all the way to be more competitive, making safety their number one concern and showing camaraderie in the sport," Eduque said. "I congratulate each and everyone who made it to the top, the awardees of AAP for the 2010 season and to all who supported motorsport events last year."

AAP is the only organization in the country authorized to sanction four-wheel motorsport by the Federation Internationale de l'Automobile (FIA), the Paris-based body that governs four-wheel motorsport worldwide including Formula One and the World Rally Championship.

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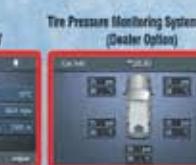
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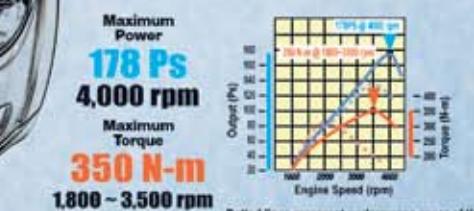
Magnesium Alloy Paddle Shifters for the INVECS-II 5-Speed A/T



Carbon Fiber Finish Rear Spoiler (Dealer Option)



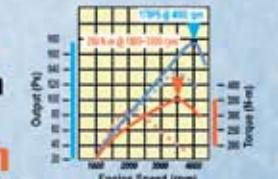
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Dotted lines represent performance specs of the non-VGT Montero Sport engine

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Dotted lines represent performance specs of the non-VGT Montero Sport engine

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LONGEST IN THE INDUSTRY



Aida Sevilla Mendoza
EDITOR-IN-CHIEF

The Cars That Represent 8 Decades Of Motoring

AS part of its 80th anniversary celebration, the Automobile Association Philippines (AAP) has organized a Concours d'Elegance, an exhibit of the most prized collector cars, at the Philippine Trade Training Center (PTTC) on May 8 and 9, 2011. The Concours will highlight eight cars representing the eight decades of AAP's history from 1931 to 2011.

Of course, if you ask car enthusiasts about which car was most representative of this or that decade, you will get many different answers. There are those who would cite the aspirational cars, such as the gull-winged Mercedes-Benz 300 SL sports car of the mid-1950s and the 1967 Jaguar XKE roadster, which was dubbed "The world's most beautiful automobile" by the New York City Museum of Modern Art.

On the other hand, the cars of the past that most Filipinos remember are the affordable ones. You and I weren't born yet in 1931 when the Philippine Motor Association (PMA), now the AAP, was organized by prominent Filipinos including Carlos P. Romulo, Jorge B. Vargas (who served as president from 1931 to 1937) and Albino Sycip, and American Chamber of Commerce members. The Philippines then was a colony of the United States. The PMA's first office was a room in the Manila Hotel. It was also in 1931 that the Ford Motor Company stopped producing the Model A to replace it with the Model B.

The Ford Model A, which replaced the world's first mass-produced car, the Model T, began production in

October 1927. At the PTTC, AAP will display a Model A to represent the 1930s. Unlike the Tin Lizzie, the Model A came in four body styles (2-door and 4-door sedan, roadster, Phaeton and coupe) and four colors. Its 4-cylinder engine with one-barrel carburetor produced 40 bhp/ 2200 rpm and its top speed was 65 mph.

To represent the 1940s, AAP chose the Buick Eight. The '40s decade was the Philippine Commonwealth era when Manuel L. Quezon was president and World War II broke out. After the war, when the U.S. granted us our independence and the Republic of the Philippines was inaugurated on July 4, 1945, the PMA was headed by Benito F. Legarda, who moved the PMA office to a Legarda Hermanos building on R. Hidalgo St. in Quiapo, Manila.

The Buick Eight series became known as the Roadmaster and from 1946 through 1957, they were the most prestigious and most elegant automobiles that Buick sold. The Roadmaster had a 320 cubic-inch, 8-cylinder engine capable of 140 horsepower, a column-mounted 3-speed sliding gearbox and 4-wheel hydraulic drum brakes.

The 1950s in the Philippines were still dominated by big American cars. It was the heyday of the Chevrolet Bel Air and Impala, the Ford Fairlane and Galaxy. Elpidio Quirino lost the presidency in the 1953 polls to Ramon Magsaysay, who died in a plane crash in March 1957 and was succeeded by then Vice President Carlos P. Garcia. AAP chose the Ford Fairlane to represent the 1950s, when Benito F. Legarda was still the PMA president.



AAP chose the Mitsubishi Lancer box-type to represent the 1980s. The Lancer was offered with a choice of two engines: 1.4 or 1.6 liters.



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The Thunderbird (above) may have received all the adulation, but it was the Fairlane that became Ford's bestselling car in the '50s. At right is the classic VW Beetle, the true people's car, with 23 million units sold.



The Fairlane debuted in 1955 and became Ford's best-seller in the 1950s while the Thunderbird roadster got all the adulation. It was offered in six different body styles and a choice of either a 6-cylinder or 8-cylinder engine. In 1957, Ford launched a new Fairlane 500 variant, the Skyliner, the world's first mass production car with a retractable hardtop.

The 1960s saw the rise of German marques like the Volkswagen Beetle and Mercedes-Benz 190d. AAP chose the VW Beetle to represent the 1960s when Diosdado Macapagal was elected president only to be defeated by Ferdinand Marcos in the 1965 elections. The Beetle is the best-selling car of all time and holds the world record for production with nearly 23 million units produced. It had an air-cooled 1.2 liter, 4-cylinder, 4-stroke rear engine and overhead valves but in later years a 1.5 liter powerplant was offered. It was also in 1963 that the PMA was officially authorized to issue the Philippine International Driving Permit.

By the 1970s, Japanese cars had entered the market with Toyota becoming the most popular brand. The Mitsubishi Colt and Datsun 180d also sold well. But after Marcos declared martial law in September 1972, Toyota, Ford and General Motors, among others, pulled out of the country. In 1973, Dr. Manuel Lim replaced Benito Legarda as PMA president and headed the club until 1981, the year when Marcos lifted martial law.

AAP chose the Toyota Corona to represent the '70s decade. The Coronas produced from 1970 to 1973 were either a 4-door sedan or wagon or a 2-door coupe with inline 4-cylinder engines ranging from 1.5 to 2.0 liters and rear wheel drive. From 1972 to 1979, the engines offered were 1.6, 1.8, 2.0 and 2.2 liters.

In 1981, after he was elected PMA president, Juan E. Tuason moved the PMA office to a building he owned at Aurora Boulevard in Sta. Mesa, Manila. It was a turbulent decade as the assassination of Senator Benigno Aquino, Jr., the snap elections, the February 1985 EDSA revolution, the ouster of Marcos and the

presidency of Cory Aquino all took place in the '80s.

AAP chose the Mitsubishi Lancer box-type to represent the 1980s. The Lancer was offered with a choice of two engines: 1.4 or 1.6 liters. The 1.8 liter engine was introduced in 1980 along with a new 1.2 liter engine a year after. In 1983, lawyer Conrado "Dodo" R. Ayuyao became PMA president and was reelected every year until his death in 1999.

To represent the 1990s, AAP is displaying two cars: the Nissan Sentra and the Toyota Corolla of those years. During that decade, the 1.6-liter, 16-valve Corolla was slightly bigger than the Altis is now and it competed with the Sentra for pole position in sales. By that time, the PMA had acquired and moved to its present location at 683 Aurora Boulevard, Quezon City.

AAP considers 2000-2010 as the decade of the Honda Civic which, powered by a VTEC engine, overtook the Corolla, the Lancer and the Sentra in the compact car market. The 2000s also saw the rise of Asian utility vehicles like the Toyota Revo and Innova, Isuzu Crosswind and Mitsubishi Adventure and the subcompact Vios becoming Toyota's best seller. It was also during this decade that Korean brands entered the market with the Starex and later the Tucson as Hyundai's top sellers. Meanwhile, the never-revamped Mitsubishi L300 van stays on as the car with the longest market life.

In 2001, the PMA board changed the club's name to Automobile Association Philippines to synchronize with the automobile association (AA) nomenclature of motoring clubs affiliated with the FIA in other countries. The club president then was architect Carlos Arguelles.

While the cars representing eight decades form the centerpiece of AAP's Concours, some of the 27 vintage and classic cars also on display could outshine them. To find out why, come to the Concours which is open from 10 a.m. to 6 p.m. on Sunday, May 8 and Monday, May 9. Admission is free.

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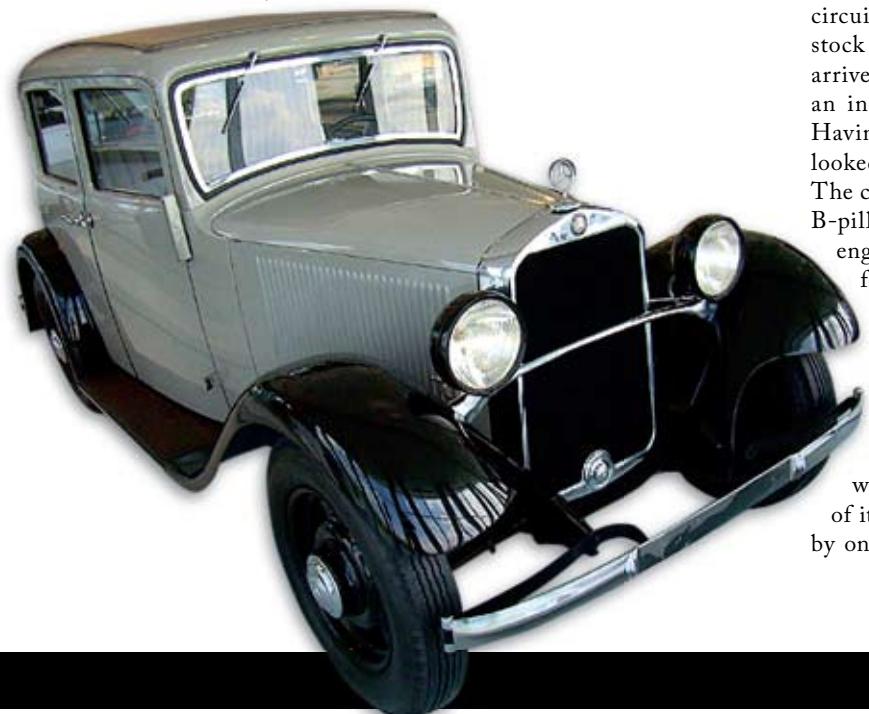
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Tito F. Hermoso
COLUMNIST



2

011 marks the 125th anniversary of Mercedes Benz, also Mercedes' 60th year in the Philippines. Legend has it that in the early 50s, Charlie Lee, one of several brothers of the Li Seng Giap family, was standing on the corner of one of their properties in the riverside town of Mandaluyong in the province of Rizal. Along came a smallish car with a clattering noise that presaged its passing arrival half a block away. It was a 38PS diesel engine 1951 Mercedes Benz 170 SD. It had a dated pre-pontoon design with headlights separate from fenders and spare tires mounted on running boards.

In those post war years, cars in the Philippines were mostly big aeroflow look pontoon fender cars from America. Fuel was so cheap that 6 cylinder and 8 cylinder cars gas consumption was the norm. There were very few Mercedes in this part of the world then. One '51 model of the W191 1949 170 V series, belonged to my uncle, Ricardo P. Hermoso.

He was an eccentric chemical engineer, trapped by the War in Cincinnati, Ohio, working for the Allied War effort. There he made considerable connections with fellow research engineers and after the war, he went back home to establish RHTrading, a company with international links to inventors and engineering products that we would today call "hi-tech".

A "Chedeng" urban legend

On one of his forays to Europe, he was impressed with Germany's efforts to rise from the ruins of World War 2 and was equally impressed with the Mercedes 170 diesel. In those days, European factory practice was to build to order and Mercedes franchise dealers around the continent didn't usually have standing stock. A visit to the port side jobbers at Antwerp did not produce anything. But the traders pointed him to the more resourceful Italians in the port of Genoa.

Taking the train to Genoa, Ricardo and his youngest brother Rosauro, my father, arranged to meet an aging Italian ex-count and wheeler-dealer who had a secret stash of 170's. Those were the days of telegrams and between Belgium and Italy, there was plenty to lose in the translation. After a meet and greet and a short drive to the dockside godown, there it was a resplendent 170. Unfortunately, it was the more expensive 2-door cabriolet "V" model – a gasoline, not a diesel. It was an order for King Farouk of Egypt, who was just deposed by a military coup a few months before. Exiled to Italy, the King did not want to ruffle his hosts feathers by living "la dolce vita", tooling around in nice little cabriolet. As if by magic, another 170, this time the diesel SD was said to have been forfeited by one of the Egyptian King's men. Paper work and transfers made, the Hermoso 170 SD was put on the boat to head to the Port of Manila.

In the New Manila and South Forbes party circuit, my eccentric uncle became the laughing stock of polite society owing to the noisy manner he arrived. The 170 SD's unmistakable sound, akin to an industrial rice thresher, announced his arrival. Having a passe body style, discerning party guests looked at the 170 SD with amusement and ridicule. The car had signal light semaphores mounted on the B-pillar. There was the glow plug ritual starting the engine from the cold. Lighter fluid was necessary for cold starts in Baguio mornings as diesel fuel in those days was viscous, formulated for trucks, ships and power generators. An on-board foot operated lubricating system is pumped to inject lubricating oil to all ball joints every 3,000kms. Idling shook the car violently. But once up to speed of 60MPH, it was steady even on the roughest of roads because of its independent swing axles, designed, pre war, by one Ferdinand Porsche. No American car could

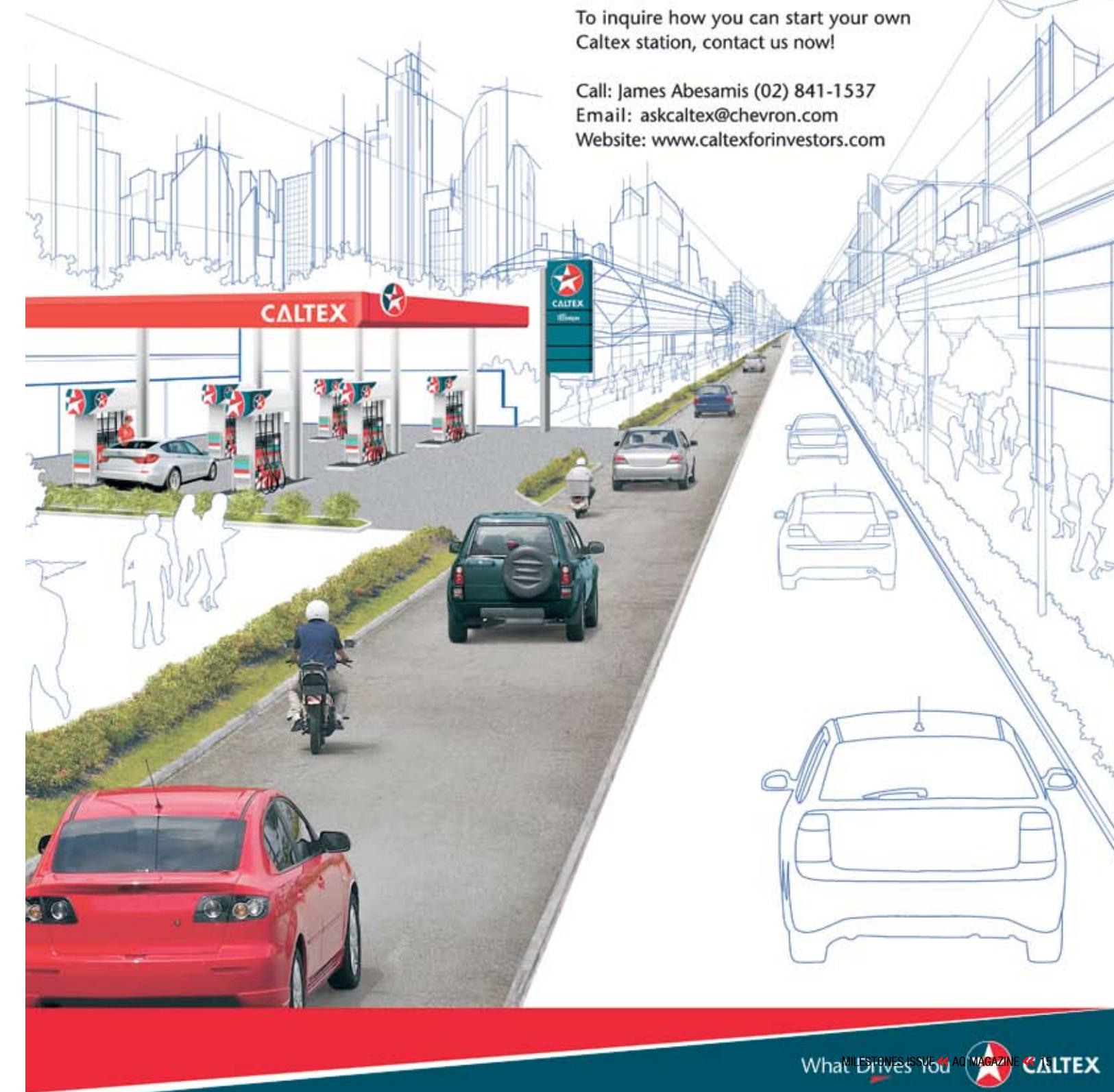
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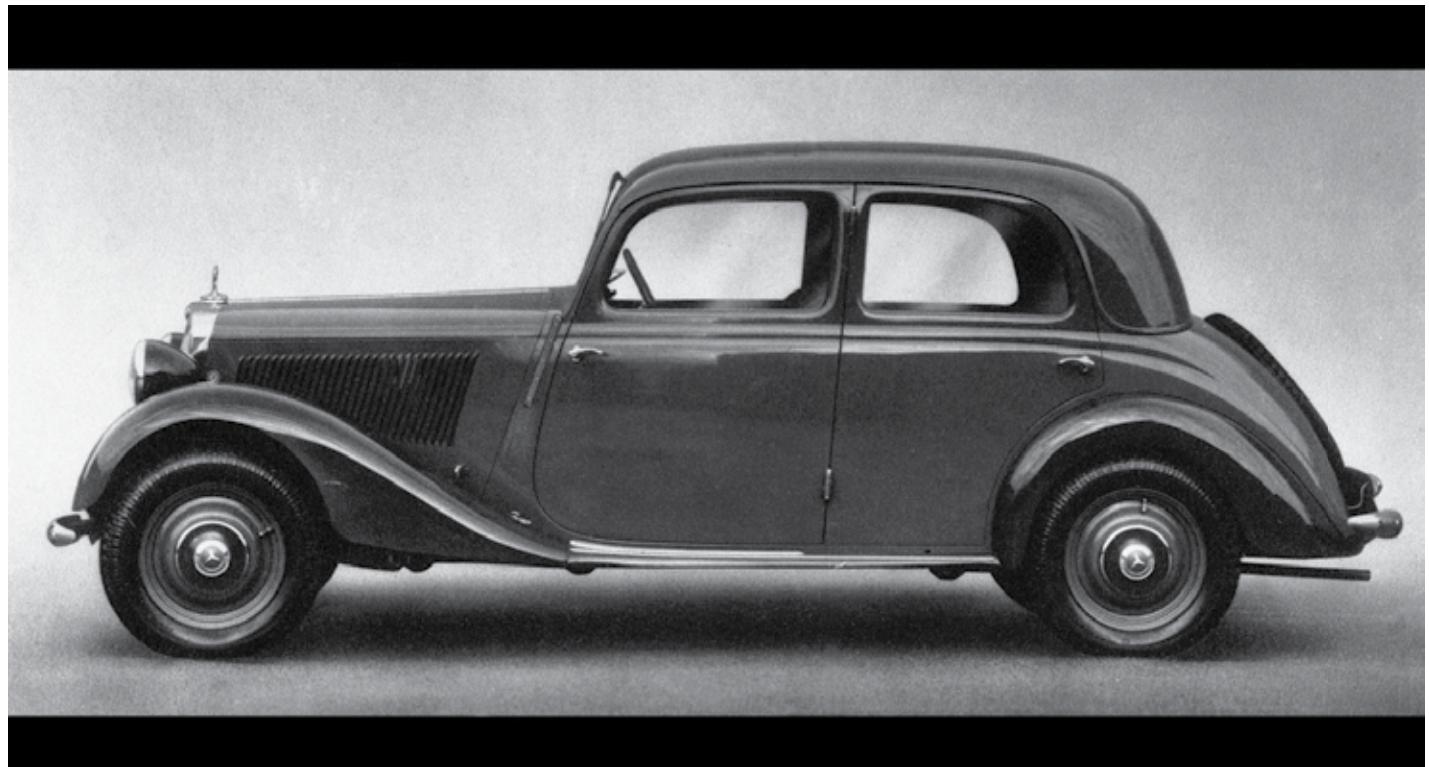
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As Mercedes got more globally glamorous, succeeding models were to have localized nick names like the “Mr. Slim” [1971 280SL] and the “wraparound”, the 1974 450SE genre with the wraparound headlight and ridged tail light look.



duplicate a Mercedes's feat of high speed cruising on rough roads.

Soon, Ricardo, Charlie and Charlie's brother, Anthony would meet, and Universal Motors was set up to assemble Mercedes. RH Trading became its first Mercedes Benz dealer. A pick up and station wagon version followed the sedan, and the Manila Times bought Argentine assembled 170SD panel vans for newspaper delivery.

Mercedes' fame, or infamy, if you like, was based on the rocking and rolling OM636 diesel engine, whose thrift became legendary in a sea of gasoline fed 6-cylinder American cars. The Philippine assembled 180D became a favorite fleet car and taxi. It was a car thief's favorite, prized for its diesel engine fenced to power boats and Jeepneys. The diesel's high torque at low rpm made it a reliable choice for aftermarket air conditioning as most small petrol engine cars tended to overheat when burdened with non-OEM air con units.

In time, the Universal Motors assembled 180D, nicknamed the “Pagong” [turtle], gave way to the 1960s fin tailed 190D called the “Palikpik” [fin] and,

later the 1968 200D/8 called the “kuba” [hunchback]. By now Mercedes's prices were clearly affordable only by the elite, leading the 1970's “Jepros” folk culture to christen Mercedes as “Chedeng”. As Mercedes got more globally glamorous, succeeding models were to have localized nick names like the “Mr. Slim” [1971 280SL] and the “wraparound”, the 1974 450SE genre with the wraparound headlight and ridged tail light look. With a plethora of models, the 80s yuppies simplified things by just calling Mercedes model a “Benz”.

And the 170 SD? By 1958, my uncle moved on to the Pontoon Mercedes 220Sa 6-cylinder series and sold his 170SD in 1961. It is still used as an everyday car by a scion of the established Nepomuceno family of Angeles City, Pampanga.

It's been 60 years from that time when the noisy and dated looking car clattered its way to Charlie Lee's attention in Mandaluyong. And since that time, to paraphrase Universal Motors' early slogan, Mercedes Benz has remained “The good star on all roads”.

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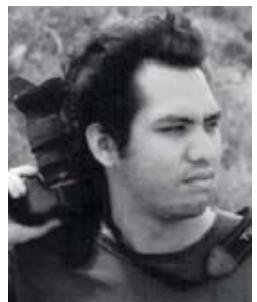
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Starting good driving habits young



Igigo S. Roces
COLUMNIST

JUST this year, the NLEX authorities announced they'd catch drivers overstaying in the overtaking lane. Along Commonwealth Ave., the MMDA would be watching for violators of the speed limit. In the past couple of years, so much has been done to try to correct errant buses and jeepneys from unloading in places they shouldn't be in the first place. Most of Metro Manila is already lined with steel barriers and fences to stop people from crossing and cars from changing lanes at the wrong places. It seems the country is spending so much money on correcting bad behavior. It's only recently that authorities have begun to realize that all these poor road habits stem from a lack of education.

Ideally, any license test, whether written or practical, is supposed to filter out those that know the rules of the road from those who don't. Failing the driving test, like any school test should encourage you to study harder the next time. Yet because there already are answers on it, and the practical tests only require you to drive around the block without stalling, we have holders of professional driver's licenses operating trucks and buses who don't know, where to unload or what an overtaking lane is really for. It's the same case for non-pro licenses and motorcycle licenses.

Ideally, having a difficult driving test would generate more knowledgeable and better drivers. And the many that fail will still have to pay the processing fees associated with taking a test, generating more income for the state. Yet since our driving tests practically assure a pass result, we are inundated with such poor drivers.

But, it's not just driving. It all starts with crossing the street, or getting down from a cab or jeepney in the right place.

Still, a vast majority of the population seems to have a problem with this task, treating it more like a suggestion than a law.

Thankfully, some organizations have already taken the first steps towards educating the public. The first of which is the Sunshine TV Young Street Smart Club which has been touring public schools in the Metro, teaching kids the rules of the road. Filled with videos,

activities and short and sweet tests, it makes a great primer for road safety. The second system is the Safe T Kids flash cards that were pilot tested in 10 schools in the city. They illustrate with brightly colored pictures the key road safety rules like proper crossing, looking for danger and blind spots.

The real value in these systems is that they target the young and impressionable minds of kids, free of bad habits and routine. Perhaps when parents are told by their own children that they are crossing the street wrong, they'll be shamed into doing it right. Other rules can be potentially re-taught by the children to their parents, relatives, drivers, etc.

Of course, re-educating these older errant drivers is just a side benefit, if it happens at all. The whole point of this is to teach these kids, some of whom may be potential drivers, the rules of the road, regardless of whether they really will drive or not. After all, they will be the pedestrians, motorcyclists, drivers, and the leaders of tomorrow. There might be very little we can do about the bad habits of today's drivers, but there's still time to change those of tomorrow.

While these projects are admirable, there's still much more room for expansion. Many of these projects touch only lightly on more advanced ideas like planning your route using the road arrows and destination signs as a guide, the overtaking lane on highways and proper driving etiquette.

Some may see this effort as futile, yet it's not so ridiculous once you realize that all of the world's cities are built around roads. Everyone encounters a road at some point, every day in their lives. Our cities are already classic examples of how uneducated drivers and pedestrians can cause chaos and traffic. It would be ludicrous not to educate them about its rules.

Perhaps one day we'll reach a point where pedestrians won't hesitate to whack car bumpers that go beyond the pedestrian crosswalk markings. A driver that made an illegal U-turn could be faced with hundreds of text reports and cellphone video testimonies of his action. Bus and jeepney drivers would be more fearful of violating the law than the screams of passengers that want to be dropped off at the start of a flyover.

Indeed these changes won't happen overnight. Yet, like any bad habit such as drinking or smoking, the longer we put it off, the harder it gets.

Other rules can be potentially re-taught by the children to their parents, relatives, drivers, etc.



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 Propesyonal At Responsable Draybers (PARDS) programme for outstanding road safety performance.





Mike Potenciano
COLUMNIST

Fearless Forecasts

WITH AAP and AQ remembering the wonderful past, I would like to share my fearless forecasts for the next coming years. It's also the perfect time to put it down on paper and pin it on my wall so I can make it happen.

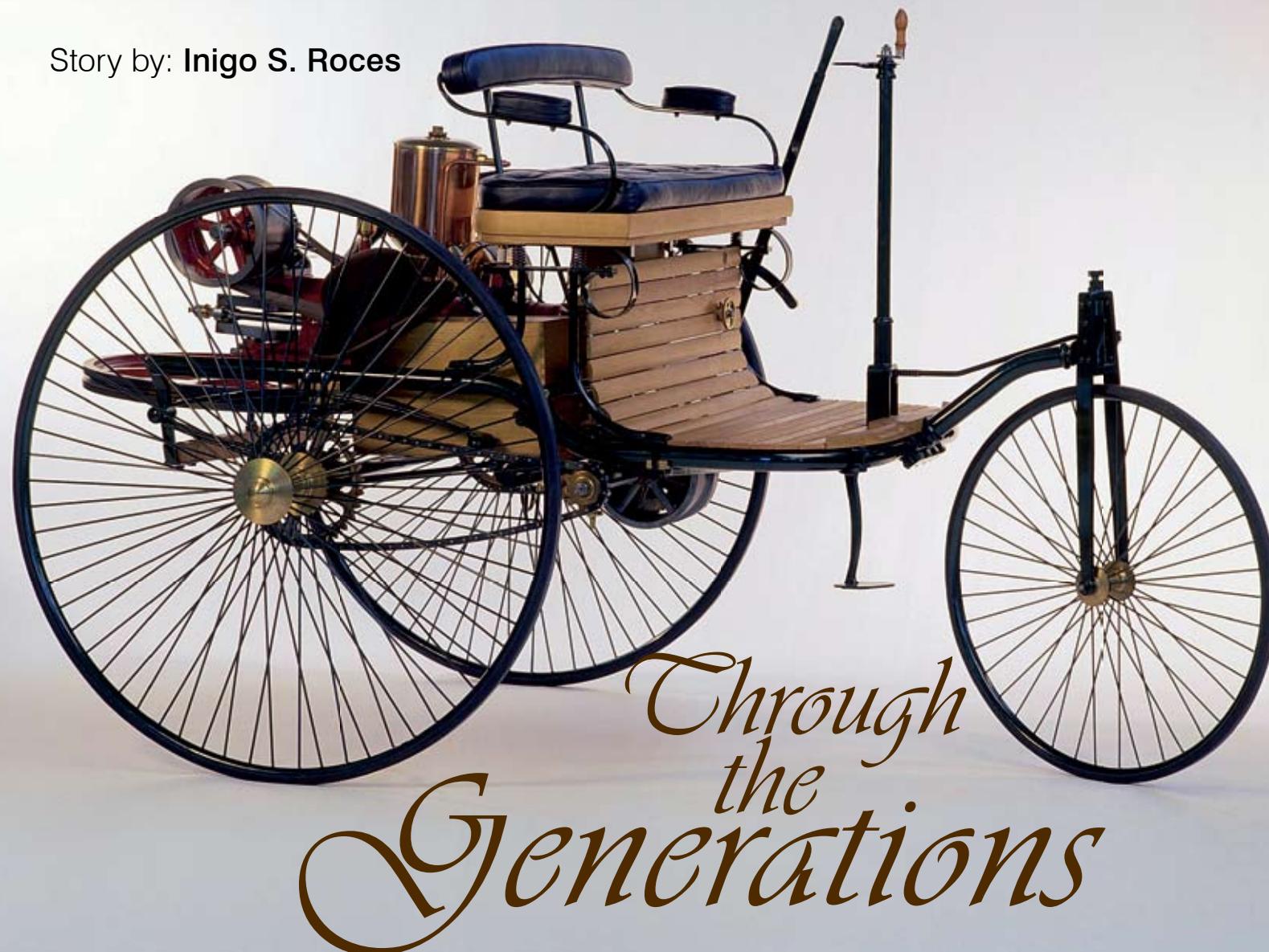
The past year saw memorable events coming into play. The coming of Chevy into the Philippine Production Championship, the closing of the Subic International Raceway, the development of the Clark Raceway into a full 4.8km track and major sponsors now helping out the sport are just some of the note worthy events.

And this is where I start my list and hopefully, bring back the glory days of racing and motoring in general. In no particular order, here are my top 10 motorsports' forecasts:

- 1. More manufacturers will get into motorsports this year** – With Ford and Chevy now joining the races, it will be fantastic if more manufacturers come in this year. Let's prove the slogan, "What races on Sunday, sells on Monday!" and build rivalries that fans may gravitate and idolize their drivers or teams. Obviously, we need a lot of work to get our rules, media values and marketing of the events up to par with what the car makers need. Let us make the event more glamorous and fun for the spectators.
- 2. Rallying will be revived this year** – Rallying is practically dead in the country and it's a pity to see that our beloved event has not endured. We would like to help it by getting a Dakar or Rally Raid going as soon as possible. Not only cars will be able to run in closed, off road, special stages but motorbikes, 4x4s, pick ups, SUVs and special prototypes. Hopefully, this will bring a Philippine team to compete in the prestigious Dakar Rally that has never been done.
- 3. Media programs will cover motorsports extensively** – We will need to give racing the proper exposure in all forms of media, especially in the digital medium. Our Speed TV and new projects will be our small contribution along with our Turbo Time radio show and our AQ Magazine's sports section. The more, the merrier!
- 4. Deserving drivers will have a motorsports developmental program** – There is a wealth of racing talent in the country and we only need to get the right backing for our special drivers. Luckily, there has been a new breakthrough with the upcoming Spirit Sports College that will send very good drivers to international competitions. With this SSC racing program, it will not be far to see more Filipinos in the international arena soon.
- 5. New forms of on and off road races will be introduced** – We would like to get endurance racing called the Philippine Le Mans Series on the calendar to prove which the most reliable car out there. Another new event is the never-been-tried Drift Attack Champi-
- 6. Renewable and alternative energies will fuel race cars** – With the cost of fossil fuels rising every week, racing will have to be in the forefront of developing alternative and renewable energies to power race cars. Special classes and eco runs could be set up and stir the inventors in all of us.
- 7. Safer road designs and proactive driving programs will be done asap** – We have lost a lot of friends in accidents and some are caused by poorly designed streets. We and the government will have to play a major role in designing our roads to be as safe as possible. We will build up the skills of the driver in our training programs and hopefully, discipline them to keep their desire for speed inside the tracks. It will take political will to push for reforms in our road networks but this will be our lasting legacy for all.
- 8. MP Turbo Racing School will be opened this year** – There is generation or two of enthusiasts out there that never saw how our team had developed champions in various disciplines of racing, like Carlos Anton, Pepon Marave, George Apacible and celebrity driver Monching Gutierrez, just to name a few. We will have to establish a new and younger group of racers to carry the torch and one of the ways to do this is to give them proper training and guidance. This will be priority one while we build up the others below.
- 9. MP Turbo Race & Rally Shop will be revived** – A proper team will be needed to take care of all the cars and develop them into winning cars. The facility will need to train new people as most of our mechanics have already gone to higher forms of racing. Another hard challenge will be building show-winning cars and showcase what Filipinos can do.
- 10. New race track will be made** – With the demise of the Subic International Raceway, it will be great to make another track to compliment the two remaining tracks of Clark and Batangas. The Subic International Airport is currently not fully utilized and has been opened for temporary motoring events. Other venues are in the planning stages and hope to be part of it.

I know it's going to be a monumental undertaking to get these forecasts off the ground. However, we had been so used to giving back something to the sport since we started in 1983. This time, it's on record and it will be my bucket list. With everyone's help, we will be able to do it and make our country a safer, cleaner and better place to enjoy our cars. Godspeed to all!

Story by: Inigo S. Roces



Cars, like families through the years, have very interesting stories to tell about how they came to be. For the historical issue of AQ magazine, we take our time to trace the generations of three long standing vehicle lines, and see how they have evolved with the times, and how the times have evolved, or have been influenced, by them.

Leading Luxury



Mercedes Benz E-class

IT'S no coincidence that the automobile as we know it and Mercedes-Benz are both celebrating their 125th year this year. History will reveal that, while the Benz Patent Motorwagen, wasn't the first self-propelled land vehicle, the car as we know it (propelled by an internal combustion engine) traces its roots to Karl Benz's creation and Gottlieb Daimler and engineer Wilhelm Maybach's conversion of a stagecoach by the addition of a petrol engine later that year. Learning of each other's independent works and similar source of petrol power, they merged into the Daimler-Benz company.

The "Mercedes" we're more familiar with comes from Emil Jellinek, owner of a top distributor of Daimler-Benz cars and a racing enthusiast. He believed that "racing will make a name for a brand" and demanded innovations made for racing, which in turn brought a string of victories to the brand. Having raced himself, the car he sold came to be known by his racing pseudonym, "Monsieur Mercedes," his daughter's name that had "a nice Spanish ring to it." Since then, the company's built a reputation for innovation and motorsports superiority.

History lesson aside, it's far later in Mercedes-Benz's life that one of its most venerated models, the E-class, came about. Up until the 1950s, Mercedes-Benz had been producing mainly sedans and sports cars. Its sedans came in a variety of sizes,

mostly either large or small. It was not until the 1950s, when cars were more common sights on the road, that the demand was starting to grow for a medium sized car.

The W120 'Ponton' of 1953 was the first modern mid size Mercedes. It was a stylish sedan with four-cylinder power. Locally, it was affectionately known as the "Pagong." Following that was the W110 'Fintail' available as either a '62 190 or '65 230, called the "Palikpik" in the Philippines.

The mid size Mercedes was redesigned in 1968 as the W114/W115. The 6-cylinder models (The W114s) were most prevalent, with the W115 line being offered with both four – and five-cylinder power. Diesel engines joined the line-up, as did a coupé body. It was nicknamed the "Kuba" locally.

The "E" first appeared on the W123 in 1977. It initially stood for Einspritzmotor,



Up until the 1950s, Mercedes-Benz had been producing mainly sedans and sports cars.

(German for fuel injection engine); indicating a new feature in the car and used as a suffix to the engine nomenclature (e.g. 230E). Saloon/Sedan, Coupé and Estate body configurations were offered.

In 1986, the W124 was introduced, being offered in both diesel and 4, 6-cylinder and V8 gasoline engines. The 'E-Class' name we know today began with the W124 for the modelyear 1994. All Mercedes-Benz models switched to a new naming system where the "E" now became a prefix, (e.g., E320 instead of 300E). Saloon/Sedan, Coupé, Convertible and Estate body configurations were offered along with a 5.5 liter sporting AMG E55 model.

Today's current E-class is known as the W212. First appearing in 2009, this model was designed by Filipino Wilfredo Camacho, at the Benz Design Centre in Germany. This model would mark a move from the trademark supercharger called

high prices moving the mid-size Mercedes firmly into the upper end of the luxury market. The four-light front end debuted with this model. The W211 launched in 2002 continued this styling feature with a more rounded body style. The Pre-Safe system was made standard in 2006. The sporting AMG model (E63) now used a 6.3 liter powerplant. Common-rail turbo diesel engines also appeared in the form of the E320 CDI.

Today's current E-class is known as the W212. First appearing in 2009, this model was designed by Filipino Wilfredo Camacho, at the Benz Design Centre in Germany. This model would mark a move from the trademark supercharger called

"Kompressor" to the new twin-scroll turbo called CGI, (Charged Gasoline Injection). New features include a blind spot monitor, Lane Keeping Assist, Pre-safe with Attention Assist and Night View Assist Plus.

Today's E-Class may have come a long way from its humble beginnings, sporting high tech safety features, a return to angular styling, and a few cues that nod to the "Ponton" original. Yet these additions have only fortified its position as an innovator in both performance, safety and efficiency. The modern E-Class continues to set the benchmark for many luxury mid-size saloons to follow. And it will likely continue to do so for the generations to come. 

A Tradition of Toughness



Land Rover Defender

TERRAIN-conquering vehicles are commonplace these days. They can range in form from purely utilitarian to sculpted vehicles boasting of the highest luxuries. Land Rover today is often associated with supreme off-road ability and, in the case of its Range Rover line, high luxury as well. Yet before becoming one of the most popular off-road vehicles in the planet or achieving its envied status as a luxury vehicle, early Land Rovers were actually intended to be multi-purpose tractors.



Just after the second world war, the United Kingdom, Land Rover's home, was struggling to rebuild itself after having devoted much of the country's resources to the war effort. Rover, Land Rover's parent company, had been accustomed to building luxury vehicles before the war. Since the economy was at a low point, it sought to recover its lost fortunes by creating a more spartan means of transport. The plan was to build a low-cost vehicle that could serve as transport and also be used for light agricultural duties.

Maurice Wilks, chief designer of Rover at the time was tasked with producing the low-cost vehicle. To get around his holiday home in Wales, he had been using an American World War II Jeep. Inspired by its simplicity and durability, he began to build a prototype over a Jeep chassis. Unfortunately, steel was carefully rationed by the government but aluminum and surplus army green paint was in abundance. Even at the start, the vehicle already had 4-wheel drive (4WD), using a 2-speed transfer case to provide part time 4WD. With those materials, the first Land Rover Defender began to take form, featuring a distinct center mounted

steering wheel, similar to that of a tractor. In addition, a power take-off (PTO) was integrated in the back that allowed it to drive farm machinery, exactly as a tractor would.

Just before production, the steering wheel was mounted off to the side as normal, the bodywork was simplified to reduce production time and costs and a larger engine was fitted, together with a specially-designed transfer gearbox. The result was a vehicle that didn't use a single Jeep component and was slightly shorter than its American inspiration, but wider, heavier, faster and still retained the PTO drives. This was a pretty basic vehicle as tops for the doors and a roof (canvas or metal) were optional extras. Enthusiasts and historians would later identify this model as the series I.

Originally intended as just a stop-gap vehicle until regular Rover car production could restart, the Land Rover continued outsell road cars, eventually developing into its own brand.

Over the years, customers began asking for more options for their Land Rovers, prompting the company to produce the vehicle in a variety of body styles, configurations and with a wide array of

options. 1958 would see the introduction of what would later be called the Series II. It featured the new 'barrel side' waistline to cover the vehicle's wider track and the improved design of the truck cab variant, introducing the curved side windows and rounded roof still used on current Land Rovers. The Series III, launched in 1971 would see the headlights moved from the grille to the wings. The next predecessor, the Defender (initially called the Land Rover Ninety and Land Rover One Ten) featured wider wheelbases; 90 inches for the 3-door and 110 inches for the 5-door. Coil springs, a permanent four-wheel drive system borrowed from the Range Rover, a modernised interior and a taller one-piece windscreen were among its notable improvements.

Today, Land Rover remains successful, widely recognized and still running strong. It's estimated that 70% of all Land Rovers built since its inception are still in use today. The aluminum alloy bodywork remains one of its trademarks because of the material's resistance to corrosion. This has allowed the vehicle to reach some of the harshest and remotest parts of the world and still keep on going. **AQ**

Generations in the Making

Toyota Corolla

EASILY one of the most well known cars in the world is the Toyota Corolla. The car is so popular, it holds the record for being the best-selling car nameplate, with 35 million cars with a Corolla badge sold worldwide since 1966. A distant second is the Volkswagen Beetle at 21.5 million. It's estimated that on an average, every forty seconds, another new Corolla rolls off a dealer's lot. You'd be hard pressed to find a country where a Corolla doesn't exist. If there's any car to credit for Toyota's rise to becoming the number one car manufacturer in the world, it's likely the Corolla.

Toyota has a tradition of using the word crown for primary models: It's top-of-the line sedan is simply called Crown, the Corona, gets its name from the Latin word for crown. Camry is an Anglicized pronunciation of the Japanese for crown, kanmuri. The Corolla, being the smallest of Toyota's primary models uses the Latin word for small crown.

Being the smallest, most affordable and most reliable offering from Toyota at the start, it's no surprise that the



Corolla continues to be a strong contender in its segment, mostly due to the model's reputation.

Throughout the years, the Corolla has been identified and distinguished by insiders and its loyal fans by its chassis designation code, "E." Though released in intervals of 10, you'll often hear enthusiasts talk about particular models and special editions and call them by their more specific codes like AE86 (E80 series). For the purposes of simplicity, we'll refer them to their general codes.

HISTORY

The world was first introduced to the Corolla in October 1966. Designed to cater to the growing popularity of small car ownership, it was originally built with a 1,000 cc to fall under a particular tax class. Yet because its main competitor, the Datsun 1000 had come out some months before, it was changed to 1077cc to overpower its competitor and be more compatible with the then new 4-speed manual transmission. A Sprinter fastback was introduced in 1968.

By May 1970, its successor, the E20 was released with a more rounded body and 1400 cc T and 1600 cc 2T OHV engines.

The Third generation (E30 - E60) arrived in rounder, bigger and heavier form in April 1974. A 2-door liftback was added to the range. Corollas were given E30 codes while the Sprinters were given E40 codes. A facelift in March 1976 saw most Corolla E30 models replaced by equivalent E50 models and most Sprinter E40 models were replaced by equivalent E60 models.

By March 1979, the boxy trend had taken hold, bringing with it the E70 Corolla with a square edged design. Everything from grill, head lights and tail lights adhered to this style. The new A series engines were added to the range as a running change.

The boxy style continued with the E80 Corolla launched in May 1983. It featured a sloping front bonnet and a contemporary sharp-edged, no-frills style. Most models now used the front wheel drive layout except the AE85 and AE86, which were to be the last Corollas offered in the rear wheel drive or FR layout. The chassis codes corresponded to the wildly popular Sprinter Trueno and Levin (popularized by the anime Initial D and frequently used in drifting) which were nearly identical to the Corolla, differing only by minor body styling changes such as pop-up headlights.

Come May 1987, a somewhat more rounded and aerodynamic style was used for Corolla. Most models were now front wheel drive, and introduced the new twin cam

1.6 liter engine. In June 1991 Corollas were redesigned to be larger, heavier, and have the completely rounded, aerodynamic shape of the 1990s. The Corolla was now in the compact class, rather than subcompact, and the coupe still available known as Corolla Levin AE101. It was known locally as the "Singkit" Corolla, owing to its upturned signal lights.

By 1995, the E110 Corolla saw another complete redesign. The "Altis" badge first appeared in a special edition model with the new 1ZZ-FE 1.8 liter engine. Markets such as Asia, North America, Europe and Australia had their own uniquely styled versions. The car was locally called the "Love Life" because of the tagline used in its commercials.

On November 2000, the "Big Body" Corolla arrived, bringing with it edgier styling and more technology. Locally, the "Altis" badge was now affixed to all cars in the range.

In October 2006, the tenth generation (E140, E150) was launched. While it was called the Corolla Axio in Japan, ASEAN markets like the Philippines retained the Altis branding. Engine options from 1.6, 1.8 and 2.0 liter displacements were offered, paired with paddle shift 4-speed autos or a 5-speed manual. By 2009, a mid-model change brought in the new Dual VVT-I engines with the 2.0 receiving a new CVT transmission as well. The Camry's "Eco" mode had finally made it to the Corolla while improvements in the stability control system made it even safer.

Through the years, incremental changes that the Japanese call "Kaizen" have brought the Corolla from its humble subcompact beginnings to the formidable nearly mid-size sedan dimensions it boasts of today. They're supported by numerous improvements in power, efficiency and safety that continue to make the Corolla a competitive choice in its class.

The compact class today is one of the most competitive segments in the industry, yet very few among the players can boast of such a storied history and record-setting nameplate the way a Corolla can. **AQ**



WHAT'S NEW FOR 2011

STORY BY:
Jason de la Cruz

BMW 1 Series M Coupe

BMW's new 1-Series M Coupe "embodies the unmistakable M feeling in a highly concentrated form" and is designed to be the spiritual successor to the original M3. The "baby M" features aggressive bumper fascias, flared wheel arches, and 19-inch lightweight alloy wheels.

The cabin boasts sports seats, Boston leather upholstery and Alcantara trim. The new coupe also gets a revised instrument cluster and orange contrast stitching.

Power comes from a twin-turbo 3.0-liter inline 6-cylinder engine with 335 bhp and 369 lb-ft of pulling force, transferred through a 6-speed manual transmission and allows this coupe to accelerate from 0-100 km/h in 4.9 seconds, with an electronically limited top speed of 250 km/h (155 mph).

There's an aluminum-intensive suspension and an M differential that "responds to differences in rotational speeds in the right and left rear wheel, redirecting drive torque within a fraction of a second."

Handling is further enhanced by DSC (Dynamic Stability Control), Antilock Brakes (ABS), Anti-Slip Control (ASC), Dynamic Brake Control (DBC), and Cornering Brake Control (CBC).



BMW X3

BMW have made its X-lineup of Sport Activity Vehicles just a bit more interesting with the launch of the 2011 BMW X3.

The second-generation X3 sports an all-new look which is a lot sexier and sportier thanks to a very prominent character line and window cutouts that blend nicely with the new front and rear fascias.

Asian Carmakers Corporation (ACC), exclusive Philippine distributor of BMW, is initially fitting the new X3 with a 2.0-liter 16-valve inline-4 CRDi diesel that puts out 184 horsepower and 280 lb-ft of torque. Mated to a new 8-speed automatic gearbox, this engine-transmission combo promises a 0-100 km/h time of 8.5 seconds and helps the SAV reach a claimed top speed of 210 km/h. BMW's xDrive all-wheel drive system ensures surefooted performance whether on-road or off-road. A noteworthy feature of the new X3 is the Auto Start-Stop technology which seamlessly shuts off the engine and starts it up again when needed.

The 2011 BMW X3 xDrive20d retails at P4,490,000.



Chevrolet Cruze Diesel

THE Chevrolet Cruze Diesel is now available.

Underneath the hood is a 1991cc 4-cylinder CRDi SOHC Turbo Diesel engine with a maximum power of 148 horsepower at 4000 rpm and maximum torque of 236 lb-ft at 2000 rpm. It is mated to a 6-speed automatic transmission. Standard are 4-wheel disc brakes, anti-lock brake system (ABS), electronic brake force distribution (EBD), standard electronic traction control (ETC) and automatic climate control.

This variant comes with a 6-CD/MP3 player with six speakers, steering wheel-mounted audio controls, USB port and auxiliary input, graphic information and multi-information display. Other niceties include a trunk lid with touch pad, rear fog lamps, automatic headlamps and rear park assist (ultrasonic) sensors. This model also comes with power-folding side view mirrors and rain-sensing wipers, leather seats, 17-inch alloy wheels and a start/stop button.

The Cruze Diesel retails for P 1,228,888.



2011 Chevrolet Orlando

THE Chevrolet Orlando's bold styling is patterned after Chevrolet's line of SUVs. This 8-seater's exterior is designed with a split radiator grille with chrome bar, Manual Rear Liftgate, front and rear fog lamps, and rides on 18-inch alloys.

Inside, you get leather seats and an entertainment system with advanced infotainment display.

Under the hood is a 1.8-liter DOHC ECOTEC DCVVT engine that is designed for maximum fuel-efficiency.

Safety and security features include Child IsoFix, childproof locks on rear doors and Indicator Seat Belt Warnings, Restraint System Seats, Front, Side and Roof Curtain Airbags and an airbag de-activation switch. Anti-lock Braking System (ABS) and Electronic Stability Control (ESC) also adds to a worry-free journey.

The Orlando also features an electrical Theft Deterrent movement and incline sensor for guaranteed safety.

Watch out for the arrival of the Chevrolet Orlando in the Philippines soon.

2011 Chevrolet Traverse

ANOTHER Chevrolet to look forward to is the all-new Traverse. This Crossover is powered by a 3.6-liter V6 with direct injection technology and variable valve timing, mated to a 6-speed automatic transmission.

The exterior features angular tail lamps, a dual-port grill and 18-inch alloys. Integral Spotter Mirrors are integrated into the vehicle's side mirrors to enhance visibility, while Ultrasonic Rear Parking Assist automatically alert you of stationary objects that might obstruct your progress backing up.

The Traverse has a seating capacity for eight passengers with a third row that is comfortable even for adults. Other features include Premium Cloth Seats with Power Seat Adjust.

You get a Personal Connectivity Package that includes Bluetooth and wireless technology. The Traverse also offers a Rearview Camera System.

The Traverse earns a 5-star overall safety rating from New Car Assessment Program (NCAP). Along with dual frontal airbags and Head Curtain Side Airbags for all rows come Stabilitrak (Stability Control with Traction Control). The Traverse also comes standard with Child Safety Latch System and Theft Deterrent System.

Watch out for the Chevrolet Traverse soon.



Ford Explorer

THE fifth-generation Explorer features an entirely new direction for this long-standing best-seller. This is heralded by a new design with a clean, modern look boasting new lines that are sleeker than any of Ford's past SUV offerings.

Aside from the new flanks, the 2011 Explorer will arrive late this year with two new powertrains. Ford Group Philippines says they will initially field the new 3.5-liter Ti-VCT V6 engine that delivers 290 bhp and 255 lb.-ft. of torque.

The biggest news, however, is the new, more efficient 2.0-liter Inline-4 EcoBoost engine, slated for local entry next year. This new turbocharged unit with direct-injection technology puts out 237 bhp and 250 lb-ft of torque.

Both engines will be paired with a unique 6-speed ZF automatic transmission that combines lowered initial gears for improved off-the-line acceleration and higher gearing for improved fuel efficiency.



Chevrolet Spark

THE mini compact category gets a new spark- the all-new Chevrolet Spark, that is.

Its edgy styling breaks the standard for small car design by making no visual compromises about lack of size. Furthermore, it showcases the new direction of Chevrolet's design and a new trend in the design of small cars.

The Spark's cabin design matches its fun and fashionable exterior's look. One unique feature is the motorcycle-inspired instrument cluster, which is mounted on the steering column, providing easy-to-read information through a combination of analog and digital displays. Textured inserts with fresh colors flow from the instrument panel to each side of the cabin into the doors, adding another eye-catching and stylish element to the interior.

A 1.2-liter DOHC Inline-4 engine puts out 81 horsepower and 44 lb-ft of torque, mated to a 5-speed manual gearbox.

The 2011 Chevrolet Spark retails for P568,000.



Mitsubishi Montero Sports and Strada

TO make it even "better" must be what Mitsubishi Motors Philippines Corp. was thinking when they revamped the already hot-selling Montero Sport and Strada lines.

The new Montero Sport GTV 4x4 AT, for instance, flaunts a new sporty honeycomb-type front grille with GTV emblem, carbon fiber finish rear spoiler and an improved interior with more toys, among others.

The Strada, meanwhile, also gets more interior and exterior goodies with a Multimedia Infotainment system kicking things off.

Both models share the same 2.5-liter Inline-4 DOHC 16-Valve 4D56 diesel engine that now comes with Variable Geometry Turbocharger and Intercooler. CRDi plus VGT give this veteran-workhorse-of-an-engine a maximum output of 176 bhp and 258 lb-ft of twist. The top-of-the-line 4x4 models get a 5-Speed INVECS-II automatic transmission with Sportronic mode, with the Montero Sport GTV receiving a bonus-- Magnesium Alloy paddle shifters.



Honda Jazz

THE Honda Jazz has always been touted as a fun and spacious little hatch.

The 2011 Honda Jazz features redesigned bumpers, with its front styling further enhanced by a new mesh grille and reshaped headlights. The rear showcases a new rear cluster with LED taillights. The 1.5 V comes with additional foglamps, side sill garnish and sport bumpers, while a new 15" alloy wheel design refreshes the 1.3 S variant.

That free-spirited lifestyle projected by the Jazz is further complemented by its U.L.T. (Utility, Long and Tall Modes) seats unique to the class, with versatile seat arrangements and an unmatched cargo volume for maximum space and functionality.

The 2011 Honda Jazz is available with attractive colors such as Crystal Black, Taffeta White, Alabaster Silver (1.3 S only), Polished Metal (1.5 V only) and its newest shade, Brilliant Orange (1.5 V only). Prices start at P 752,000 for the 1.3-liter S MT while its 1.3-liter S AT counterpart goes for P 792,000. The 1.5-liter V A/T retails for P 857,000.





Hyundai Elantra

THE Hyundai Elantra (also known as the Avante in other markets) is Hyundai's entry into the fiercely fought compact class. While it gained quite a following especially among the racing community back in the mid to late 90s, succeeding iterations didn't exactly rake in too many sales.

Hyundai Asia Resources Inc (HARI), the Korean auto giant's local distributor, though is intent on changing that with the recently released 2011 Hyundai Elantra. The car's "wind crafted fluidic sculpture" exterior lines conceal a well put-together interior with a sculpted dash that continues the car's flowing outer lines.

The Elantra will initially come in two variants: a 1.6-liter Inline-4 with

130 bhp and 116 lb-ft with a 6-speed M/T (P798,000) and a 1.8-liter Nu MPI motor with 148 bhp and 131 lb-ft of twist, mated to a 6-speed A/T (P938,000).

Jeep Grand Cherokee

JEEP. You typically picture that unmistakable and basic vehicle treading rugged terrain. There is one particular Jeep model, however, that not only provides extreme off-road capabilities but pamper occupants with rich materials and elegant appointments- the Jeep Grand Cherokee.

The classic Jeep seven-slot grille, complemented by round headlamps and trapezoidal wheel arches blends nicely with a muscular profile. Stylish wrap-around taillamps complete the rugged yet elegant look.

CATS Motors offers the 2011 Jeep Grand Cherokee with a choice of two engines- a 3.6-liter Pentastar V6 (290 horsepower and 260 lb-ft) and a 5.7-liter HEMI V8 with 360 horses and 390 lb-ft of torque. The former is coupled with the W5A580 5-speed automatic while the latter is mated to the 545RFE multi-speed automatic gearbox.

The 2011 Jeep Grand Cherokee is priced at P3,680,000 for the 3.6L Limited 4x4 and P4,180,000 for the 5.7L Overland 4x4.



Mercedes Benz CLS Class

THE Mercedes-Benz CLS-Class has always been considered a "sexy" Benz, due to its swooping coupe-like roofline, among others. And the upcoming second-generation CLS takes this sexiness even further.

The all-new CLS-Class' design features flared wheel arches and broad shoulder lines as well as a new flattened nose. The optional LED headlamps, which feature a total of 71 individual lights, give it an even bolder look.

CATS Motors hasn't revealed anything yet though the local lineup could include a CLS.

250 CDI BlueEfficiency with a 204-bhp (150-kW) inline-4, 2.1-liter diesel engine, a 265- bhp (195-kW) 6-cylinder 3.0-liter diesel, found on the CLS 350 CDI BlueEfficiency, or the top-of-the-line CLS 350 BlueEfficiency, with a 306-bhp (225-kW) 3.5-liter 6-cylinder petrol engine.

Filipinos will hopefully see the new Mercedes-Benz CLS-Class by the fourth quarter of 2011.



Lexus CT200h

THE CT200h is what Lexus describes as a "sports-hybrid" vehicle. This can be seen in the CT200h's innovative "2 moods, 2 modes" selector.

In ECO mode, the CT200h behaves as a typical Lexus hybrid vehicle, focusing on fuel economy and providing a serene ride. This is made possible by a 1.8-liter 16-valve engine with Variable Valve Timing with intelligence (VVT-i) that runs the fuel-efficient Atkinson Cycle courtesy of a high output, permanent magnet type electric drive motor. This setup makes for a combined system output of 134 bhp.

SPORTS Mode, meanwhile, reveals the other side of the Sports Hybrid. Blue interior lighting is replaced with red that embodies the difference that has just been unleashed. All this sporty performance can be attributed to the arrival of the CT200h F-Sport.

The 2011 Lexus CT200h and CT200h F-Sport retail for P2,308,000 and P2,888,000, respectively.



Mercedes Benz C-Class

IT'S hard to believe but the current-generation Mercedes-Benz C-Class (first seen in 2007) is now reaching its mid-life. At first glance, the changes to the upcoming 2012 Mercedes-Benz C-Class are rather hard to tell. Look very closely, however, and one will notice that indeed, there are very subtle mid-life changes to the new C such as a new aluminum hood with slightly restyled headlamps and LED running lamps down below.

And while CATS Motors, local Mercedes distributor, hasn't



given any final specs, one thing is for sure: the biggest changes will be found under the hood.

Thanks to direct-injection, the new CGI 1.8-liter turbocharged mill of the C250 comes with 201 horsepower and 229 pound-feet of torque while the range-topping C350, meanwhile, now produces 302 hp and 273 lb-ft.

The 2012 C-Class should hit the Philippines within the 2nd half of 2011.

Mercedes Benz E-Class Cabriolet

WHILE the Mercedes-Benz E-Class has always been marketed as an executive class midsize saloon, the model has spawned quite a number of variations. These include an estate (wagon), a 2-door coupe, and even the fashionable cabriolet.

CATS Motors, official Mercedes-Benz distributor, recently introduced the latest generation Mercedes-Benz E-Class Cabriolet which joins its equally stylish saloon and coupe siblings.

The variant, the E 350 Cabriolet, boasts of a shapely two-door four-seat convertible profile combined with styling cues from its other current-gen E-Class brethren.

Powering this variant is a 3.5-liter V6 that produces 272 bhp and 258 lb-ft of pulling force, mated to a 7G-Tronic 7-speed A/T. While it's no sports car, the car can sprint from rest to 100 km/h in 6.9 seconds and comfortably cruise to a top-speed of 250 km/h.



Porsche Panamera Turbo S

PORSCHE has raised the bar by yet another notch with the new Panamera Turbo S. The 4.8-liter, V8 biturbo charged engine delivers 550 horsepower, 50 more than the Panamera Turbo. The torque increases from 516 to 553 lb-ft. In "Sport" and "Sport Plus" mode of the standard Sport Chrono Package Turbo and during kick-down in normal mode, the powerplant delivers 590 lb-ft with the overboost function.

With Launch Control, 100 km/h (62 mph) is achieved in 3.8 seconds and reaches a top speed of 306 km/h (191 mph). Despite the increased performance, fuel consumption remains at the moderate level of the Panamera Turbo, thanks to "Porsche Intelligent Performance".

Performance is increased, thanks to improved turbochargers with titanium-aluminum turbine wheels and modified engine control. This gives a lower moment of inertia and improved, more agile engine responsiveness.

Expect the Panamera Turbo S to hit the Philippines towards the fourth quarter of this year.



MINI Cooper Countryman

WITH SUVs being all the rage, it was only a matter of time before MINI would come up with its own crossover 4x4. Now it has—the MINI Countryman.

It's not hard to think the Countryman is a mere raised version of the MINI Cooper. Closer inspection, however, reveals the MINI's larger-than-usual proportions, making the not-so-mini Countryman the largest MINI yet. Of course, the trademark MINI design cues are still intact.

The Countryman shares the Cooper and Cooper S models' powerplants—the 1.6-liter inline-4 with 120 bhp and 118 lb-ft of torque and the twin-scroll turbocharged 1.6-liter with 184 bhp and 177 lb-ft of twist, respectively, both mated to a 6-speed automatic gearbox.

The MINI Countryman is priced at P 2,380,000 for the MINI Cooper Countryman, P 2,890,000 for the Cooper S Countryman and P 3,150,000 for the Cooper S Countryman with the ALL4 all-wheel drive system.



Porsche Cayenne Diesel

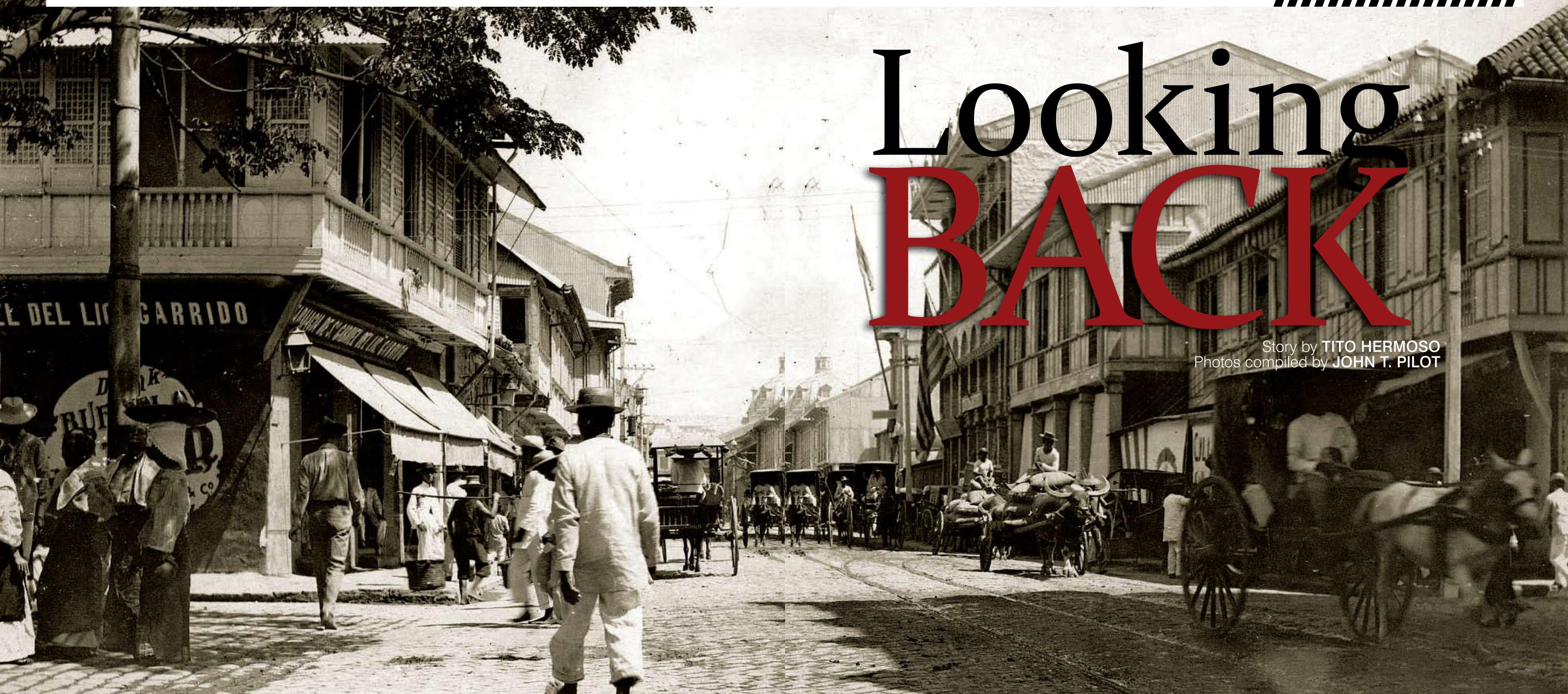
COMBINING the words "Porsche" and "SUV" in the same sentence was unimaginable and downright unacceptable. Yet it happened. And now, "Diesel" has been added to that same sentence.

The Cayenne Diesel variant has quietly entered the Philippine market and brings with it the "best of both worlds" qualities with an ultra modern diesel engine. The 3.0-liter turbodiesel packs 240 horses and a mighty 406 lb-ft of pulling grunt. Mated to an 8-speed Tiptronic gearbox, the new Cayenne Diesel pulls to 100 km/h from standstill in 7.8 seconds and reaches a top speed of 218 km/h, all while burning 13.5 km/L of diesel fuel.

The new Cayenne Diesel still retains the sleek and sporty exterior of its gasoline-fed siblings.

The new Porsche Cayenne Diesel is now available at PGA Cars.





Looking BACK

Story by TITO HERMOSO
Photos compiled by JOHN T. PILOT

PICTURE 1931. Motor vehicle densities were very low and the road network was not all paved nor was there much of it. The railways, though limited, provided an alternative for both passengers and freight. Barges and boats were an alternative but could only go where the natural waterways led them. Compared today, its hard to imagine a world without a mobile

phone network, 24 hour emergency rescue, a dense network of gas stations that provide much more than fuel, fast food chain outlets, lit and paved parking, security and expressways. Traffic jams were unknown, and so was the stress that came with it. But then, traveling by road in those days, no matter how limited the destinations were, entailed copious amounts of time just preparing for it.

In those days, dust was a given and temperature control in the hot summer months meant how far you dropped down a car's windows. Night travel was discouraged as road and vehicle illumination was only effective at low speeds. Moreover, tales of highway men, whether surreal, insurgent or bandit, abounded.

During the American Colonial and Commonwealth era, the government instituted the US route and highway system for the Philippine Islands. Odd numbered routes went north to south, while even numbered highways went east to west. Highway One was built from Manila to reach Tagaytay to bypass the narrow Spanish era Calle Real of Coastal Cavite. Highway Three was to reach San Fernando, La Union, parallel to the Manila Rail Road where the Benguet Auto Line ferried rail passengers to Baguio City, via Kennon Road. Highway Three bypassed several old towns along the old Royal road that was already prone to congestion during fiesta time. Highway Two served the hinterlands of San Juan and Antipolo, in the province of Rizal.

The Philippine Islands was administered in the best Anglo-Saxon tradition of the license Raj. Like all indigenous natives in colonial lands, benign assimilation meant regulation of skills and knowledge so as to hand hold and elevate the natives to the sophistication of the colonial masters. Just as carpenters, plumbers, tradesmen and anyone who possessed an employable and specialized craft/skill were licensed, the difficult task of driving and maintaining a motor car meant the chauffeur had to pass a rigid test. It wasn't just a driving test. Basic maintenance schedules and daily checks were tested too. And like all licensed professions, there was a prescribed uniform. Knowledge of routes during a time of limited maps was also a must. Decorum and comportment was strictly defined. That's why a license to drive was a prized accomplishment, worthy of high respect.

Most, if not all motor cars in the early days were imported by American trading firms stationed at Manila's dockside. Being an American commonwealth meant trucks, motorcycles and cars were almost always American made. The few European cars that we had were impromptu trinkets bought and shipped back home to Negros, Pampanga and Batangas by the landed gentry when they did their Grand European Tour. Being in the Far East meant that the Philippine Islands's standard was right hand drive, unlike the left USA.

The oil companies were parts of the Rockefeller's so-called Seven Sisters oil cartel which were unbundled by federal anti-trust legislation when Standard Oil and Tidewater were predominant locally. Service station attendants of the era too had snappy overall uniforms and caps, a match to the required uniform of chauffeurs.



It was at this time that the PMA or Philippine Motor Association was established. It aimed to be more than a club of the few who could afford to own and enjoy cars and motoring. The PMA's founders envisioned the expansion of motoring to all walks of life. And so its intent was to be a club of equal stature to the established clubs like the AAA, RAC and AvD offering services beyond travel, financial and insurance. It was also meant to correspond with foreign clubs so that the globetrotting Filipino can enjoy reciprocal privileges with motoring clubs away from home.

The '30s also saw an optimistic embrace of the technologies of the future with the introduction of the streamlined Chrysler Airflow, the world's first automatic gearbox and Packard's air conditioning. These up-to-the-minute advances were just a freighter's sail away as the Philippine motoring scene mirrored the latest in the USA. Manila and many capital cities mirrored the USA in applying the latest fashions and in architecture, Art Deco

was already catching on. Save for the metric system and right hand drive, the Philippine urban landscape was becoming to resemble the USA.

The Japanese invasion in World War 2 brought an end of the Philippine Islands' American Utopia. The entire nation was subjugated by the Japanese Imperial Army and being a war economy, almost all motor vehicles were dragooned into the war effort. Cars became property to the Japanese Empire and since Japan was embargoed by the Western oil companies, fuel was distilled from bio mass and engine modifications were applied to burn charcoal. When General Douglas MacArthur returned, the retreating Japanese Army adopted a "scorched earth" policy, destroying anything that may be of used when captured by the enemy, and this included the aristocracy's prized luxury cars.

Liberation saw the overwhelming presence of USAFFE left hand drive vehicles. Being in the majority in the country's vehicle fleet, it made sense to shift the entire country to left hand drive. The decommissioning of war material meant that thousands of military trucks and jeeps were left and sold as surplus which made motoring and driving easily accessible to civilians. Enterprising backyard engineers adopted military vehicles to commercial purposes. The predominance of trucks proved to be stiff competition to freight hauled by rail, making rehabilitation of the rail network no longer profitable. Provincial buses, made from converted trucks, took over passenger traffic that the railroads used to service.

The restart of the world's automobile industry saw the influx of reborn pre-war car models. What was new during the beginning of an independent Philippines was the expansion of sources of cars. The Suez crisis encouraged the European countries to make and export small and thrifty cars, a viable and strong counterpoint to the gas guzzling US mastodons that used to be norm on Philippine roads. Importing and assembling cars became a lucrative business and a pillar of the Economy.

The Philippines had a very lively market of cars from Europe, Japan, the USA and used cars from the American military bases in the Philippines. In time, a large network of paved roads, service stations and international motoring standards was to be embraced by the growing motoring population.

With a growing league of motoring Filipinos, motor sports and leisure motoring became a pastime no longer exclusive to the rich. As early as the 30's, the relevance of raising Philippine Motoring to international standards while spreading its benefits far and wide was already being spearheaded by the PMA, the precursor of today's AAP.



MANILA 1931

HOW is life in Manila when the Philippine Motor Association was born?

We found a fold-up Visitor's Guide published by the Young Men's Christians Association (YMCA) for American Army and Navy servicemen who are visiting or stationed in the Philippines. The guide offers a glimpse of life in the Philippine capital 10 years before the second World War.

CURRENCY

Philippine coins in circulation in 1931 were the copper one centavo, the nickel 5 centavo, the silver 10 centavo, 20 centavo (peseta), 50 centavo (medio peso) and peso bills of one peso, two pesos, five pesos, 10 pesos, 20 pesos, 50 pesos, 100 pesos, all worth one half of the same amount in US dollars.

POSTAGE

Two centavos are needed for letters in Manila and provinces, while six centavos for letters to the US. For letters to Japan, and other countries, you need 16 centavos worth of stamps.

TRANSPORTATION

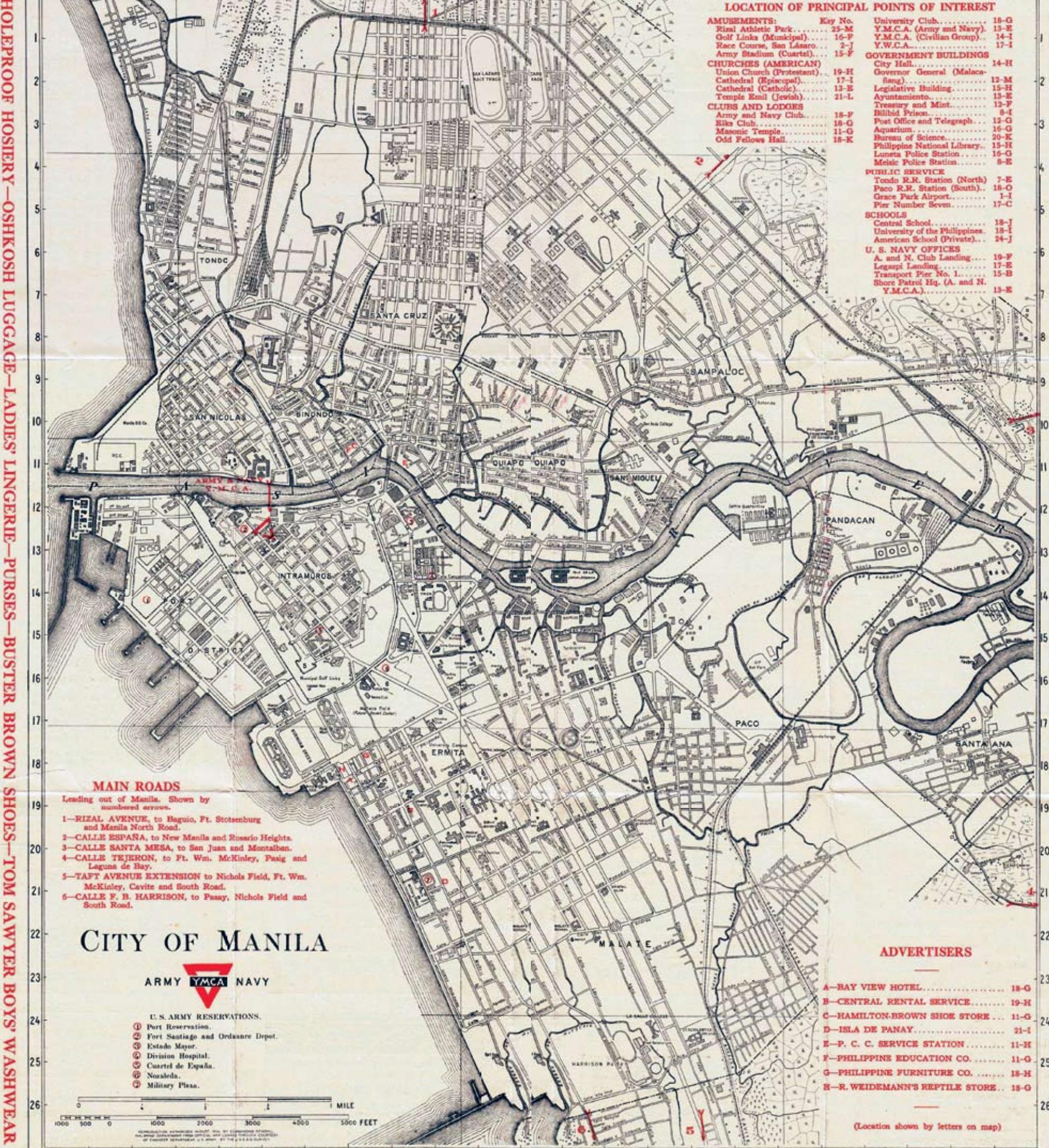
There are several means of getting around town. Manila already has a taxi service installed in 1931, with different lines in operation when the YMCA guide was published. The Red Diamond company has a substation at the YMCA, with small cabs charging 10 centavos for the first half mile and five centavos for the next half mile thereafter. There is also the travia street car which charges 10 centavos as its lowest first-class fare. The horse-drawn two-wheeled buggy called carromata is still widely used, charging 10 centavos for a short ride and 60 centavos for an hour's ride. Though discouraged to use these buggies, soldiers are warned not to pay more than 10 centavos for the first 10 minutes if they ever ride in them!

HOTELS

Eleven hotels already exist in Manila in 1931. They are Manila Hotel, Leonard Wood Hotel (Dakota), Luneta Hotel, Bay View Hotel and Boulevard Hotel on Dewey Boulevard, Congress Hotel on MH del Pilar, Delmonico Hotel and Oriente Hotel in Intramuros, Great Eastern Hotel in Echague, Plaza Hotel on Plaza Goiti, and Valhalla Bungalow Hotel on FB Harrison street near the Polo Club.

APARTMENTS

For long-term stay, one can opt to rent an apartment. The apartments available in those days were Arlington, Dakota and Belnord in Calle Dakota, Dewey Arms, Boulevard, and Santa Monica Court on Dewey Boulevard. Belvedere, Miramar and Syquia on MH del Pilar, and Wolfson on FB Harrison, also near the Polo Club.



EATING

Modern American food is served in the "Y" building. Standard meal costs one peso. The Army and Navy Club runs a good restaurant and several good places can be found in the business section of Manila. Tip: "Newcomers are warned against eating and drinking at inferior places because of the danger of contraction various contagious diseases."

ENTERTAINMENT

Aside from lodging, the YMCA provides recreation facilities such as a restaurant, soda fountain, swimming pool, and bowling. In Manila, one can go to downtown (Avenida Rizal) for the modern theaters which show the latest sound pictures and some vaudeville as well as operas and musicals. The newest movie house then was Ideal, which claims to be the first airconditioned theater in Manila. Night life is served by several good hotels and cafes in the city and several cabarets just outside the city limits.

SIGHTSEEING

The Manila aquarium near Intramuros is a must-see, also the Ayuntamiento museum which is located in the building that used to serve as the capitol of the Manila government. The Bilibid Prison, considered the largest penitentiary in the world at that time with 4,000 inmates, admits visitors every 4 pm for a small fee. One can also visit cigar factories, rope factories, sugar mills, embroideries, and match factories. The Governor General's residence in Malacañang can be easily reached – 50 centavos by taxi from the YMCA. For supplies, the Yangco market on Azcarraga sells everything.

OTHER PLACES

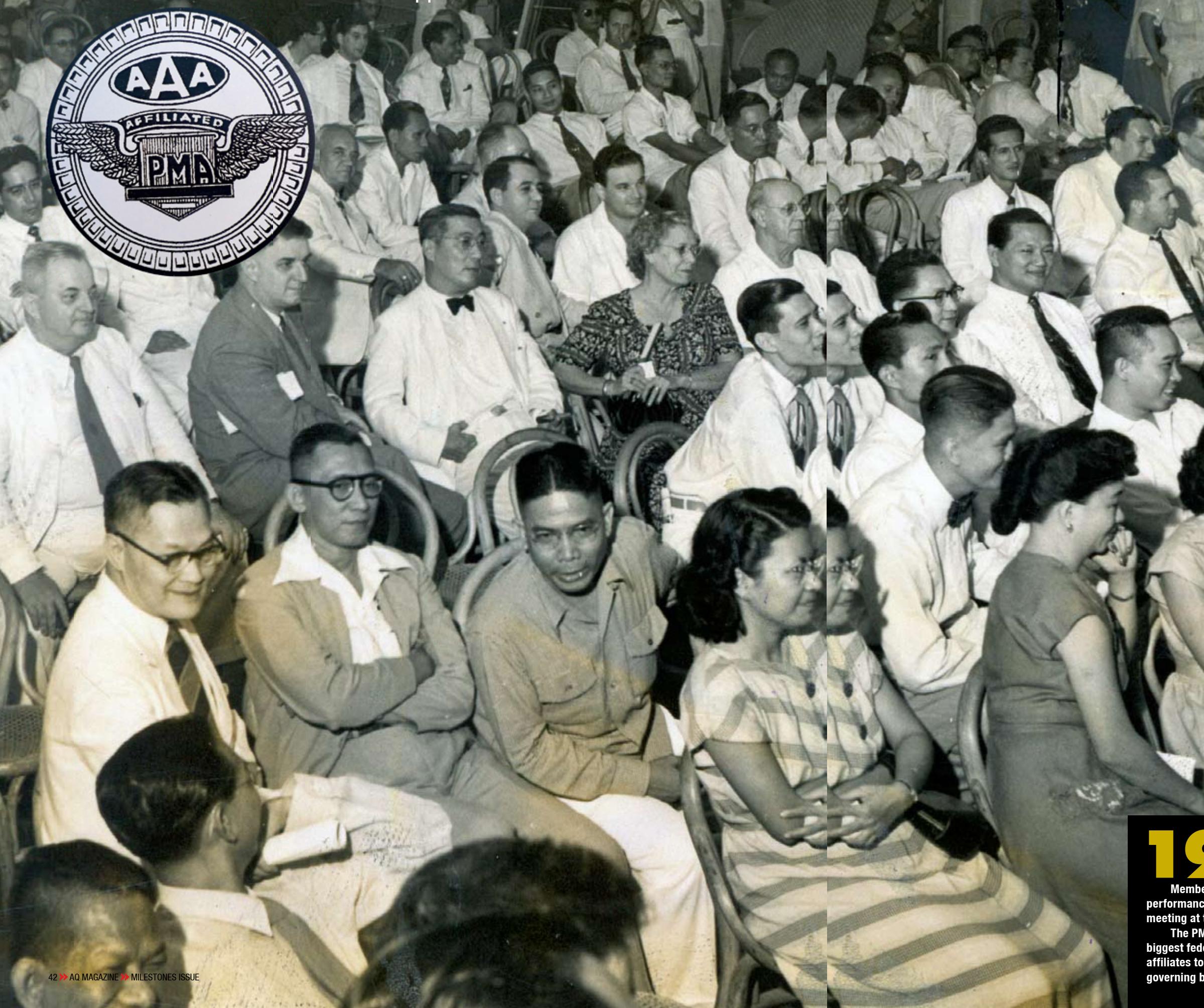
The visitor's guide recommends Fort McKinley, which is an American Army post seven miles from Manila; the Bamboo Organ of Las Pinas, about 12 miles from Manila; the Montalban Dam and bat caves, about 25 miles away; the Pagsanjan Falls, about 45 miles by auto or train; and the pine-clad Baguio for its cool weather, which is 175 miles by auto or train. It also suggests Atimonan, Quezon for its bathing beach facing Pacific Ocean, about 110 miles by auto. Other interesting destination reachable by boat are Cebu, Iloilo and Zamboanga.

TIPSTIPSTIPS

For health: "The main requirements for life in the tropics are that each person should have an absorbing job; should get some form of vigorous exercise at least three times a week, and should abstain from alcoholic and other serious dissipation."

For book lovers: "Books may be safely brought if they are carefully varnished after arrival with a preparation sold in Manila."

For car lovers: "Automobiles can and should be brought, if desired, as the shipment expenses are not high and there is a fine road system on the island of Luzon which affords many splendid trips. Good repair work is available at reasonable prices and the commercial price of gasoline and oil is about twice that of the prices on the Pacific Coast of the US. The prices of new and second-hand cars is considerably above those of the US."



80 YEARS OF SERVICE

AAP was founded in 1931 as the Philippine Motor Association (PMA) by prominent Filipinos including Agriculture Undersecretary, later Executive Secretary, Jorge Vargas, newsman-turned-diplomat Carlos P. Romulo, banker Albino Sycip, Antonio Brias, and Manuel Elizalde, and Americans I.M. Hausman, L.C. Moore, Omar Shuman, James King Steel, Percy Warner Tinan and Col. J.N. Wolfson.

The objectives of the PMA were the enactment of laws on the use of motor vehicles, construction of good and safe roads, practice of road courtesy and safety, development and promotion of tourism and the promotion of the rights and privileges of all motorists for better and safer motoring.

Through the years, the PMA remained committed to pursuing those objectives. Benito Legarda, who served as PMA president from 1937 up to 1973, introduced membership services such as free emergency roadside assistance, bail bonds for members involved in accidents, personal accident insurance and discounts at retail outlets.

1951

Members of the Philippine Motor Association get thrilled watching a performance by movie and stage stars during the PMA's general membership meeting at the Northern Motors building on February 23,

The PMA affiliates with the Alliance Internationale de Tourisme (AIT), the biggest federation of auto clubs worldwide. A few years after, the association affiliates too with the Federation Internationale de l'Automobile (FIA), the governing body for motor sports. Inset at left is the PMA's logo.

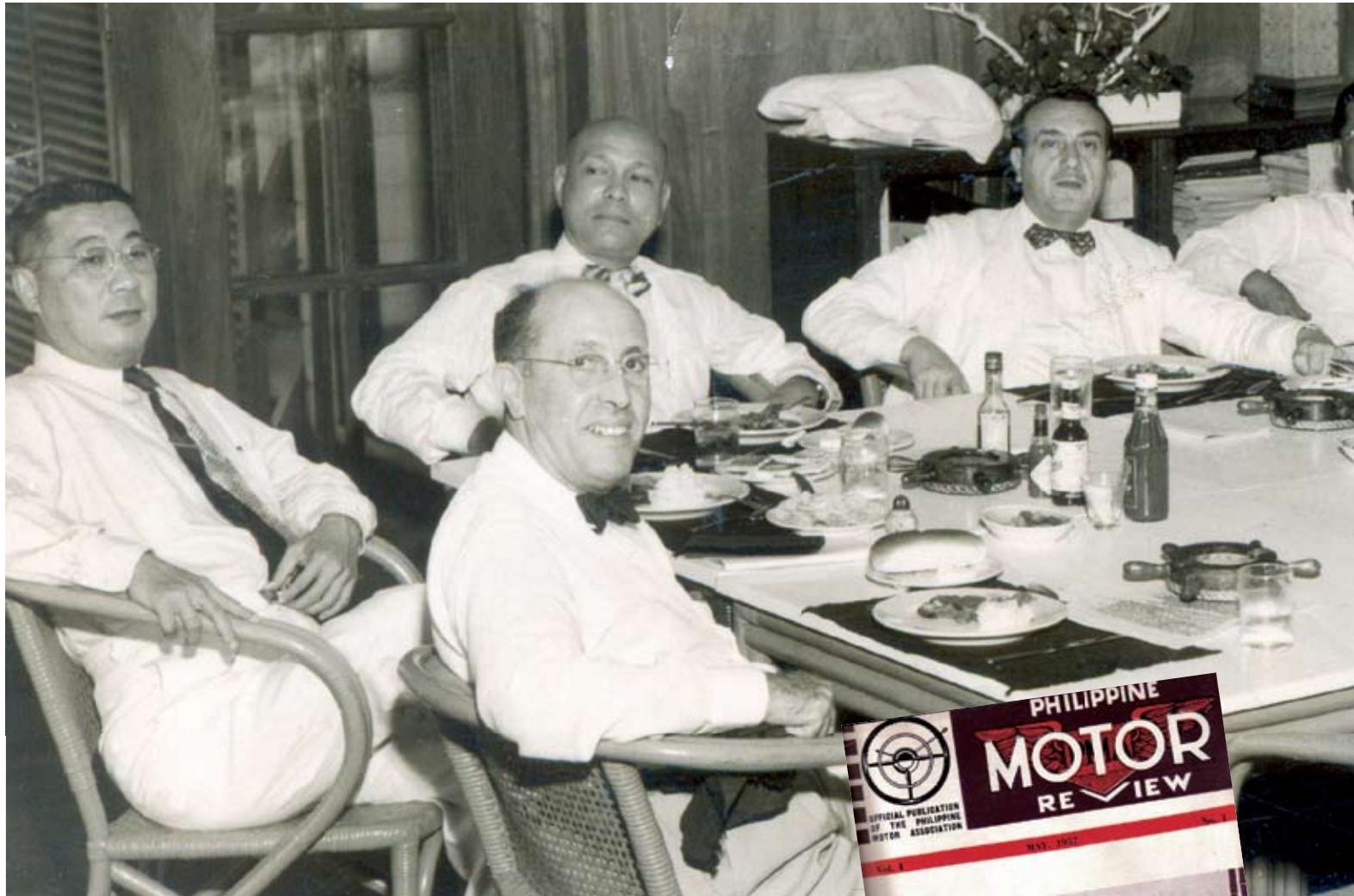
In the early 1950s, the PMA joined the Alliance Internationale de Tourisme (AIT) and the Federation Internationale de l'Automobile (FIA), two global federations that merged in 2004 with the FIA as the dominant partner. The FIA not only governs all four-wheel motor sports worldwide, it also promotes road safety and sustainable mobility. As the only Philippine member of the FIA, AAP is authorized to promote and regulate motor sport events in this country. AAP, as the National Auto Club is also the only entity authorized to issue Philippine International Driving Permits (PIDPs.)

In 2001, when the PMA observed its 70th anniversary, the board changed its name to Automobile Association Philippines to be

in sync with the AA's (automobile associations) of other countries.

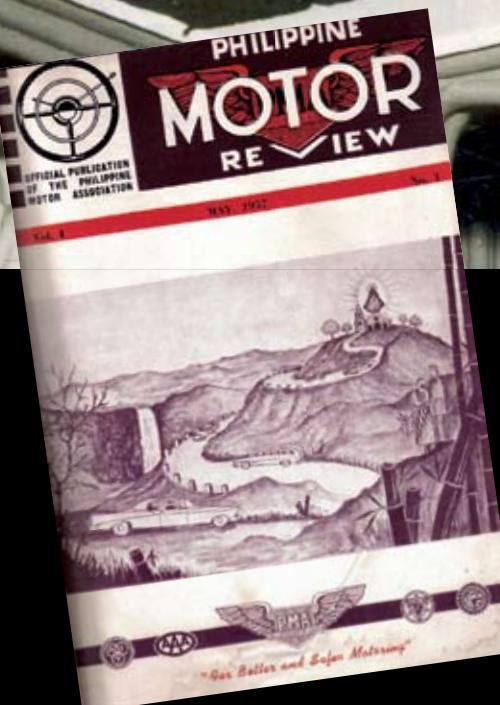
The auto club's longest serving president was lawyer Conrado "Dodo" R. Ayuyao who was elected to the top job in 1982. A rally driver in his younger days, Ayuyao cultivated closer ties with the FIA, which is composed of 228 national motoring and sporting organizations in 132 countries. Ayuyao launched emergency medical service for members, acquiring state-of-the-art ambulances and sending personnel to the United States to train as paramedics. It was during his presidency that the club acquired the property at 683 Aurora Boulevard in Quezon City that became the head office. Ayuyao opened a satellite office in Cebu City in 1993. When he died

In the last few years, AAP has expanded its Emergency Roadside Service (ERS) outside Metro Manila to include the North Luzon Expressway (NLEX), the Skyway and ground level expressway from Magallanes to Alabang, the South Luzon Expressway (SLEX) from Alabang to Calamba and the Subic-Clark-Tarlac Expressway (SCTEx). Aside from free ERS, AAP offers ambulance service, discounts on tires, batteries and car insurance, LTO registration assistance, and free glass etching. Members also receive free copies of AQ, AAP's quarterly magazine. For more information on AAP membership services and discounts, go to www.aaphilippines.org.ph.



1931

In a room at the Manila Hotel, the oldest and first airconditioned hotel in Manila, AAP's founding fathers aspired to be known for service to the community the motoring public. The association's incorporators were Antonio Brias, Manuel Elizalde, L.M. Hausman, L.C. Moore, newsman-cum-educator Carlos P. Romulo, Omar Schuman, Kames King Steel, banker Albino Sycip, magazine editor and car enthusiast Percy Warner Tinan, agriculture undersecretary Jorge Vargas and Colonel J.N. Wolfson. Vargas was elected first chairman and president.



1932

To promote their cause – and with two writers (Romulo and Tinnan) as part of the group – the PMA published a newsletter which could be considered the first motoring magazine in the country: The Philippine Motor Review. One of its articles focused on the auto-calesa. Here's an excerpt from the article:

"Believe it or not, but in a few more days our eyes shall register surprise and curiosity at the same time at the sight of a picturesque and novel vehicle in the form of our present-day carromatas, driven not by the power of a horse but by the horsepower of a machine. An application to operate this unusual car in the city for hire has been submitted to the Public Service Commission by attorney Eliseo Imson and it will probably be 'okayed'."

"If this new means of transportation prevails over the local horse-drawn carromatas, the troubles of traffic cops in the city will be lessened, local motorists will have less complaints to make against careless 'cocheros' turning corners without previous warning, the Society for the Cruelty to Animals will have less work and, naturally, our street-sweepers will have less worries because... well, you know why."

1937

Don Benito Legarda, a chemist and botanist and an avid advocate of traffic safety, was elected president of the PMA. Under his leadership, the PMA offered services to members such as free towing, bail bonds for those involved in accidents, personal accident insurance, and discounts in selected establishments such as the Kansas Motors, an auto repair shop.

**1953**

The outgoing members of the board of directors of the Philippine Motor Association headed by Benito Legarda (seated, center) pose for a picture on February 19, 1953, four days before the annual general membership meeting or convocation. Seated with Legarda are Rafael Anton (left), vice president, and Guillermo Dy Buncio, secretary-treasurer. Standing behind them are Peter Richards, Park E. Green, founding president Jorge B. Vargas, G.B. Tengco, David Sycip, and Dr. J.H. Yanzon.



The grand door prize at the Philippine Motor Association general membership meeting is a brand new Chevrolet Suburban with Royal Master tires. The 8-passenger vehicle is ideal for picnics, taking the children to school, and out-of-town trips. The Suburban is the first truck that Northern Motors assembled locally. Its first car is the 1955 Chevrolet Bel-Air sedan.

1954

Shown in photo are some of the valuable motoring items to be given away as door prizes at the annual general meeting of the PMA. The grand door prize for that year is a 500-peso Rehabilitation and Development bond.

**1957**

Filomena Villegas, winner of the Standard 10 four-door sedan given away by the PMA as the grand door prize in the silver jubilee and annual general meeting, is congratulated by PMA president Benito Legarda.

**1971**

This mechanic with a motorcycle is always ready to render light emergency service to any member of the PMA. In case of trouble on the road within Manila limits, members can dial 349-55 for PMA assistance.

1971

Jorge B. Vargas (third from right), who is the first president of the PMA, poses with incumbent officers of the association at a luncheon at the Winter Garden of the Manila Hotel to commemorate the PMA's 40th anniversary. The officers are (from left) Charles Hollman, Juan E. Tuason, C.A. Talosig, Benito Legarda, and Gregorio Tengco.

1973

Don Benito Legarda gave up the PMA presidency and elected to replace him was Dr. Manuel Lim who held the position til 1981. Under Lim, the PMA hosted the AIT International Conference in Manila.

1976

PMA President Manuel Lim attends the Alliance Internationale de Tourisme (AIT) Congress in The Hague, Netherlands.

The PMA created a subgroup for women motorists and called it the Ladies Chapter. This subgroup aims to promote driving and car ownership to women in the Philippines. Photo shows the chapter's officers after they are inducted to office.

**1977**

The 6th Congress on Leisure and Touring, sponsored by the Philippine Motor Association together with the Alliance Internationale de Tourisme (AIT), was held at the Philippine Village Hotel in Pasay City on December 1977. Photo shows the conference proceedings. The PMA was headed then by its president Manuel Lim.

**1981**

The PMA moves to a building owned by Don Juan Tuason in Sta. Mesa, Manila, after his election as president. Traffic safety was again foremost among PMA's concerns. Tuason launched a strong lobby for the implementation of the Vienna Convention on Traffic that called for standardized traffic signs.

1982

Lawyer Conrado "Dodo" Ayuyao, former president of the Camwreckers Association, was elected president of the PMA. Tapped by Juan Tuason to handle the PMA's Commission on Motor Sports, Ayuyao eventually rose to the top of the association and led it for 17 years until his death in 1999. Under his watch, the PMA bought a property on Aurora Boulevard for P1 million, established its headquarters on that lot, and put up satellite offices in Makati (1980) and Cebu (1993). Ayuyao also pioneered a 911-type of rescue program called Emergency Medical Services, with personnel trained by foreign paramedics and using state-of-the-art ambulances imported from the United States. He also upgraded the PMA's towing capabilities by procuring modern tow trucks.

**2001**

To conform with the names of auto clubs in other countries and in time for its 70th anniversary, the PMA changed its name to Automobile Association Philippines.

80 YEARS OF MOTORING

HISTORIANS say that the first automobile to roll on Philippine soil was a benzene-fuelled Richard-Brasier that was made in France. Imported by Jewish trading company La Estrella del Norte, it was bought by the Tuason brothers (see *Passion for History*). According to Professor Arturo Corpuz of the University of the Philippines, the first ordinance regulating the use of motor vehicles was enacted in 1910. Ordinance 130 imposed a speed limit of 20 miles per hour and warned against frightening of horses on city streets.

Later ordinances added new requirements. In 1912, mufflers were required to soften the sound of engines. That same year, the Philippine legislature passed Legislative Act 2159 to regulate motor vehicles in the entire country. Among the contents of this law is the requirement for vehicles to stay on the left side of the road, except when overtaking, and the prohibition from driving on sidewalks and other pedestrian areas. It also provided for a 50-peso fine for driving under the influence of liquor.

Interesting, isn't it?

Here are other notable facts that we can learn from the more than eight decades of motoring in the Philippines.

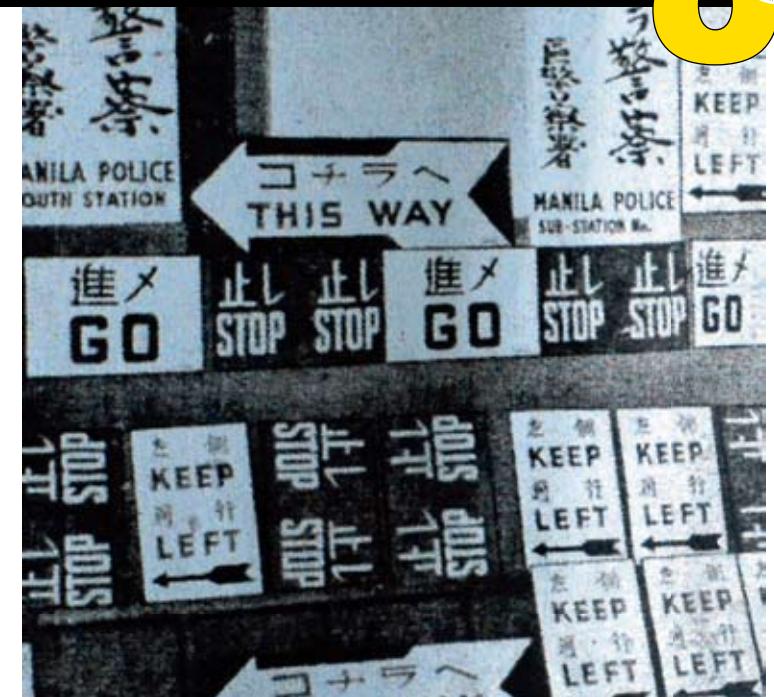


TRAFFIC SIGNS

SINCE the advent of road expansions and constructions in the early 1900s, signs and markers in varying sizes and dimensions have been posted at strategic locations throughout the archipelago. Road markers and signs were then standardized in 1928; all markers were based on a particular size and dimension that can be readable from afar by motorists and pedestrians alike. While the early word "Stop" is still in use today, some period texts before are no longer in use. One particular sign seen then, "Touring Cars Reasonable Speed," is no longer used today.

While many markers were still made from concrete slabs and posts until the 1930s, metal markers with prints were introduced during the Japanese occupations. The only difference was that the new ones were written in Japanese with English subtitles. Some street names were even changed with propaganda slogans. Dewey Boulevard, Taft Avenue and Jones Bridge were changed to Heiwa (Peace), Dai Toa (Great East Asia) and Banzai (Victory), accordingly.

All traffic and road signs in Manila were changed from English to Tagalog by Mayor Antonio Villegas in 1966, when nationalistic fervour was reaching its zenith.



"Stop" became "Hinto" and "No Entry" became "Walang Pasok," and so on. Jose Villa Panganiban was even commissioned to render the official translation. On July 19, 1976, Philippin Motor Association donated 100 International Road Signs (IRS) to the city of Manila. In the same year, the Land Transportation Office introduced the windshield stickers and validity tags for old

car plates, while North Diversion Express was partially opened to the motorists.

Although international road signs are still in use, traffic signs, markers, destination routes and other motoring related data are now made with reflector sheets and sometimes lighted at night time. Most, if not all, are also printed on aluminium panels.



LICENSE PLATES

The earliest license plates in the country were issued by the Bureau of Public Works' Automobile Division in 1912. Plates from that year until 1915 carried series of numbers, with early registrants given two or three-digit numbers. Single digit numbers were assigned to government officials. Number 1 was assigned to the Governor General. Letters were added in 1916 to categorize the vehicles – O is for private vehicles, H is for those for hire, and T is for trucks. The use of letters was discontinued in the 1920s and only revived in 1960s (B-Bantam, M-Medium, H-Heavy, S-Service, etc.)

At one time, city and provincial plates carried mottos indicating regional identity. For example, "Lake Taal" was written for plates issued in Batangas, "Pines City" for those in Baguio, "Capitol City" for those in Quezon City and so on. Commemorative plates first appeared in the 1960's to mark the centenary of Jose Rizal and Apolinario Mabini.



PRESIDENTIAL CARS

Cars used by American governor-generals in the country from 1901 to 1935 were classified as car no. 1. Likewise, cars used by President Manuel L. Quezon and his successors were also categorized as such. The earliest official cars were Stanley Steamers. Similar models were used by American presidents in the early years of motoring in mainland US.

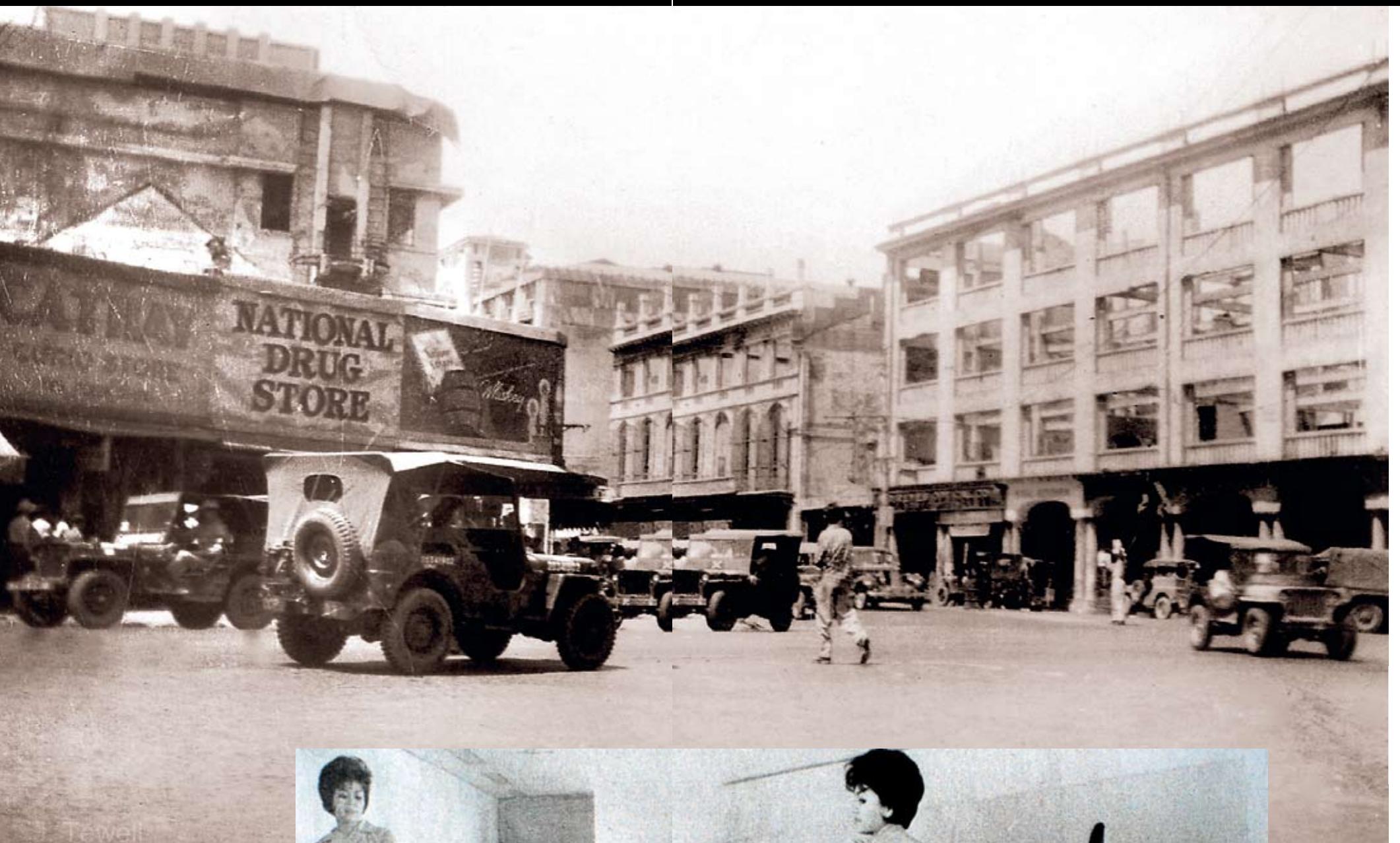
By the time the Philippine Commonwealth was established in 1935, large gasoline-powered cars were in use by many heads of states worldwide. From 1935 until the late 1980s, American cars were the choice of Philippine presidents. Cadillac V-16, Packard in-line-8, Chrysler V-8, Lincoln Continental V-8 were always parked in the Malacañang motor pool for the president's use anytime. Period convertibles were used occasionally from the 50's to the early 60's. During the turbulent decade of the 60's, especially after President Kennedy was assassinated, open vehicles were excluded from the inventory of official cars.

CAR SHOW

The Benz Patent Motorwagen of 1886, the first Mercedes-Benz (MB), is considered the pioneer motorized carriage by automotive historians throughout the world. While it can still be seen in the MB museum, at one time, the historic vehicle, and two other subsequent models reached the shores of Manila.

When Universal Motor Corporation's (UMC) dealership of Mercedes-Benz (MB) cars and trucks was inaugurated at Pasong Tamo, Makati in 1965, Daimler-Benz, AG loaned to the company three vintage and historic MB cars. The cars, two 1880s and 1927 models were brought to the country for the first time. Directly from the Mercedes-Benz Museum in Stuttgart Germany, the cars were displayed for 10 days at the dealership showroom. The two oldest cars in the group were originally exhibited in the famous Paris exposition 1899.

The retrospective show became a precedent in local shows and exhibits. Car enthusiasts who saw the historic vehicles formed the first Concours D'Elegance car show in Manila in 1966. Presented by the Camwreckers Association and sponsored by Shell, Goodyear, Mark IV (air con) and La Tondeña, old and new cars were displayed at the Philamlife auditorium on Isaac Peral street (UN Avenue). Owners of the best cars in their classes were awarded with trophies, respectively.



MILITARY VEHICLES

Many government and privately owned vehicles were commandeered by the Imperial Japanese Army during occupation. Private use of any transport for that matter was restricted. The eventual scarcity of fuel by late 1942 led to the introduction of dokars, another variety of horse-drawn vehicles, unlike the calesas and tartanillas of pre-war days. Dokars, derived from the Japanese word do(horse) and kars (in-direct translation of car), were seen in Manila and suburbs.

The transportation system in Manila stopped dead during the liberation of the city on February 1945. The calesas became the only mode of transportation of the people. Only the liberating forces were seen driving military vehicles on the right side of the road. After everything had normalized and soldiers returned home, surplus army vehicles were gradually auctioned off by War Surplus Commission. The rough but sturdy military vehicles were then bought by many Filipinos and became a temporary status symbol in the immediate post-war years. With the influx of left-hand designed vehicles after the war, drive-right was adapted and passed into a law.



MODELS

Models have been hired to pose in and out of automobiles since the early 1900's. Many of whom were also included at press releases of brand new automobiles. Others were hired to pose as endorsers of items like gasoline products and car accessories. Using young females to model side-by-side with new automobile license plates have also been considered by many publications worldwide. The Philippine Motor Review (PMR), the first car magazine in the country, was one of those that has used this concept for decades.

TAXI CABS

Cars for rent became available in the mid-1900's. Initially known as garage cars, these automobiles were rented per hour with rates based on passenger capacity. A six-passenger vehicle went for 8 pesos while a four-passenger unit went for 5 pesos. With the growing demand for motor vehicles, these garage cars were eventually replaced by taxicabs in the 1930's, available in standard and junior sizes.

The Manila Yellow Taxicab imported the first taxi in the Philippines. It was a second-hand Citroen from France. The pioneer company later became a major player in cab operations up to the 1960's. Taxis used in the 1950's were mostly American cars like Chevrolet, Ford, Plymouth and Studebaker. European cars like the Mercedes Benz 180D, Peugeot 403, and Austin Cambridge A21 only became popular the early '60s. The first Toyota model to enter the country – the Toyopet Tiara – also became popular as a taxi unit.

**OIL COMPANY****CAR MANUFACTURING**

Since the arrival of the first car in the country in 1903 until the 1930's, all automobiles sold locally were assembled abroad. With the advent of completely knocked down (CKD) units, American importers established small-scale car assembly plants in Manila and the suburbs. By 1937, the Automobile Manufacturer Association of America local representatives began assembling four-door sedans by hiring Filipino craftsmen and engineers. Luneta Motors Company, a pre-war dealer of Chrysler and Plymouth cars, even invited journalists to observe how an automobile is assembled using tools and locally fabricated jigs. Sadly, however, this budding industry was reduced to ashes by the second world war.

After the war, cars were again imported directly from the United States. Fabar



Motors Inc was the first company to attempt again to assemble cars in the Philippines. It was followed by Northern Motors with the 1953 Chevrolet truck and later on with the 1955 Chevrolet Bel-Air sedan. Mantrade and Universal Motors followed soon with the Ford and Mercedes-Benz, respectively, while DM Guevarra joined the bandwagon with Volkswagen. Other European models like Renault came in the '60s, followed by Japanese company Toyota. In the 1970's

a Progressive Car Manufacturing Program was introduced by the government in the hope of creating a totally Philippine-made car. Manufacturers were required to come up with their Filipino vehicle. Toyota had its Tamaraw, Ford its Fiera, Nissan had its Bida, Volkswagen its Sakhayan, and so on. Other vehicles that came out during this time were the Pinoy, the Harabas, and the Cimaron. The program eventually faltered and was discontinued.

ICONIC RIDES

THE Cadillac V-16 was Cadillac's top-of-the-line car from its January 1930 launch until production ceased in 1940 as the war in Europe killed sales. All were finished to custom order, and the car was built in very small numbers; only 4,076 cars were constructed in the 11 years the model was offered. The majority of these were built in the single year of 1930, before the Great Depression really took hold. This was the first V-16 powered car to reach production status in the United States.

It was not until after the stock market crash of 1929 that Cadillac announced to the world the availability of the costliest Cadillac yet, the new V-16. The new vehicle was first displayed at New York's automobile show on January 4, 1930.

The new car attracted rave reviews from the press and huge public attention. Cadillac started production of the new car immediately. January production averaged a couple of cars per day, but was then ramped up to twenty-two cars per day. By April, 1,000 units had been built, and by June, 2,000 cars. These could be ordered with a wide variety of bodywork. The Fleetwood catalog for the 1930 V-16 included 10 basic body styles; there was also an envelope containing some 30 additional designer's drawings. Research by the Cadillac-La Salle Club, Inc. puts at 70 the number of different job/style numbers built by Fisher and Fleetwood on the sixteen chassis.

The Cadillac V-16 was Cadillac's top-of-the-line car from

Sweet Sixteen

its January 1930 launch until production ceased in 1940 as the war in Europe killed sales. All were finished to custom order, and the car was built in very small numbers; only 4076 cars were constructed in the eleven years the model was offered. The majority of these were built in the single year of 1930, before the Great Depression really took hold. This was the first V16 powered car to reach production status in the United States.

Cadillac had its worst year in 1933 and announced that only a limited number of V-16s would be produced. Serial numbers and the owners name would be engraved on a plate to become an integral part of the car.

The Cadillac Town Car stole the show at the 1933 Academy Awards and would have easily snagged an Oscar if they had a category for Best Car of The Year. Built specially for Joan Crawford by Cadillac, it had more creature-comfort features than a Rolls Royce and cost more than a luxury yacht! ☺





Mandy Eduque
COLUMNIST

80 YEARS OF SPEED

SINCE the beginnings of the human race, mankind has been obsessed with speed. Who is fastest is a question that seems to be as old as man himself. At first, it was who was the fleetest of foot. Then it became whose horse or camel was fastest. Today, it is whose car is quickest. To be the swiftest seems to have always been a human aspiration. Today that aspiration is most widely embodied all over the globe in motorsports.

Cebu Grand Prix ➤
Witnessed by crowd of 10,000, various race cars from Manila and other cities battled for the finish line in the 1st Philippine Grand Prix in Cebu City on December 10, 1969. Organized by the Cebu Motor Sports Association and the Camwreckers Association, the event was held at Cebu's newly reclaimed area (where SM Cebu is now located) and featured various races for cars and motorcycles. Chito Monserrat, whose family owned the Yellow Taxi company, won the centerpiece modified car race in a Ford Escort, beating Camwreckers president Conrado "Dodo" Ayuyao who was disqualified when his Austin Mini was caught leaving the pits while the red flag was still up. Photo from the collection of the Ayuyao family





Manila Grand Prix

The Luneta and Roxas Boulevard in Manila turned into a race track on July 26, 1970 as race cars chased each other for the first Manila Grand Prix. The event was organized by the Manila Jaycees with the support of the city government of Manila under Mayor Antonio Villegas. It was meant as tourism event and participated in by foreign drivers such as Albert Poon from Hong Kong, British Allan Davies from Singapore, a South African named Jimmy Southern and American James Cahill. Top Filipino drivers were all there to compete, among them Pocholo Ramirez, Dante Silverio, Benjie Guevarra, Yu Beng Tek, Chito Monserrat, and Arthur Tuason. Camwreckers president Dodo Ayuyao did not race and offered his Austin Mini to Davies who won the premier race, finishing more than a minute ahead of Poon. Ayuyao served as commentator during the television broadcast of the race over Channel 2.



No one really knows when the first car race in the Philippines took place. It would most probably have been sometime during the American occupation when the Yanks imported their Detroit iron into the country. Coincidentally, or perhaps by design, that was when - 1931, to be exact - the Philippine Motor Association (PMA) was formed as a car club by a small group of American and Filipino car enthusiasts. The first President of PMA was one Carlos P. Romulo. These guys may well have organized a race or two. If they did, no record survives of it.

The first attempts took place, according to motoring historian and journalist Junep Ocampo, on the Santa Ana racetrack in 1954 when members of the Manila Auto Club would race their cars on the same dirt track where horses would be raced. Races on paved roads were always limited to where good and empty roads could be found, such as the Nielsen airport runway, Paseo de Roxas and Pasong Tamo extension in Makati as well as Quezon Boulevard in Quezon City. Due to nature of these roads, these races were mostly in the form of drag races.

It was also in the '50s when PMA became a member of the Federation Internationale d'Automobile (FIA), the worldwide governing body of motorsports. PMA was appointed by the FIA to be its ASN (National Sporting Authority in English) for the Philippines. Its mandate was to ensure that motorsports in this country would be conducted safely and fairly. The PMA appointed Juan E. Tuason as its first Chairman of its National Commission on Motorsports and he promptly required that a PMA ambulance and towtruck must be present at every motorsport event.

Going into the '60s, motorsports was growing in popularity, thanks in large part to the efforts and exploits of one Dodje Laurel in races here and in Macau. It was also becoming more professionally managed. The Cam Wreckers, a group of young motorists initially headed by Dodje and then by Dodo Ayuyao, began organizing street circuit races, including the first Philippine Grand Prix in Cebu in 1969, the Luneta Grand Prix and hillclimbs in Baguio.

The '60s also saw the growing popularity of time-and-distance rallying, called tulip rallies in Europe but dubbed sampaguita rallies in the Philippines for added local flavor. These became popular primarily because the cost of preparing and running cars for these events was cheaper than in racing and the rallies would take the



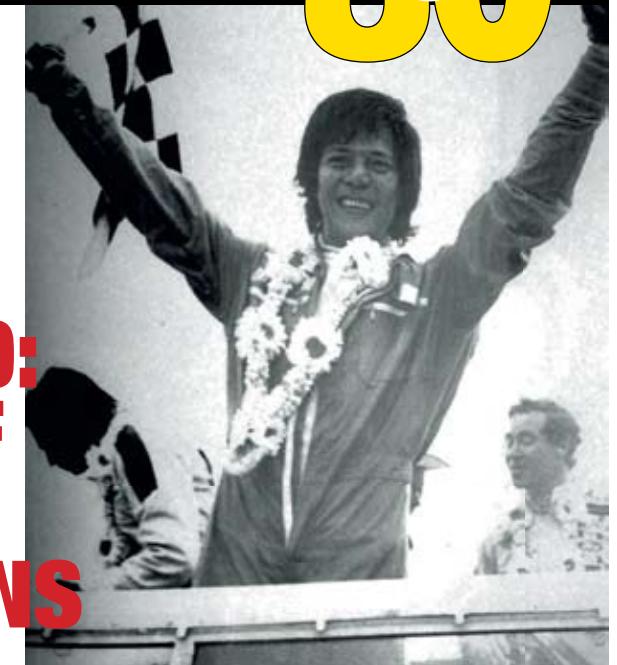
competitors all over the country. And with a three-man crew in each car, it was loads of fun. These rallies would be organized by the Auto Rallye Club of the Philippines (ARCP), another group formed for rallies by rally freaks, many of whom also happened to be Cam Wrecker members.

The '70s started auspiciously enough. In 1971, the Automobile Racing Association of the Philippines (ARAP) took over the organization of racing events from the Cam Wreckers and held events on roads in Greenhills, Ortigas Avenue and Las Pinas in newly constructed but unoccupied subdivisions. Also in 1971, PMA started issuing competition licenses to motorsport competitors. The impetus for this was the FIA's rule that drivers had to secure licenses from their home ASN's in order to be allowed to compete in international races. As a group of Filipino drivers wanted to compete in the 1971 Macau Grand Prix, they had to apply for international competition licenses from PMA. And so, for the first time, PMA issued its own competition licenses - license 001 was issued to Pocholo Ramirez, 002 to Chito Monserrat, 003 to Yu Beng Tek and 004 to Dante Silverio.

Ever since then, a driver had to be licensed by PMA in order to be able to compete in PMA-sanctioned motorsport events, as well as in events abroad. This was necessary to ensure the high standards PMA required of motorsport competitors. Also in 1971, PMA President Tuason formed the Motor Sports Commission to which he invited Cam Wreckers President Dodo Ayuyao and ARCP President Tony Mapa to be the other two members of

Macau Grand Prix
Arsenio "Dodjie" Laurel, founder of the Camwreckers Association and considered the father of Philippine motorsports, attempted to race in the prestigious Macau Grand Prix in 1961 but failed to make it when his car did not arrive on time. In 1962, he finally made it to the starting line and won the race - breaking the lap record seven times. He won again the following year, emerging as the first man to ever capture the Macau GP title twice in a row. Unfortunately, Laurel wasn't as lucky in 1967 in his bid to win his third GP. While negotiating a turn early in the race, he lost control of his car and, instead of going straight to the area where spectators stood, he steered the wheel onto the seawall. The crash killed him instantly. He was only 36 years old.

DANTE SILVERO: MAN OF MANY PASSIONS



He is a man of many passions. When he gets into something, he gets into it with his heart and soul, giving it 101 percent of his time and energy. No wonder he has excelled in them all.

When he got into car racing in 1969 as team manager of the fledgling team Toyota for the Cebu Grand Prix, he vowed to return with a vengeance. Hence, he got Pocholo Ramirez into the team and decided that he himself would take the wheel and suit up for the races. He personally went to Japan to look for the best cars - he got two factory-tuned race-ready Toyota Celicas for himself and Pocholo. From then on, the Toyota Motorsports Club became a force to reckon with in Philippine motorsports.

He was the first Filipino to ever win a Grand Prix in the country. It happened in Greenhills in 1972. He was also one of the first Filipino drivers to compete abroad -- in Macau, in Singapore, in Indonesia, in Australia, both in circuit races and car rallies. He was also one of the pioneers in organizing races in the country. When he plots a rally, he goes to the extent of using an helicopter to be able to see the route from above.

But Dante Sison Silverio is more than just a champion driver and consummate race organizer. He is a true sportsman. In 1972, after winning races left and right, he entered the world of basketball as team manager then later as coach of the Toyota Comets in the Manila Industrial and Commercial Athletic Association or MICAA. Under his leadership, the Comets won the Hong Kong Invitational then moved on to bag the MICAA championships on their maiden year.

Because of his background in racing, our awardee pioneered the running game or fastbreak in local basketball. Using this technique, he steered his basketball team to the first championship of the Philippine Basketball Association in 1975. His record as a basketball coach stands at five championships, including the back-to-back titles of Toyota in the PBA's inaugural year. Without him, there will be no Robert Jaworski. He was the one who recruited Jaworski after the Big J was suspended for life for manhandling a referee.

Silverio's story of our awardee is not all fun and games. He had some tough calls, too, decisions that he knew were right but were not accepted by his peers. In 1979 he suspended several players because of alleged game fixing. Unfortunately, his decision was overruled by the team's management, particularly his uncle who owned the team. He quit because of that. Recognizing his very daring and noble act, the Philippine Sportswriter Association gave our awardee the Sportsman of the Year title, the first non-athlete to ever be named such.

More than a sportsman, Silverio is also a passionate artist. He is a serious painter, with training from the Portrait Society of America. He has mounted several one-man exhibits. To keep fit, he practices flamenco dancing. He treats his art with the same passion as his car racing and basketball coaching. No wonder he has excelled in them too.

Passion. Dedication to excellence. Giving your all. These are his trademark of our awardee. Dante Silverio's legacy lives on as the country sees the brand Toyota doing superbly on the race track and on the basketball court.

the Commission. As fate would have it, both Ayuyao and Mapa would go on to be Presidents of PMA themselves.

As street circuit racing began to wane in the late '70s as more and more of the subdivision roads used for racing became unusable, rallying expanded to take its place as the premier motorsport. This time, it took the form of speed rallying, mainly on gravel and dirt roads. The Asean IV International Rally was held in 1979, attracting many international rally stars fielded by factory teams. The '80s were thus dominated by the national rally series, run all over Luzon, and culminating in the annual Mabuhay International Rally, which every year would have a stellar roster of foreign teams competing. By this time as well, karting was also growing in popularity among the very young drivers, the events being held in the Ramrod kart track in Libis, Pasig.

The '90s saw the resurrection of circuit racing, its star on the ascendant once again due to the construction of two permanent tracks - the first the Subic International Raceway of the Ramirez family and later the Batangas Racing Circuit of Johnny Tan. The Subic track saw several years of visits by the Asian Touring Car Series while Asian Formula 3 races were held on the Batangas track. By now as well, the Carmona kart track was already well established as the premier venue for local and international karting events. All these three tracks were homologated by the FIA as suitable for international events after the endorsement of PMA.

Throughout these past six decades, PMA (which had since been renamed the Automobile Association Philippines, or AAP) has assumed the mantle of assuring all parties involved in motorsports that no stone has been left unturned to minimize the dangers inherent to motorsports as well as to assure all competitors a level playing field. In addition, AAP has added a third guiding principle - that of making motorsports affordable to all and not a sport only for the well-to-do.

Today, aside from circuit racing, rallying and karting, AAP's jurisdiction includes drag racing, hillclimbs, slalom, autocross and 4x4 events. This year, 62 motorsport events are on the AAP calendar, averaging more than one event for every weekend of the year. By yearend, AAP will have licensed some 400 competitors, at least 10 of whom will be competing in other countries. Indeed, Philippine motorsports has come a long way since AAP was formed in 1931 and looking forward down the road, AAP will continue to be there to guide it down the right path.

Remembering Eddie and Jovy

EDDIE Marcelo began racing as a young boy, using scooters. In the '60s, while studying in the United States, he raced drags at Fort Lauderdale, Florida, winning numerous trophies. In the '70s, he brought home his champion dragster he called "Hustler," a 1957 Ford Thunderbird with a 457-cubic-inch full-race engine. He beat everyone using that car. He later formed the High Performance Racing Association. He also competed in circuit racing, this time on board an Opel Manta. He was the winner of the Enduro Race in 1972.

Eddie's passion for racing rubbed off to his two sons, Jovy and John. Jovy, for one, became a champion karter and later entered the big leagues in the United States and England. He raced in Silverstone and Brands Hatch and had some seat time with Duane Anderson's team in the Toyota Atlantic Championships. He drove wheel-to-wheel with Canadian Jacques Villeneuve who eventually became a Formula 1 world champion. But Jovy's career was short-lived. On May 15, 1992, he figured in an accident while practicing for the Indy 500 on the Indiana Speedway. The accident claimed his life. He was only 27.

Eddie himself died last year of an illness. But before he died, he was able to witness and support the return of the Marcelos in the local racing scene. His grandson, Stephano, the son of John, had begun his racing career and is now winning karting races. The Marcelo name lives on.

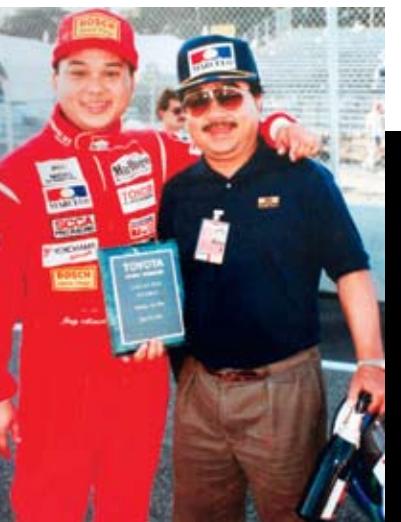


ASEAN IV International Rally

The most star-studded motorsports event in Philippine history attracted the biggest names in rallying. Former British rally champion Russel Brookes, Australia's top driver Colin Bond, Sweden's Lars Carlson, and Sweden's Leif Asterhag showed Filipinos world-class driving styles as they took on the unpaved roads of Luzon beginning April 27, 1979 on board rally-spec Ford Escorts, Dodge Colts, Isuzu Geminis and Toyota Corollas. The grueling contest was a test of man and machine and ended in Baguio City. The foreign drivers and their navigators, both foreign and local, were challenged by the best Filipino rally teams of the era. But the foreigners were simply superior. At the end of the race, Asterhag and navigator Anders Gullberg emerged.



Eddie Marcelo with son Jovy after the latter's victory in the Toyota Atlantic Championships.



By Tito F. Hermoso

MUSTANG DREAMING

In the early 70's, I grew up witnessing the icons of men, as sacred as Passion Sunday. Their cars. Their shared hobbies. And, the "bonding" time among themselves. These grown men, buddies of my father, shared a passion for hunting during the migratory snipe and mallard season. These flocks usually ride on the cool northeast trade winds to populate the Candaba swamp. I always wondered on how low the doctor count in ABM Sison Hospital on a Sunday, as those hunt buddies were out "doctoring" in the field.

The assembly point was the old ancestral home, where they left their cars to transfer to more rugged vehicles to take them to their favored hunting grounds. In those car starved days in the '70s, I felt fortunate to ogle at a garage with an XK-E Jaguar, a 4 door MG, a tarted up Corolla, a Bronco, a Volvo, a Chevy II Nova, a BMW, an Oldsmobile, etc., etc. But my favorite was the red '65 289 V-8 Mustang convertible.

As an unlicensed, under height kid, I used to sit in it and do the "vroom-vroom" bit, barely seeing anything above the steering wheel horn boss. That Mustang had '60s "wet look" black vinyl interior and welcoming foot lights, a novelty for me then. It had lots of chrome inside but not as much as the late '50s cars. It had circular dials and eyeball vents that mimicked what was to be the tail end of Detroit's fascination with jet engine styling themes. It did not matter to me that it was based on the plebeian Ford Falcon, the kind local orthodontists patiently queue to buy from US Base servicemen.

My next Mustang experience was in my legal driving age. A cousin, retired from the SSS and blew his entire retirement pay on what he said was a rare '65 260 cubic inch V-8 convertible, also ex-Base, in pale metallic gold. He lived in a house on a very narrow street next to a 400 year old church and did not have a garage. Being a well-known character in his neighborhood, his Mustang was never touched much less leaned on by the local gangs. When we took it out for a spin, I suggested that we bring the top down but he demurred saying that he doesn't know the state of the folding mechanism and the condition of the fabric roof so we just had to settle for driving with the roof up. Driving impressions? There was this nice pull of a small block V-8, raising the prow a bit, just like a pony raising its head, getting ready to run and ...well, nothing else. Oh, it was good in a straight line. Only.

Next: an early '70s Boss 302 fastback. I was with the local spoiled brat and he was showing off to me how fast it goes on the still fresh North Diversion Road. I remember the noise, the smoking tires, and

how fast it went (according to him) but, again nothing great. By that time, I had been hopelessly enthralled by European cars with independent suspensions and high revving 4 cylinders, so no childhood memory was going to change my mind.

I gave my old acquaintance a try was in the mid '70s, when the downsized Mustang II arrived on the scene. Smaller body, emission controlled V-8 engine, still sunken driving position, no-feel steering, weak brakes and floppy suspension on skinny tires. This white handling nightmare was so unbalanced in anything less than arrow straight roads, that I unintentionally did a 180-degree turn on a narrow village road, without even pulling the hand brake. Inside were all garish frosted red vinyl and shag pile carpeting. So much for visual relief.

Soon, I began to ask myself, why I fell in love with the Mustang (was I that impressionable as a kid?). Despite my doubts, I still kept



“ Soon, I began to ask myself, why I fell in love with the Mustang... Despite my doubts, I still kept coming back for more. ”

ICONIC RIDES

FORD MUSTANG

coming back for more. Was it unrequited love? It was only when I started renting convertible Mustangs in the '80s and '90s and cruised the byways and freeways of California, that I finally understood what its appeal was.

California is the most egalitarian of the already egalitarian USA. Which means you can dream about standing out from the crowd and actually have access to the means to make you believe it. It was the combination of the California (and Arizona, and Hawaii and Florida) weather, that golden sun, balmy weather, well paved roads, a gentle pace and hair blowing in the wind that made me make sense of it all. It never bothered me that the more sinister black Mustangs of the California Highway Patrol were watching, up on the hills of I-280 or keeping distance in the back, tracking every mile per hour on the wrong side of 55 or 65.

Thanks to the design team of J. C. Mays, today's turn of the



“Even if the old Mustang was a dynamic nightmare, I always book a Ford Mustang convertible whenever I fly to the sunny parts of the USA. Its a dream still worth living.”



century Ford Mustang, have that 21st century blend of modern lines incorporating clear references to the original.

Then, two years ago, I took a ride in a speed demon's red '08 Carroll 'Stang Shelly, [sic] as spelled by the speed demon's Colombian tuner. To the strains of Tears for Fear's "Everybody wants to rule the world" on the stereo, split second quarter mile acceleration to XXXMPH, at the peak of ring road rush hour traffic was truly stupendous as the thing claims to develop XXXX horsepower at the wheel.

Though Ford Group Philippines admits the 'Stang is a halo model, and even imported a few in 2002, it has no plans of bringing in the latest model. Despite The Covenant Car Company's import of the Chevrolet Camaro. Whatever the case may be and even if the old Mustang was a dynamic nightmare, I always book a Ford Mustang convertible whenever I fly to the sunny parts of the USA. It's a dream still worth living. AQ



Fiesta Fever Runs High.

The all-new Ford Fiesta continues to win the hearts of Filipino customers with its head-turning style and smart technology, garnering nods of approval from many enthusiasts and industry opinion leaders. Many Ford Fiesta fans and current owners have eagerly anticipated the Fiesta's arrival in 2010, connecting with consumers across the country in many different and exciting ways.

The Fiesta's best-in-class offering – including its unique kinetic design, superior fuel efficiency, class-leading safety features, and cool and smart technologies – is really gaining traction among young and trendy Filipinos.

Thanks to a robust digital strategy that preceded its launch, the Fiesta's online community at Ford Fiesta in the Philippines Facebook page is the most popular local automotive Facebook fan page with close to 30,000 fans. The community continues to grow, building a stronger bond between fellow Fiesta owners and Ford Philippines.

Here are some of Fiesta's happiest owners:

"I have been a fan of the Ford Fiesta ever since I read the reviews abroad. When I heard in the news that the Fiesta was finally going to be available in the Philippines, I immediately asked around if this was true. Once it was confirmed, I placed my order. I became the 6th Fiesta owner in the Philippines."

Ryan Paul Bautista, Mandaluyong City



"I currently drive a van and I was looking for a sub-compact car for my use, and of course, my first consideration is the car's fuel efficiency followed by the new technology I can find in that car. So my husband researched on the Fiesta's specifications because we noticed all the reviews in the forums and Facebook. I attended the launch of the Fiesta at CAMPI [last August, CAMPI Motor Show] and the Fiesta was really the only car I looked at in the show. When I test drove the Fiesta, I fell in love with it. Wow! I also fell in love with the Fiesta's voice command. I love music and I was very impressed by the sound system of the Fiesta and also how quiet the cabin is from outside noise. I'm an active fan of Ford Fiesta's Facebook page. And I'm also waiting for the new Ranger! My husband and I are getting ready for the next member of our family."

Mary Gay Esturco Nunez, Mandaluyong City



"The smile and thumbs say it all! The most fun to drive sub-compact car in the market and I have driven them all. The steering is so light, smooth and sharp. Point and shoot driving at its best. The 6-speed dual clutch gearbox (PowerShift) gives you driving flexibility especially in higher speeds and a much longer range than the competitors' 4-speed and 5-speed gear boxes. Lower revs at higher speeds translate to fuel savings and less engine stress.

Add to that, you have a lot of nifty technology in the Fiesta. Voice control (you won't find that even in a car thrice the price of a Fiesta) to change your music and dial phone numbers as well as hands free calling and answering are great safety features. So you can take that call while keeping your hands on the wheel and your eyes on the road.

Add to that, it's fuel efficient and affordable to maintain given its 10,000km/6months maintenance interval. Thanks Ford for bringing this European gem to our local market, I've always admired it since I saw it on Top Gear UK back in 2008."

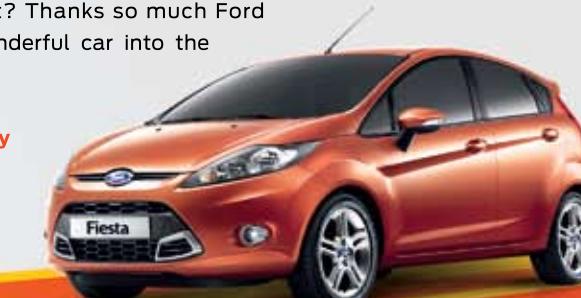
Sherwin Clarence Go, Quezon City



(Photo taken by Solomon Suyo)

"I never went loco for anything, much less for a car, other than the Ford Fiesta! Superb kinetic design. First-in-class features. 5-Star safety ratings. Reasonable price. No wonder it became the best-selling hatchback in the country just a few months after its launch. Have I already told you that you can actually talk to it and tell her what radio station you want to listen to? You can even dial a phone number and talk to someone while driving -- hands-free! Pretty cool, right? Thanks so much Ford for bringing this sprightly wonderful car into the Philippines! Happy Fiesta!"

Omar T. Gabrieles, Quezon City



80 YEARS OF SAFETY

Dr. Jose Quirino may have carved a name for himself as the country's number one gynecologist at the turn of the 20th century. Yet history will always remember him as the first Filipino to ever perish in a car crash.

One of the first Filipino physicians to specialize in painless childbirth, Quirino lived a considerably short life. He had just come from years of training in Germany when he figured in an accident – the first recorded car accident in the country.

It was November 9, 1913. Quirino took his entire family on board his open-top Ames Continental touring car for a pilgrimage to the shrine of Our Lady of Peace and Good Voyage in Antipolo.

After having said their prayers at the town church, they drove back at dusk for Manila. The gravel roads were then not as wide or smooth as today; in negotiating one of the hairpin turns, the car got out of control and plunged down the steep side of a hill. The automobile rolled over once, then shuddered to a halt at the bottom. The woman screamed and the children cried in fright. All of the passengers were safe and sound, except for minor scratches and bruises – miraculously, so it seemed.

But not for Dr. Quirino. The wooden steering wheel had snapped with the fall, and the jagged edge had entered into his heart. He was bleeding profusely from the mouth and nose. His death had been almost instantaneous.

When Don Juan Sumulong in Antipolo heard of it from passers-by, he and the parish priest immediately rushed to the scene of the accident – but there was little they could do to help. On board a carretela or horse rig they brought the corpse back to the town, as the disconsolate widow and mother wept their hearts out in sorrow.

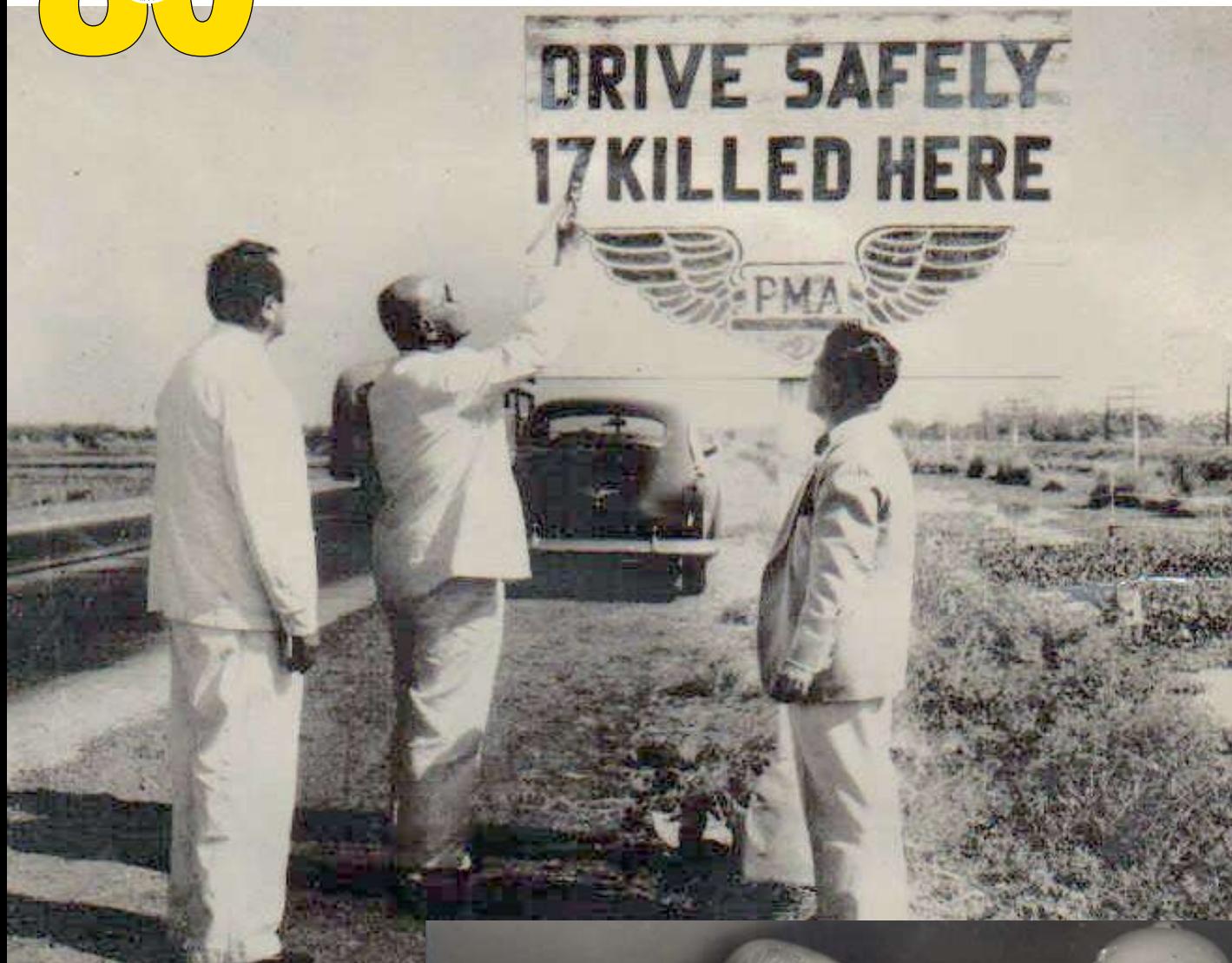


An autopsy was held in Manila: it was revealed that the deceased had ulcer perforations in his intestines. The family physician, Dr. Singian, then revealed that the deceased had fainting spells and was in a bad shape physically at the time of his death; apparently, he had one of his fainting attacks while at the wheel, causing the automobile to plunge down the precipice. Yet, he had carefully kept the information from his family in order not to worry them.

The AAP remembers Quirino and the other people who have perished in car accidents since the automobile arrived in the Philippines. Over the past 80 years, the AAP, under the name Philippine Motor Association, has campaigned for traffic safety.

1949

Members of the board of directors of the Philippine Motor Association present the PMA-sponsored road signs. Photo shows (from left to right) Ramon Oriol, Benito Legarda, Rafael Anton, Peg Green, Gregorio Tengco and Enrique Lolarga.



1950 ^

Philippine Motor Association President Benito Legarda applies the finishing touches on a signboard strategically located along the Manila North Road. With him are Rafael Anton and Dr. J.H. Yanzon. The putting up of signs along roads where accidents are prone to occur is one of the PMA's projects under Legarda. The death toll in this area where the sign was located is already 27 before this sign was erected. The Manila North Road was later renamed as MacArthur Highway in 1961.



1955 ^

The Philippine Motor Association formally turns over to traffic authorities its donation of a movie projector for the use of the government in safety courses for drivers. Picture shows PMA President Benito Legarda with Colonel Antonio V. Sayson, deputy chief of the Philippine Constabulary; Manila Police Department Chief Dionisio Ojeda, Legarda, Secretary Pablo Lorenzo, Attorney Jose Acevedo of the Department of Public Works, and Primo Villar of the Motor Vehicles Office. The donation was made to implement the PMA's program of inculcating traffic safety consciousness among motorists and the general public.

1954

Twelve traffic policemen were presented with Philippine Motor Association (PMA) medals of merit in ceremonies held at the Quirino Grandstand in Luneta which highlighted the observance of the National Traffic Accident Prevention Week. Photo shows PMA President Benito Legarda pinning a medal on Corporal Primo Rosario. At right is the coveted medal awarded by the PMA to deserving traffic policemen for their efficiency, courtesy, alertness and neatness.



1966

The Philippine Motor Association sponsored a poster-making contest among students. The winner was later used by Mobil in its gas stations. Photo shows a student displaying his winning piece.



80 YEARS OF SAFETY

1980

Under Don Juan E. Tuason, the PMA lobbied for standardized traffic signs in compliance with the rules set forth by the Vienna Convention. Tuason appointed lawyer and civic leader Conrado Ayuyao to take the lead in promoting road safety and attending international meetings on this issue.

1982

Conrado Ayuyao officially assumes the presidency and one of his first acts was to appoint Johnny Angeles as PMA's executive secretary. Together, Ayuyao and Angeles pioneered a modern 911-style Emergency Medical Service with state-of-the-art ambulances from the United States.

1999

The PMA lobbied for the passage of Republic Act 8750 or more popularly known as the Seatbelt Law. This piece of legislation requires the use of seatbelts for all front-seat occupants in all motor vehicles. This also prohibits children six years old and below from sitting in the front seat of vehicles.



2006



As part of its 75th anniversary celebration, the Automobile Association Philippines joined a worldwide campaign called Think Before You Drive which promotes road safety awareness among motorists. It also started a series of Road Safety Conferences in partnership with the National Center for Transportation Studies of the University of the Philippines and Toyota Motor Philippines. The conferences gathered various stakeholders from private and government sectors to draft policies that would make Philippine roads safer.

2009

The AAP facilitates the visit of Hollywood actress Michelle Yeoh, the United Nation's ambassador for road safety. Ms. Yeoh distributed helmets to public school children in Metro Manila under the Helmets for Kids program

2011

As the representative of the Federation de International de l'Automobile (FIA), the AAP will be leading the implementation of the Decade of Action for Road Safety, a 10-year program promoted by the FIA and the United Nations.

80 YEARS OF SAFETY



Road Safety Action Plan Finalized

THE Automobile Association Philippines (AAP) attended the Workshop on the Philippine Road Safety Action Plan 2011-2020 on March 31-April 1, 2011 at the Taal Vista Lodge in Tagaytay City. The two-day workshop convened more than a hundred road safety advocates to draft and formulate the Philippine Road Safety Action Plan (PRSAP) 2011-2020 in support of the United Nations Decade of Action for Road Safety 2011-2020.

The PRSAP 2011-20 is a compilation of all road safety activities that road safety advocates from the government and the private sectors commit to undertake during the decade. The document contains doable and sustainable programs, activities and projects (PAPs) which government agencies, business entities and associations and civil society vow to pursue, individually and collaboratively, in an effort to make our roads safer during the decade.

Organized and coordinated by Department of Transportation and Communications (DOTC) Undersecretary Dante M. Velasco and Assistant Secretary Dante Lantin, the workshop tackled projects, plans and programs that will help the country achieve the United Nations Economic and Social Commission for Asia and Pacific (UNESCAP) overall objective of reducing road fatalities and injuries by fifty (50) percent over the decade 2011-2020.

Rebecca Huang of UNESCAP presented the eight goals under the overall objective; (1) Make Roads Safe a policy priority, (2) make roads safer for vulnerable road users, (3) make roads safer and build "forgiving roads", (4) make vehicles safer and encourage responsible ads, (5) Improve national and regional road safety systems, management and enforcement, (6) improve cooperation and fostering partnerships, (7) develop the Asian highway as a model for road safety, and (8) provide effective education on road safety awareness. Under these eight goals are thirty six (36) indicators for monitoring achievements.

Among the discussed plans is the establishment of a road safety park for children initiated by the DOTC, University of the Philippines National Center for Transportation Studies (UP-NCTS), AAP and Safe Kids. The park aims to instill road discipline in the present and future generations of motorists and pedestrians.





SENIOR CITIZENS: These vintage cars proudly tour Manila during the 75th anniversary celebration of the AAP in 2006. Owned by members of the Vintage Car Club of the Philippines, these cars have been part of the country's history. Photos from the AAP library.

PASSION FOR HISTORY

CARS are part of history, no wonder many people get fascinated with them. Get to know two of the most popular figures when it comes to old cars in the Philippines.

Cito Beltran



The Car Collector

HE is known to the country as a news anchor or commentator. Yet to his family and friends, he is known more as an antique car collector. And Cito Beltran is proud to have acquired some of the most historical cars in the country.

He has the 1950-51 Chrysler Imperial limousine which served as the wedding car of Senator-later-President Ferdinand Marcos and Imelda Romualdez; the 1941 Cadillac convertible parade car of Presidents Manuel Quezon, Sergio Osmeña, Manuel Roxas, and Elpidio Quirino; and the 1956 Chrysler personal limousine of Senator Quintin Paredes.

Beltran also has the 1965 Fleetwood of former President Joseph Estrada. It is one of the two Fleetwoods that Estrada and best friend Fernando Poe, Jr. bought at the same time at the height of their acting careers.

He also has the Mercedes 600 used by Pope John Paul II in visiting the Philippines in 1981.

But the most special of all cars in his stable is a 1904 French-Belgian piece of art which goes into the record books as the oldest car in the Philippines. This particular car is so old that pundits cannot even agree on the correct way of writing its make; a RichardBrassier or Richard-Brasier?

Imported in the Philippines by Jewish store La Estrella del Norte, the car was

immediately bought by the Tuason brothers, Augusto and Demetrio, descendants of Chinese merchant Son Tua whose name was Hispanized to Tuason.

The car resembled a carriage. With its engine able to create a mere 9 horsepower, it travelled at a leisurely pace, allowing its riders to enjoy the fresh Manila air. It spurted through Manila's primitive roadways, frightening horses and carabao. At night, its illumination was provided by lamps exactly like fitted to carriages of early times.

Beltran was able to convince the family of the original owners of the car to just sell it to him rather than to foreign car collectors. The car used is now displayed at the Nido Science Center in SM Mall of Asia.

Beltran says buying the oldest car in the country is a paradox, or a contradiction for a collector.

"You can't drive it around because it's too old. You can't sell it because it's priceless. And after you buy it, what else is there left to collect," he says.

And contrary to popular notion, he reveals that car collecting is unprofitable. It can take up to two years to restore an antique car and the bill can run up to seven figures. But he still does it, just like the other 30 or so members of the Vintage Car Club of the Philippines who aim to bring back the old glory in collectible cars. For them, the thought of 60- or 80-year-old Fords, Buicks, Chryslers, Austins, Studebakers, Chevrolets, Packards, Cadillacs, Rolls Royce ending up in junk shops is unbearable.



JUST LIKE BRAND NEW: The cars restored by Alex and stored in his Alex Car Storage facility in Quezon City are just like the ones that rolled out of showrooms decades ago. Photos by Junep Ocampo



The Restorer

TWENTY years ago, 18-year-old Alex Isip gave up his dream of breaking swimming records to pursue his love for cars. He fell in love with vintage cars upon seeing a cherry-colored Porsche 928 at their family garage in Quezon City. The car was given to his father as payment for a debt. Alex began cleaning it, then he got the urge to take the car apart and restore it.

Friends were impressed with what Alex had done with the Porsche and they encouraged him to join the first ever Transport Show in 1992 at the parking lot of EDSA Shangri-La mall. He did, and he found himself competing against well-known car shops. Since Alex didn't own an auto shop back then, he made a customized plate for the Porsche with his name boldly scribbled on it.

Simple it was, but Alex's fully restored Porsche 928 earned the best in show and best in paint awards right at his first try in joining a contest. It was the start of his car restoration career.

Word spread about Alex's talent as a restorer, and people began looking for him to rebuild their old cars, Alex thus decided to go into the business full time. His "little" business gave him something extra on his pocket even when he was still in high school.

At first, his parents tried to discourage him from continuing with this sideline because old cars from clients began crowding the family garage, displacing their own cars.

But demand for his service was huge. Some of his clients included drag racers, who, at that time, were racing illegally along



Ortigas Avenue in Greenhills, and along the road strips inside the posh Corinthian Park subdivision in White Plains during weekends.

His business grew to a point where his mother Alicia relented and allowed him to rent a vacant family lot so he can have a bigger space for the stream of old and damaged cars, which have never stopped rolling his way through the years.

Alex and some neighbors cleaned up the lot, and he was soon busy fixing 20 different cars at any given day.

"Umabot kami ng dalawampung

sasakyan noon na ginagawa sa loob ng isang araw. Kaya nag-overflow pa at umabot sa garahe namin," added Alex, who also did extensive research on car paints.

Alex has a cabinet full of best-of-show trophies that he received from the cars that he had restored. He is known for restoring all the "Eleanors" available locally. An Eleanor is a 1967 Shelby GT 500, the same car which Nicolas Cage called as such in the action movie "Gone in 60 seconds."

Aside from the Shelby, the other cars which won awards from Alex include a 1964 Volkswagen Karmann Ghia, a 1989

Mitsubishi Pajero, a 1962 Impala SS, a 1956 Mercedes Benz 300SL Gullwing and a 1974 Chevrolet Camaro LT.

To enhance his craft, Alex took courses in the United States. His clients now include business tycoons.

One of the most difficult projects he had worked on was a 1930 Morgan three-wheeler with the acceleration still positioned on the steering wheel. With a deadline of only 13 days, he assembled his team of 15, worked 24 hours non-stop and completed the task. The Morgan went on to win most of the awards that year.



Believe In Better

» 2011 CHEVROLET SPARK LT

STORY and PHOTOS: Vince Pornelos



JUST to get it out of the way, I haven't been a fan of Chevrolet's small cars.

Aveo, Optra, Spark. Do any of those cars strike a particular interest in you? The designs were bland, the powertrains left plenty to be desired and the same goes for the fit and finish inside. No wonder the old guard of Chevrolet in the country, in General Motors Philippines, packed up and left in the wake of low domestic sales and financial troubles in their home country, the good ol' U. S. of A.

Then things started to change for the Chevrolet brand. Under the new custodianship and the enterprising leadership of the guys over at The Covenant Car Company, Chevrolet in the Philippines began to turn things around with a wave of new marketing tactics (Facebook, anyone?), new models headed by the Chevy Cruze, and aggressive promotions have started to make an impact on the market. Now, with the introduction of

another all new model, things are set to get even better for a brand that just a few years ago was in the full swing of fizzling out.

Now, with the introduction of the all new Spark, the Chevy brand is set to continue the upward trend, and reenter the entry level car market with their best foot forward.

On the design end, the new Spark is well and truly a breath of fresh air. Gone is the cutesy design of old, replaced with a very, very bold design statement from every angle. The front end is daring, to say the least, with the large Chevy grille, a pair of sculpted headlamps and great feature lines running all around the car. I love the boldness of the new look, as the Spark seems to be at the forefront of urban car design. It definitely looks much more modern and much more upmarket than its chief rivals, clearly conveying the design of the Chevrolet Beat concept car just a few years before.



Now the old Spark had what was probably the most low-rent interiors I've ever been in. In fact, the Chinese copy of the Spark, the Chery QQ, actually seemed much better than the one it copied. So, its a great surprise that this new one has raised the bar. Considerably.

Stepping into the cabin for the first time, it's easy to note the high tech design and feel to all the surfaces and controls, and even has color-keyed (blue, in this case) panels. There are quite a few details that seem to have been adopted from the masters of the ultra small car: MINI. The focal point of the cabin is the uber-cool instrument pod sitting on top of the steering column, featuring an analog speedometer, an LCD with a digital for the tachometer, fuel gauge, trip and other pertinent information, as well as the standard complement of warning and indicator lights. Even the center console and cupholders are reminiscent of new MINIs.

Quality has also improved, almost incredulously. The plastics are high grade while interior panel alignment has been monitored so closely to ensure no gaps larger than 5mm between door shuts. It's these high levels of quality and fit and finish that give the Spark a feel that costs more than its 598,000 peso price tag.

In terms of features, the Spark also delivers a decent amount of kit with a keyless entry and alarm system, power windows, mirrors, door locks, an AM/FM CD MP3 audio system with auxiliary input for your iPod and an airbag for the driver. I do wish it came with anti lock brakes instead of that airbag, as to me, having having the extra help to avoid an accident seems like a better trade off.

The car may be small for room, but considering the size of the Spark, it generates a decent amount of space inside. Beyond the standard glove compartment and pockets there are some novel storage options, as designers and engineers placed around the cabin with multiple door pockets and other cubby holes. Pop the tailgate and you'll see a decent amount of room, even more so with the rear seats down.

Slotting and twisting the key in for the first time, the Spark's engine springs to life. I'm not

exactly expecting much from the little engine in the Spark, but after trying it out for a few days, I have to say I quite like the powertrain arrangement. The engine is a 1.2 liter, twin cam 16-valve motor, and is capable of 82 horsepower and 110 newton meters of torque. That doesn't sound like much, but when combined with a 5-speed manual tranny and at around 900 kilograms curb weight, the Spark is actually a peppy little car to drive. The handling dynamics of the car are quite good (something the old car didn't really have), and maintains good poise in the corners, and the short wheelbase makes it incredibly easy to maneuver around town and in traffic.

Some people think that because entry level cars like the Spark are meant for those who can't afford bigger, more upscale models makes cutting corners in terms of driving dynamics, quality, features and design par for the course. However, in my experience with vehicle sales, those who have less to spend on a new vehicle tend to be smarter and more discerning on which to pick, and based on what I've seen and felt behind the wheel of the new Spark, Chevy has delivered a great entry level car for those who believe in a better car for such little, hard earned money. **aq**

“Gone is the cutesy design of old, replaced with a very, very bold design statement from every angle.”



Chevrolet Phils-TCCCI Managing Director Atty. Albert Arcilla, GM President for South East Asia Operations Martin Apfel, Chevrolet Phils.-TCCCI Executive Director Selene Yu with actor, TV host & Chevy Ambassador Ryan Agoncillo



Chevy Cruze Wins Car of the Year

First American brand to win the award

THE verdict is out on the Philippines' 2010-2011 Car of the Year award and Chevrolet Cruze made it all the way to the top. Besting 56 vehicles under 14 categories that range from best sports car to best pickup, the overall plum spot was ultimately awarded to Chevrolet in a ceremony that coincided with the launch of the 7th Manila International Auto Show at the World Trade Center last April 7, 2011.

The Chevrolet Cruze is certainly no stranger to awards, having already been lauded this year's "Car of the Year" in Thailand, "Urban Car of the Year" in North America this January and "Canadian Car of The Year" in February. Definitely, adding more reasons to love this Chevy. The award also validated Chevrolet's claim when it comes to providing more value for money. The Cruze's winning combination of overall great looks that offers affordability, fusion of iconic and ultra modern design language, a five-star safety rating from NCAP (New Car Assessment Program), and a great driving experience just never fails to translate well across

the board. Adding to that now is 5 years of assured quality and peace of mind through the Chevy 5-year warranty program. The fact that the Cruze ticks off a lot of must-haves on car aficionados' lists was not lost on the judges.

Car Awards Group, Inc. (CAGI) is the award-giving body responsible for the Car of The Year event. Run by 50 plus journalists from different motoring publications and media outfits, they are united in the vision of providing Filipino motorists a bias-free and definitive guide to making the right car choices.

Managing Director and COO of Chevrolet Philippines – The Covenant Car Company, Inc. (TCCCI), Atty. Albert Arcilla, is effusive in thanking the jurors who put their votes for the Cruze. "We've always believed that the Cruze is a car of great value and quality, furthermore, we are thankful that the CAGI jurors are one with us in believing the same and for making it official. When we introduced the Chevy Cruze, we really knew that this model will be appreciated by every Juan de la Cruz. This is our first time to join this competition and this recognition will certainly inspire us to continue in our pursuit of providing excellent vehicles to cater to the needs of the Filipino market. This will be another reason why we "Love this Chevy."

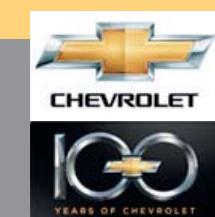
The Covenant Car Company, Inc. is the exclusive importer and distributor of Chevrolet cars and parts in the Philippines. Experience how this winning compact car has managed to create such big waves in motoring scenes the world over when you visit your nearest Chevrolet dealer today.



TCCCI Managing Director & COO Atty. Albert Arcilla, Chevy Ambassador Ryan Agoncillo with GM President for South East Asia Operations Martin Apfel with TCCCI Executive Director and Director for Marketing & Customer Services Selene Yu & Lyn Buena respectively flanked by CAGI members and MIAS lead organizer Joseph Ang



About Chevrolet's 100 years of automotive excellence:



THIS year, Chevrolet marks its 100 years in the automotive world. It was November 1911 when Chevrolet was founded in Detroit by race car driver Louis Chevrolet and General Motors Founder Billy Durant. As Chevrolet celebrates its 100 years as a global automotive brand that reinforces its solid market dependability in more than 130 countries, Chevrolet promises to deliver better products and services that only Chevrolet can offer. Chevrolet enters its second century with great momentum as we witness its continuous effort to innovate automobiles that will complement the needs of evolving societies and ever changing resources - all will remain to carry Chevrolet's iconic style, quality performance and outstanding value that will suit every market. Locally, Chevrolet Philippines-The Covenant Car Co., Inc. aims to echo the same pledge to the Philippine market -- bearing its passion to deliver quality vehicles and services that are practical and suitable for every Filipino family.

Almost There

» 2011 HYUNDAI ACCENT BLUE

WHEN we first got word of the upcoming Hyundai Accent, it's easy to surmise that we were excited. In fact we were very excited, given how Hyundai's latest products have shaken up the market so much. So much so that the leading Japanese automotive luminaries must be quite nervous about what they can come up with next.

So what's the deal with the Accent then? Much is expected. But can it deliver?

In the looks department, it definitely lives up to the hype. The design itself exhibits the very best of what Hyundai has to offer, something that was best spoken with one of the most gorgeous everyday cars I've laid eyes on: the Sonata. The sleek, tapered front end is quite busy with plenty of cool details, with steeply raked headlamps, the foglamps that seem to have been lifted straight from a concept car and the new 6-point grille that is becoming a mainstay in current Hyundais.

Towards the side, there's the great feature line that runs from the front and all around the rear end, giving the Accent a feel that it's always on the move, as no surface is ever just left alone as flat, boring slabs of painted steel. The rear is quite busy too, really capping off the Accent as a true design exercise in the subcompact car class, though

I would swap out those wheels for nicer multi spoke rims the first chance I get.

The interior of the Accent was quite surprising, and very pleasantly too. The design guys over at Hyundai certainly put in a lot of work into this one, with tactile surfaces, a very pleasant look and excellent ergonomics. The seats are definitely great, and as I remember, it is one of the very rare subcompact cars that use a piano-black finish along with brushed metal trim, giving a new feel of premium class in its category. Put it simply, the new Accent's interior a far cry from the thrift store feel of the old Accent. So far so good.

Getting acquainted with the features is quite easy, with a very straightforward layout for all the controls. The steering wheel has auxiliary controls for the audio system, which features full iPod integration, USB connectivity and plays through 6 speakers. The Accent is also the first in its class to have automatic climate control, along with the standard power features like windows, mirrors, and keyless entry. The trip computer also has a full suite of information available with average speed, elapsed time as well as average and current fuel economy.

In terms of space and practicality, the Accent exceeds expectations. There's decent legroom to go around for 5 adults, while there are several convenient storage compartments



STORY & PHOTOS:
Vince Pornelos



and cubby holes around the cabin. What's surprising is the size of the trunk, which, at first glance, can easily be the most capacious in the subcompact sedan class.

Now we've driven the old Accent many times before, and what got us is how it's CRDI powertrain really delivers what was promised: power and astounding fuel efficiency, as our good friend Tito Hermoso once clocked an astounding 39.67 kilometers per liter of diesel. Currently, the diesel version of the new Accent is still unavailable, but the petrol versions are ready to take up the mantle.

At the heart of the all new Accent is an entirely new powertrain, consisting of a Gamma engine displacing 1.6 liters. The engine produces a very healthy 124 horsepower and 156 newton meters of

torque. The engine is complemented by a 4-speed automatic transmission which, on the spec sheet, looks underwhelming, but actually delivers very decent fuel economy figures at 16.4 kilometers per liter on the highway (100 km/h average) and 12.7 kilometers per liter in city conditions (light to moderate traffic). In terms of noise suppression there's no question about it, as on most road surfaces, the Accent delivers the quietest cabin in the class.

The first night I got the Accent, I was well and truly impressed with it. But after just a day of driving, something came up that I can't wrap my head around: the ride. The Accent is decently sprung for vigorous cornering, but judging from the seat of your pants, the shock absorbers are not up to scratch. It feels severely underdamped,

leading to a bumpy feel when you're driving alone, or a wobbly drive when you've got a car full of passengers weighing it down. The rear suspension in particular, has a tendency to bottom out even while taking speed bumps at reasonable, almost gingerly speeds.

After trying out the Accent, I received confirmation from Hyundai that the unit we tested was actually not to local specifications as it was a pre-production unit, and that the Accents being sold locally have the improved suspension settings. Nevertheless, for the design, features, quality feel, fuel economy, the amazing warranty (5 years, 100,000km) and noise refinement, I would have gladly give the Accent a 9 out of 10, but until we get to try the difference between the revised suspension settings and this one, it will have to settle for just 7.

Delivering The Promise

STORY:
Vince Pornelos

» 2011 FORD FIESTA S

THIS is it. This is the one car that promises to turn things around for a brand, and judging from what I've learned by driving, living with and enjoying it, this car is poised to do just that.

The brand is Ford. The car is the Fiesta.

In all honesty, Ford took their sweet time to bring it here and to the rest of ASEAN. However, I'm glad they took their time, as the Fiesta we're getting is already the redesigned version of the Sport hatchback and sedan. For looks, the Fiesta clearly the most lively in the class, staying quite true to the kinetic design language introduced in the Iosis and Verve concept cars. For the Fiesta range, I just love how the Sport hatchback looks on the outside,

thanks to the bold graphic elements

Inside it's the same great story, as the Fiesta's interior is filled with some pretty cool gadgets and high tech details. There's plenty of attention paid towards build quality and interior fit and finish. The fabric seats in this S model are simply fantastic, while the control surfaces (steering wheel, shift knob, buttons and stalks) feel great to the touch and feature excellent ergonomic contours.

I'll admit it, I'm not a big fan of subcompact cars. Some may say it's common for an XL guy like me, but the Fiesta does provides decent space inside. Compared to its chief rival, the Jazz, the Fiesta is noticeably smaller inside, but that's really

just because the Honda was engineered with maximum space in mind.

Since it's the cabin that the driver will be immersed in while stuck in traffic, it's always a great thing that the car be outfitted with some very cool gadgets. Features-wise, the Fiesta range has a very extensive list, something unusual in its class. Of course there are the standard things like power windows, mirrors and locks, but peruse the brochure a little more closely and you'll see things like USB input, aux port, Bluetooth with phone connectivity, and even has voice recognition to activate certain functions, making the Fiesta the best equipped car in its class. It even comes equipped with stability control and hill launch assist, the



first in the subcompact car class to have these advanced safety features.

At the heart of the Fiesta S is a 121 horsepower 1.6-liter inline-4 engine with dual overhead camshafts and 4 valves per cylinder. The block, cylinder and head are all made of aluminum to shave weight, while composite materials are even used for the intake manifold to further lighten the car and even improve intake air temperatures (colder is always better).

With a great engine inside, Ford matched it with the most advanced transmission in the class, as the Fiesta is the most affordable car that comes with a dual clutch automatic transmission. The technology, usually reserved for high end, high performance machines, makes its way under the hood of Ford's most affordable car, promising seamless shifts, better gear ratios, a more direct drive and, most importantly, better fuel economy.

Taking the car out for the first time, the Fiesta's powertrain does live up to the hype. Power delivery is excellent, and the transmission kicks down a gear or two if you floor it. In town, it's literally point and squirt, though the 2nd to 3rd and 3rd to 4th gear upshifts need a little work as the Powershift transmission tends to linger in a lower gear, something you wouldn't want for fuel efficiency in the city. Also, there's a little bit of shift shock when the gears engage in stop and go traffic. Whatever

disadvantages the dual clutch tranny has in city speeds is made up for on the highway. Having the 6-speed breaks up the ratio more effectively for the 121 PS engine to deal with, and at highway speeds, RPM is kept low for good fuel economy, upwards of 17 kilometers to the liter.

Where the Fiesta truly delivers is in the driving dynamics. It's one of those cars that really cut its teeth in the UK and the rest of Europe, where the demand for a car that handles itself in the corners is a must. Toss the car into a mountain pass and it feels instantly at home, taking them with a confidence so rarely found in most locally available cars, regardless of class. Steering

feels superbly weighted, and overall the driving manners exceed that of the Mazda2, the Fiesta's platform brother. I've been able to try the sedan version of the Fiesta, and I have to say, the hatchback version is even better, though I do wish this car had a manual override for the transmission for an even more engaging drive.

It's really refreshing to find a great driver's car for such little money, and the public has taken notice. After only a few months on sale, the Fiesta has boosted Ford Philippines numbers so much that they had their best ever first quarter sales figures since they set up shop in the country.

Talk about a great reason for a Fiesta. S

The New Breed of Sports Sedan

» 2011 VOLVO S60 T6 AWD



STORY and PHOTOS:
Iñigo S. Roces

IKE the legendary cars, the Mitsubishi Evolution and the Subaru Impreza WRX STI, most sports sedans come from humble origins, but perhaps none more humble than the Volvo S60.

Long before it was christened the S60, the brand's mid-size sedan and wagon were known as the 200 series, often called "bricks" because of their distinct boxy shape, slow acceleration and heavy mass. Towards the mid nineties, the 850 was introduced, along with numerous innovations, particularly in the safety department. Unfortunately, its boxy shape and slant towards safety gave it a

reputation for being the safe and boring choice among other automobiles.

It was because of this reputation that Volvo steadily started to move away from the boxy shape and into the form it has today. The S60 now sports sexier styling, a more aggressive stance and alluring tail lights that are distinct even from far away. Its interior blends black and brushed aluminum in the simple, functional yet elegant style of high end electronics like Bang & Olufsen. Praise is due too to how much of the vehicle's systems, despite their functional complexity, can be easily configured. Each of the safety systems are clearly explained on

the center LCD and can be turned on and off like checking a list on a clipboard.

To better do battle against sports sedan mainstays like the Evo and STI, Volvo has equipped the S60 with all the features buyers have come to expect of a proper sports sedan. There's the new 3.0 liter V6 turbo under the hood and it's connected to a 6-speed automatic with manual mode and all-wheel drive. All of which help rocket the car to 100 km/h in 6.5 seconds.

Of course, its reputation for safety is still well intact, with new standard features like City Safety and Active Cruise Control, both with the Full Auto Brake feature that allows the car to stop itself. The City Safety system is designed to avoid low speed collisions, working from a very narrow window of 18 km/h up to 30 km/h. It looks ahead of the car for obstacles or stopped vehicles and gives a warning beep, allowing the driver every opportunity to react for himself up until the last possible second. If there is no reaction, it engages, keeps the engine running and holds the brake for three seconds before letting go again. It still remains active at higher speeds but does not fully stop the car.

The Active Cruise Control works at higher speeds, allowing the car to maintain its speed but also keeping watch on the cars in front of it. Once set, it maintains the distance

without any input from the throttle needed. If the car ahead slows down, the vehicle applies the brake automatically to maintain the safe distance. It accelerates again when the car ahead is at the prescribed distance.

The system is fully customizable, allowing you not only to set the speed but also how close or far you want to be to the car in front of you. Imagine driving down EDSA with the Active Cruise Control set to 40 km/h and the gap set to just one car length. You only need your hands to keep the car straight, and the system will do everything else. It's not a fool-proof system just yet as the Volvo may not react as quickly to vehicles suddenly swerving into your lane. Yet on a slow crawl on the way home, with many of the drivers keeping within their lane, it certainly is a pleasure to have.

These are just two in a long list of standard safety features that include Lane Departure Warning, and Traction and Stability Control systems that, despite their functional complexity, are clearly explained on the center LCD and can be turned on and off like a checklist on a clipboard. The more vital passive systems like ABS, EBD, Brake Assist, and numerous airbags scattered around the vehicle thankfully can't be turned off.

Nevertheless, what really matters is how the car behaves when its driven



VOLVO



VOLVO enthusiasts in the local scene will now be able to get up close and personal with the new breed of dynamic, stylish and inherently safe Volvos. These Volvos were introduced at the 2011 staging of the Manila International Auto Show at the World Trade Center, Pasay City from April 7-10, 2011.

ALL-NEW VOLVO V60 SPORTSWAGON DEBUT

Joining the All-New Volvo S60 on the floor this year is its more versatile and muscular sibling, the All-New Volvo V60 T5 Sportwagon. A true sportswagon created with uncompromising passion, the V60 is as sporty as its sedan sibling, the All-New Volvo S60. High-precision direct-fuel injection together with Volvo's patented turbocharger and variable camshafts give these four-cylinder 2.0L powerplants the powerful characteristics of larger engines without their high fuel-consumption. Instant acceleration, more responsive handling and a relaxed driving experience can be easily enjoyed in all driving situations. Other fuel-saving features, like brake energy regeneration, help keep carbon dioxide emissions low. Of course, the V60 complies with stringent environmental standards such as the Euro 5.

The Dynamic New Approach to design is also evident and clearly shows the uncompromising sportiness of the V60. "Every detail looks like it's in motion. All these lines 'embrace' the driver's cockpit. The instruments and centre stack are angled towards the driver to enhance the sensation of focus and control. The new dynamic three-spoke steering wheel and the new sports seats with extra side supports are standard. There isn't a single weak point or compromise anywhere in the dynamic approach we adopted from the very beginning," says Jonathan Disley, head of interior design in the new V60.

GO SOMEWHERE. RIDE BY VOLVO

This year, Volvo invites people to simply indulge in a bit of wanderlust with its summer campaign, Go Somewhere. A bold and daring statement that encourages one to go further and seek new adventures, the new breed of Volvos displayed at this year's Manila International Auto show is every driver's dream. With Volvo as the ride of choice, each mile is enjoyed with the peace of mind and confidence that you are in a car that is safe, stylish and smart.

The modern minimalist display area at the auto show accentuates the Scandinavian roots of Volvo. The display is accentuated only by a wall that clearly invites people to explore and go places with Volvo.

NEW BREED OF VOLVOS NOW AVAILABLE

Following the introduction of the All-New Volvo S60, a new breed of Volvos were unleashed to the local automotive jungle, all poised and heaving with sheer animal dynamism.

An all-new Volvo S60 1.6L four-cylinder direct injection petrol turbo engine is now locally available and offers high efficiency in a small package – all to minimize CO₂ emissions without compromising on agility. The state-of-the-art petrol engine technology utilizes high-

precision direct injection and turbocharging which ensure low fuel consumption with a powerful engine response at all revs, while low engine weight means swift handling. This is another engine option for the mid-sized sports sedan, the other two being a 2.0L Powershift engine and a 304hp T6 engine that features the revolutionary world-first preventive safety feature, Collision Warning with Full Auto Brake and Pedestrian Detection.

A 2.0L Volvo XC60 variant is also made available to the market in addition to the existing 2.5L turbodiesel engine and 3.0L T6 petrol engine. Still a standard on all variants, the groundbreaking City Safety feature continues to provide peace of mind with its laser-based technology continuously monitoring the area ahead and can brake automatically to help avoid or mitigate a rear-end collision between cars.

Also on display is the world's first seven-seater SUV, the Volvo XC90 providing an even more enjoyable ride for large families. A Volvo certified pre-owned C30 model was also showcased at the show, enticing guests with its Bright Orange body paint and an array of options to make the nimble sports coupe even more dynamic. Delivering on brand values, warranty and inspection compliance, getting a certified pre-owned Volvo makes as much sense as getting a brand new one.



Kat Diaz (Volvo Sales Officer), Chris Carrasco (Volvo Sales Officer), Loi Concepcion de Guzman – AVP for Marketing, Rey Seguin (Volvo Sales Officer), Derek Ramsey, Mike Lagman (Volvo Sales Officer), Jona Ong (Volvo Sales Officer), Shirley Margarete Jutie (Customer Relations Assistant)

Petron Lakbay Alalay: Free check-up for a safer trip

PETRON Lakbay Alalay wants to give you a safer trip to your summer destination by offering free service check-ups from mid-March until the end of May.

The free 15-point service check-up is offered at participating Petron service stations and car care centers nationwide and is part of Petron's safety advocacy to help motorists prepare for safe, worry-free travel. The free safety check, which covers tire pressure, oil and radiator water level, and brakes inspection, helps ensure that vehicles are roadworthy and in good running condition. No purchase is required to avail of these services, which is available to all motorists, absolutely free of charge.

Petron Lakbay Alalay's commitment to promoting road safety for everyone is assured with the assignment of a dedicated mechanic assigned to render the free vehicle check at all participating service stations nationwide. All you have to do is drive into one of the 118 stations displaying the Petron Lakbay Alalay Free Safety Check streamer.

There are 48 participating stations in Metro Manila, 16 stations in northern Luzon, 10 stations in southern Luzon, 29 stations in the Visayas, and 15 stations in Mindanao.

In addition to the free safety checks, Petron volunteers and partner expressways will offer emergency roadside assistance in strategically-located Petron stations and base camps inside the major tollways including North Luzon Expressway (NLEX), Subic-Clark-Tarlac Expressway (SCTEX), South Luzon Expressway (SLEX),



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Star Tollway, and Coastal Road.

Petron employees and dealers have also signed up for selected "Weekends of Volunteerism" during the summer holidays as their way of reaching out to Filipino motorists and giving them the Petron service that they deserve.

Summer road-trippers will be pleasantly surprised with Petron's promo tie-up with the major tollways, billed as "Tollways Instant Win - Free Bunot". Every Sunday until the end of May 2011, customers who fill up with P1,000 worth of any Petron fuel gets a chance to win instant prizes such as Cool Air gum, Tiger biscuits, Magnolia water,

Magnolia chocolait, and San Mig coffee. This promotion is further intensified during Holy Week as it becomes a daily activity in the participating stations.

Petron Lakbay Alalay is celebrating its silver anniversary this year and is the longest-running motorist assistance program in the country. Run by Petron employee-volunteers

as part of the company's "volunteerism in action" philosophy, the pioneering public service activity has been replicated by other automotive and oil companies. The term Lakbay Alalay has, in fact, entered daily terminology as a generic term for various motorist assistance activities offering free mechanical help, communications support, medical services, clean restrooms and other services. Lakbay Alalay is a registered trademark of Petron Corporation.

German bestseller **LIQUI MOLY** provides for all your vehicle needs

GERMAN bestselling brand Liqui Moly, which offers a range of products consisting of motor oils, additives, vehicle care and service products, is now available in the Philippines through its exclusive distributor European Advanced Technik Corporation. Liqui Moly prides itself in being one of the few full-range retailers in the vehicle sector, with all products actually "Made in Germany" for consistent high-quality.

LIQUI MOLY MOTOR OILS ARE HIGH-TECH AND VERSATILE

If the engine is the heart of a car, then the motor oil is its blood. Liqui Moly motor oils do more than just lubricating and cooling. They function at high temperatures and pressures; clean the engine from combustion residue, grit, acids, water and fuel particles; and protect the engine from corrosion. Liqui Moly motor oils have a wide range of permits from German manufacturers including Mercedes, BMW, Audi and Volkswagen, and other foreign producers like Toyota.

For the Philippine market, Liqui Moly is introducing the following range of oils: Longtime High Tech SAE 5W-30 - an all-around motor oil that provides exceptional engine protection for longer oil change intervals up to 40,000-km; TopTec 4100 SAE 5W-40 - a high-quality motor oil designed for gasoline, diesel and CNG/LPG vehicles, allowing for oil change intervals of up to 30,000-km; MoS2-Low Friction SAE 10W-40 - a semi-synthetic oil especially suitable for long-interval oil change and extreme running conditions; Super Low-Friction SAE 10W-40 - a synthetic oil with beneficial effects on sealing materials and excellent for use with vehicles whose mileages have exceeded 60,000-km; and Synthoil Race Tech GT1 SAE 10W-60 - a fully-synthetic high-performance motor oil designed for extreme engine requirements and racing.

LIQUI MOLY ADDITIVES PROTECT THE ENGINE AND SAVE MONEY

Additives are vehicle vitamins and ensure cleaning and corrosion protection, stable lubrication and temperature resistance. Liqui Moly additives are added separately to fuel or oil to address various vehicle requirements and driving conditions.

Liqui Moly additives available locally include: Octane Booster - an additive that increases the RON (Research Octane Number) of gasoline by 2-4 points; Speed Tec Benzine - a gasoline additive that improves vehicle acceleration; Speed Tec Diesel - a diesel fuel additive for combustion improvement and faster acceleration; Engine Flush Plus - a cleaning fluid that cleans and flushes out the oil circuits of gasoline and diesel engines, removing troublesome deposits and contaminants; Diesel Purge - used with diesel engines to prevent and eliminate problems with uneven idling and knocking by improving ignition performance; Injection Cleaner - a gasoline injection system cleaner that addresses problems such as hard-starting, irregular idling, poor throttle response and performance losses; Cera Tec - a micro-ceramic solid lubricant suspension added to the lubricating oil of engines, compressors, pumps and transmissions to reduce friction and direct metal-to-metal contact.



LIQUI MOLY CAR CARE PRODUCTS PRESERVE VEHICLE VALUE

Just as people apply cream to dry and cracked skin, the vehicle exterior also needs to be cared for. This is not just cosmetic, but is an important part of vehicle maintenance to preserve the value of our vehicle. Liqui Moly has a wide range of cleaning and care products including polishes, waxes and shampoos for the exterior, as well as leather care, cushion and plastic cleaners for the interior.

LIQUI MOLY SERVICE PRODUCTS ASSIST IN REPAIRS

For specific workshop needs and essential vehicle repairs, Liqui Moly has the necessary products such as rust removers, leak detectors, brake cleaners, technical adhesives, sealants, undercarriage protection, and aircon cleaners.



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The Hyundai **blue** drive Innovation

Forging ahead in Green Technology towards Leadership in Fuel-Efficiency & Sustainable Mobility

one of the most powerful petrol engines in its class, which can capably deliver high notches of energy while complying with eco-environmental standards.

To reduce energy loss, improvements in aerodynamics have been employed through Hyundai's "fluidic sculpture" design language in its next generation vehicle offerings that boasts of strong side character lines, wrap around tail lamps, and a distinctive hexagonal grille, visible in the Hyundai Sonata, Genesis Coupe, and Tucson.

Alternative Fuel Capabilities

The burgeoning petroleum crisis and the growing consciousness for eco-savvy motoring have led Hyundai to develop vehicles that run on various biofuels—feasible fuel alternatives that help reduce our dependence on traditional sources of non-renewable sources of energy such as gasoline, coal, and oil. In the US and Brazil markets, advanced capabilities for flex-fuel vehicles have been developed, enabling Hyundai vehicles to run on various ethanol and gasoline blends. Very soon, sales of vehicles with an E85 fuel (85% ethanol, 15% gasoline) blend will be made available to lessen carbon emissions in the region. In Europe, where diesel run cars are popular and EU technical standards set for B5 diesel fuels with a 5% biodiesel blend, Hyundai models have easily found market acceptance. Strides for diesel engines to run on fuels with up to 20% to 30% biodiesel are likewise currently being developed.

In India, Hyundai's advancements in compressed natural gas (CNG) technology have gained headway with a CNG infrastructure well established in the country. Hyundai R&D has found that, compared to gasoline models, CNG run cars have lower carbon emissions by as much as 20% to 30%. And so for this market, Hyundai has produced a CNG variant of India's ever-popular small car, the Hyundai Santro.

In the Philippines, HARI made official its compliance with the Philippine Government's implementation of the Biofuel Law or RA 9367 when it developed its "E10-B5" logo to help generate awareness on the biofuel-readiness of Hyundai's automobile line-up. With forward-thinking design philosophies, Hyundai vehicles even surpass mandatory market standards in the Philippines of E10-B5 blended fuels (5-10% ethanol blend with gasoline & 1-2% CME blend with diesel) to provide biofuel-ready vehicles to Filipino motorists.

'Blue Drive' Value

Research and development engineers at Hyundai's Global Design laboratories in South Korea take inspiration from its green campaign, with the construction of concept drives such as the HED-5 or "i-Mode" crossover concept automobile that is powered by a 2.0-liter direct-injection Theta turbocharged engine; the sporty "Blue-Will" car with a 1.6-liter CVVT powerhouse with a 100-kilowatt electric motor; and the space-inspired "ix-Metro," which moves forward with a 3-cylinder, dual CVVT engine with an electric double-layer ultracapacitor and a 12V battery. All three designs are just some of the concept

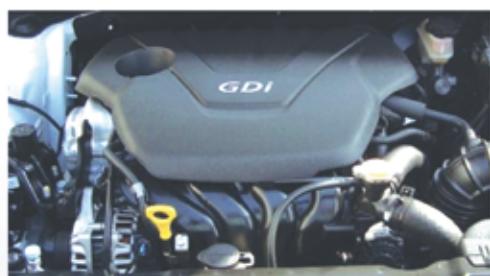
Hyundai Blue is the New Green Movement

Blue Drive is Hyundai Motor Company's innovative green agenda which will bring to market a range of eco-friendly vehicles to deliver sustainable value to its stakeholders worldwide and establish Hyundai as an environmental leader in the automotive industry.

"We are pursuing two-prolonged 'Blue Drive' initiatives, which focus on improving fuel efficiency and the development of alternative fuel vehicles with vastly improved environmental characteristics," stated Mr. Mong-Koo Chung, Chairman and CEO of Hyundai Motor Company. "We are now making an unprecedented effort in the development of alternative fuel vehicles as a fundamental solution for climate change and energy security," he added to reinforce Hyundai's serious commitment in dramatically reducing carbon emissions and fuel consumption through fossil-fuel-independent motoring.

Achieving Cutting-Edge Fuel Efficiency

Hyundai's next generation R eVGT diesel engine technology, as well as its latest Gamma GDI direct injection innovations, have demonstrated Hyundai's staunch zeal to lead in fuel-economy innovations to improve the energy efficiency of its power-trains that generate force and transfer that same force to the wheels, minimizing energy loss, and creating renewable energy in order to lower carbon dioxide emissions from its vehicles.



Blue Editions on the Road

Joining the Hyundai Blue Drive range of vehicle offerings is the all-new Hyundai Accent and the upcoming 2011 Hyundai Elantra which not only boast of fuel-efficient capabilities as a result of improved aerodynamics, but also of additional blue drive components in its recalibrated engine specifications, reduced final drive ratios, and energy-saving alternator management system.

Likewise, down-sized engines and efficient transmissions have greatly increased engine efficiency as demonstrated in the 2011 Sonata's 6-speed H-matic automatic transmission, Theta-II 4-cylinder MPI powerhouse,

vehicles now being used as templates for the new quality, design, and performance of Hyundai's next-generation derivatives, future gas-electric hybrids, and fuel-cell technologies.

But the most ingenious innovation that truly promises to reinforce Hyundai's stance in its pursuit for fuel efficiency and zero-percent emission is the production of its very own lithium-ion polymer batteries. In this technological innovation lies the cornerstone of Hyundai's eco-plan which will definitely change the way people around the world perceive motoring.



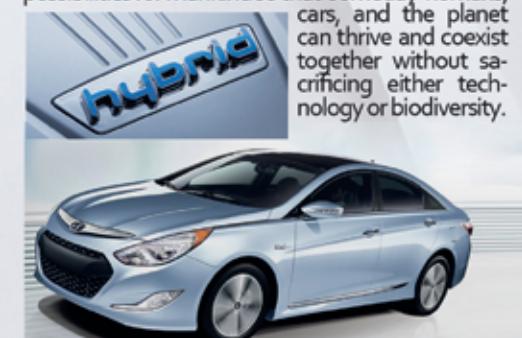
The Sonata Hybrid

Hyundai Motor Company (HMC) released its Sonata Hybrid towards the last quarter of 2010 in its North American market. Equipped with Hyundai's Blue Drive system and proprietary lithium polymer battery technology, the Sonata Hybrid is able to operate on an electric motor, gasoline internal combustion engine, and a combination of the two depending on road conditions and driver demands. This full parallel architecture of Hyundai, which weighs less, is much smaller and more efficient than the nickel-metal hydride battery technologies offered by most competitors today and provides for more significant efficiency advantages at higher speeds.

"As leaders in the automotive industry, Hyundai Motor Company and HARI are committed to creating a global village that we move together towards a bright and progressive future," stated Ms. Fe Perez-Agudo, President and CEO of HARI. "Hyundai is definitely up to the challenges our world is facing right now. After all, our lives, our nations, and our future are at stake. The Blue Drive will be Hyundai's answer to the global call for survival, for sustainability," added Ms. Perez-Agudo.

With its lineup of eco-friendly, fuel-efficient cars with a vision towards "Blue" manufacturing and quality services, Hyundai has now become the ideal choice not only for our current motoring needs, but also that of the coming generations. And as it continues to champion its pursuit of global environmental leadership through its Blue Drive initiative, it now pushes further for new possibilities for mankind so that someday humans,

cars, and the planet can thrive and coexist together without sacrificing either technology or biodiversity.



Team Nissan offers extended warranty

In its bid to retain customers and increase market share in the competitive local car-making industry, Tetra Sales & Services, Inc. (TSSI) has announced its offer of extended warranty services starting April 1, debuting in Nissan Westgate Alabang dealership and soon in all its five dealerships.

"Customers who face a multitude of product and services with diverse characteristics have high quality and product expectations. Our innovative Team Nissan Extended Warranty Program aims to meet these expectations," said Tey Sornet, Tetra Sales & Services Inc.-Team Nissan vice president and group general manager.

Team Nissan, wants to forge long-term customer relationship with its "build customers for life" campaign that emphasizes quality after-sales service and value-for-money vehicle maintenance service.

The local automotive industry forecasts a five-percent sales growth in 2011. The Chamber of Automotive Manufacturers in the Philippines (CAMPI) reported that car sales grew by 27.2 percent last year with the availability of more units and better financing access.

Team Nissan's extended warranty program covers expenses brought by sudden failure in mechanical, electronic and electrical parts of a vehicle once its factory original manufacturer's warranty expires either after three years or upon reaching mileage of 100,000 kilometers.

Vehicle's repair claims covered by the Team Nissan Extended Warranty Program



will be processed within three to 24 hours after diagnosis of an authorized Team Nissan Service Center, which then proceeds with the car's repair.

"It makes for a smart, practical and long-term investment as car owners can avoid costly repairs, parts and labor costs when the car unexpectedly breaks down," said Rene Limcaoco, managing director of Tetra Sales & Services Inc. -Team Nissan.

Current industry prices pegs the cost of repair of an alternator to be between P45,000 to P60,000 while fixing an aircon compressor can set back owners by P26,000 to P36,000.

Extended warranty is particularly recommended for newly-purchased cars to ensure uninterrupted coverage once the manufacturer's warranty expires. Brand-new car owners pay low premium rates with a greater coverage due to low risk.

Premium costs depend on the car type and the coverage which, based on terms and conditions, continues even if the

Team Nissan launches extended warranty program. In photo are Dorotheo Sornet (Team Nissan VP), Rene Limcaoco (Team Nissan Managing Director), Sharon Camesa (AWS Country Manager & GAPCorp Business Dev't Regional Manager), Ramon Dimacali (Federal Phoenix Assurance President), Brian D'Souza (FPA Senior Vice President), and Michael Villa-Real (FPA Asst. VP).

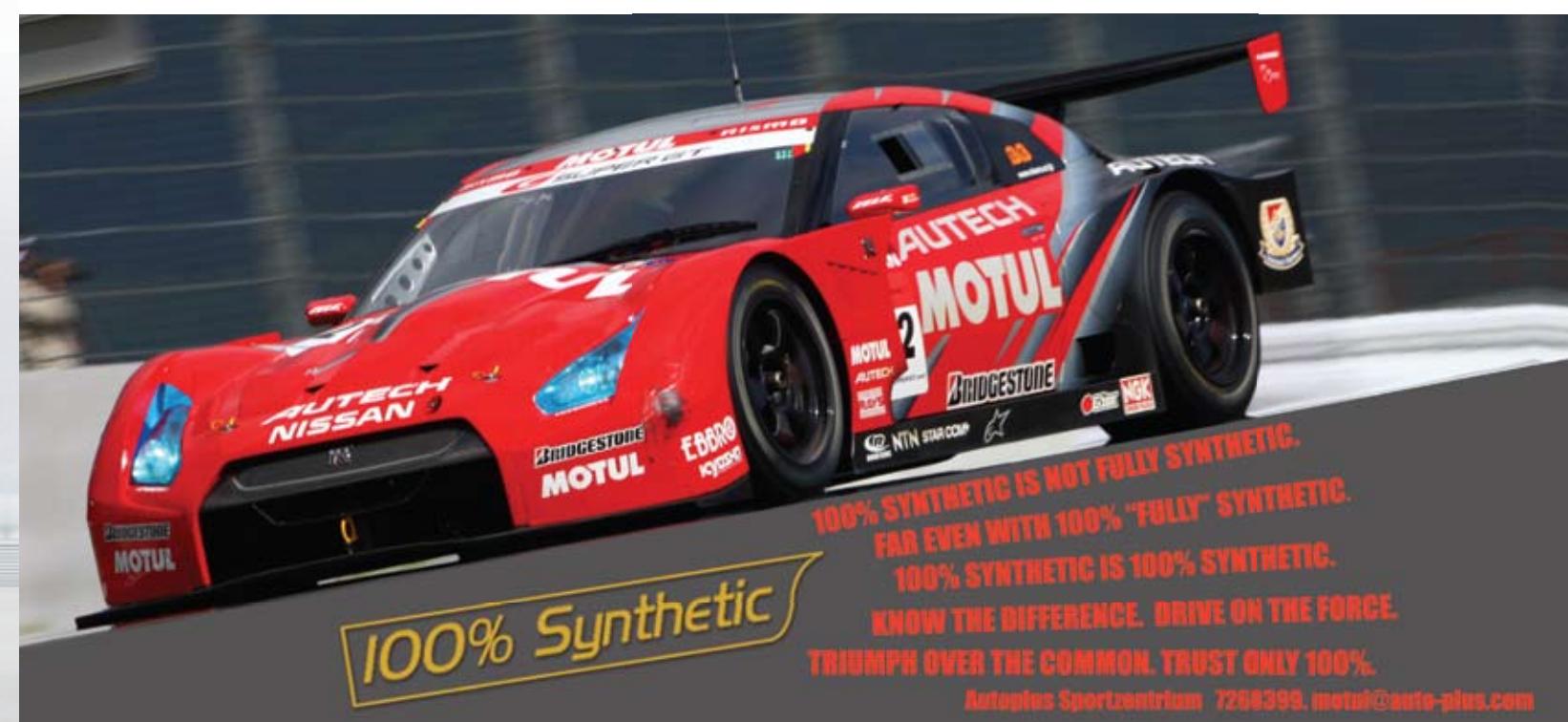
owner sells his car.

Extended warranty also helps ensure that vehicles remain in top condition as owners are required to keep their regular maintenance service schedule or face voidance of the extended warranty.

"Aside from the obvious economic benefits, its greatest advantage is peace of mind as it assures car owners that, for the term of the warranty, they will not be liable for any unexpected and substantial repair costs. It's the way true car ownership should be—enjoyment without the hassle" said Limcaoco.

With the extended warranty offer, Team Nissan reiterates its commitment to provide "excellent service to our valued customers in every touch point through the Nissan Way process".

For assistance, Team Nissan can be reached at Westgate Alabang (772-1869); Southwoods (584-4113); Shaw Center (726-7082); Dasmariñas, Cavite (529-6114 and 046-8501683); and Batangas (520-6261; 043-7566003).



Kia Soul is 2011 COTY's Best Sub-Compact Crossover

SHOWROOM

FOR the second straight year, the Kia Soul emerged as the judges' choice for the Best Sub-Compact Crossover at the 2011 Car of the Year Awards organized by the Car Awards Group, Inc. (CAGI) recently. The 1.6L Soul variant bested other contenders, giving it a 2-for-2 win in the sub-compact crossover category also won by the 2.0L variant last year.

The Kia Sorento 2.2L 2WD (diesel) meanwhile romped away with the Brother's Burger Designer's Award, one of COTY's Special Awards handed out at ceremonies held at the Philippine Trade Training Center, in conjunction with the Manila International Auto Show (MIAS).

The proclamation of the COTY winners came after a series of rigorous qualitative and quantitative testing done by the members of the CAGI testing committee. The tests spanned four weekends in November 2010 held at the Ortigas Home Depot for the qualitative tests and the Clark Speedway in Pampanga for the quantitative evaluation.

The Kia Soul packs a 1.6L Gamma gasoline engine with a maximum output of 124 ps and is available as a hatchback model; it has an overall length of 4,105 mm. and has 2,550 mm. wheelbase packed with basic features.

The Brother's Burger Special Designer's Award won by the Kia Sorento 2.2L 2WD meanwhile represents an affirmation of the sweeping design overhaul initiated and orchestrated by Kia's Chief Design Officer Peter Schreyer, which is winning praises and accolades from various award-winning bodies worldwide.



my|phone goes P-Pop with XLR8

my|phone and XLR8: Staying Original. Staying Pinoy.

Being original isn't easy. You've got to have the courage to do something completely different, fresh and yes, even outrageous. And then you've got to stand by it. No master chief.

So when you dye your hair hot pink and pierce your nose, then man, walk like you're walking on air if you can, and make people stop and stare? They couldn't! and off their look even if they tried!

So when XLR8, the first P-pop boy band out, no one quite knew what to make of the outrageous styled Pinoy group with their spiky looks. But when they began to sing and dance, their talent was hot enough to melt every skeptic's cold heart.

So that's what being original is about. Changing the game. Taking risks. Doing what you want to do no matter what other people say.

That's exactly what my|phone did when it first launched in the Philippines. my|phone founders, David Uion, began with the courageous idea to be the first Filipino phone brand to introduce Dual SIM technology to the market. And through others are now trying to follow the trend, no one has stepped up to their game in Dual SIM technology like my|phone has.

That's why XLR8 is so excited to be part of my|phone's growing family. The Music, Album, Phone (MAP) which contains exclusive music tracks from leading artists of Anne Curtis, Sarah Geronimo and Paolo Pascual. "Bata tagaga kungay kapisa Pinoy ang mapusapatahan mo. We're proud to be part of a truly Pinoy brand na mapusapatahan mo."

OP-29 Dual VIBE P2,588

T23 Dual BLADE P2,888

Q17 Dual BLAST P2,990

QTV30 Dual CYCLONE P2,488

Q118 Dual WILD STORM P1,888

B12 Dual BLAZE P1,199

QV27 Dual S PHONE P3,990

QW28 Dual SHOCKWAVE P4,999

we love my|phone

Have Fun with Sun Broadband!

TOURISTS and travelers can now experience safe, convenient trips while enjoying the power of online surfing 24/7 for FREE with Victory Liner and Sun Broadband's partnership! Victory Liner's tie-up with Sun Broadband aims to give their patrons and subscribers one of the most exciting tours of their lives by providing them enriching and interactive experiences while on board Victory Liner's buses through the power of Sun Broadband's WiFi service. Patrons get to enjoy this new service for FREE. Present to seal the partnership are (from L-R): Abigail Naguit-Ng Sy, Sun Broadband Manager; Mr. Beng Pangan, Sun VP for Customer Relationship Management; Ms. Marivic del Pilar, Victory Liner Treasury and Marketing Head; Mr. Faraday Go, Sun VP for Retail Management; and Mr. Anthony Tuason, Sun AVP for NCR, Cavite & Rizal Sun Shop Operations.



Are you looking for a paint shop for your car?

IT'S summer once again and for many car owners, it's the season for repairs or repainting. How do you look for a good repainting shop? We asked our friends at The Wet Look for tips and here's what they gave us:

1. Friendly people who know their stuff. No less than the shop's owner or manager should explain to you the service you'll be getting. If not, then you better go somewhere else.
2. Get a written estimate. This should be standard to all shops, but sadly not in the Philippines.
3. Ask for a tour of the facility. Some shops are afraid to show you around. These are the places you should stay away from.
4. Look for their work area. There should be an area where the actual body work -- sanding, stripping, primer, and fill work -- are done.
5. Look at their paint booth. If it's not in use, ask to see inside. It should be relatively clean, not a lot of dust.
6. See a car being prepped. Look at the way they mask it off. See if they remove moldings and trim. If they don't, ask why. They should be able to tell you if the customer wanted it that way or not.
7. See their work. If there's a car there that they painted, inspect it. See if there are any tapelines, drip marks, overspray, deep swirl marks, bumps, dents, or scratches. If you see dust and dirt under the clear coat this means they didn't use a paint booth. If you see and feel little bumps in the clear coat then they didn't wet sand it.
8. Ask if there's a warranty. The shop should be able to give you a written warranty for its work. The Wet Look gives a 2-year warranty for everything it does -- including spot repairs! Ask around and you'll know that it's the only shop that gives such a long guarantee on its jobs.

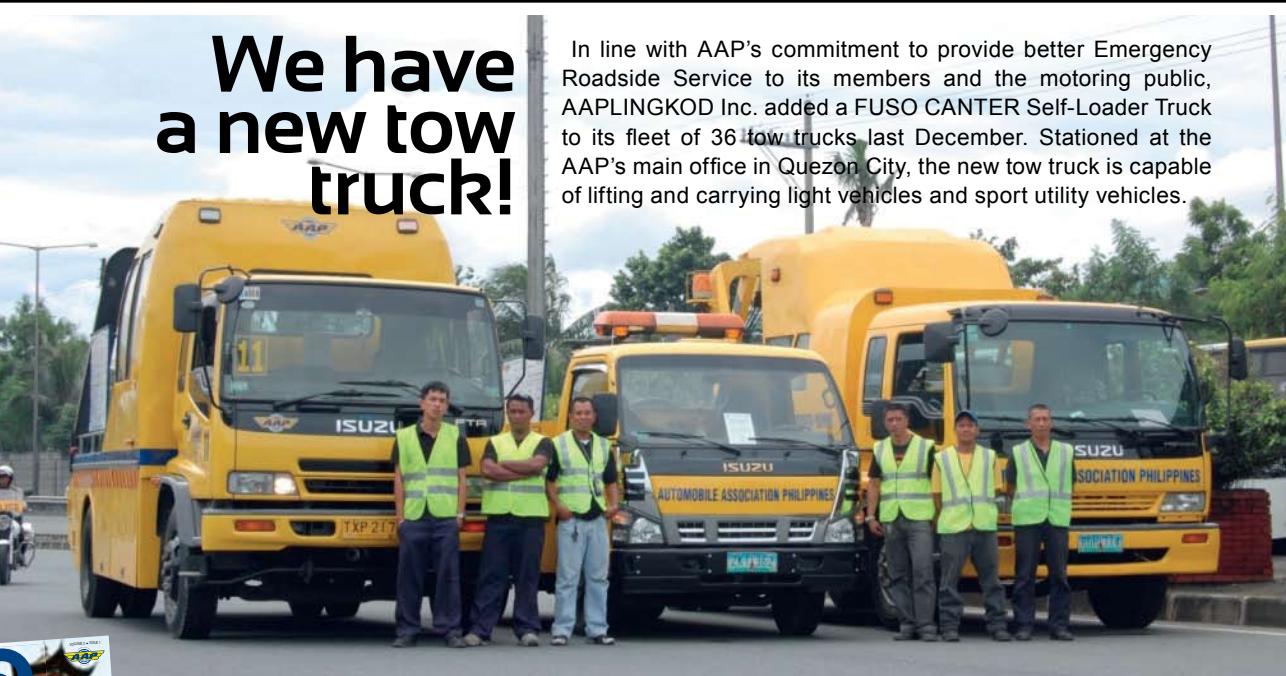
Established by Arthur Tuason, a legend in Philippine car racing, The Wet Look has been in the repainting business for 30 years now. It is being manned by Tuason's brothers Danny, Raul and Babes, all of them motorsports enthusiasts in their youth. Visit their website at www.thewetlook.com.ph or call/text 0927-4284828 for more info.

Int'l school for tourism opens in Subic

AAP Director and former Tourism Secretary Mina Gabor opened the ASEAN's first International School of Sustainable Tourism (ISST) in Subic Bay Freeport on March 23, 2011. Housed in the building that was used as a theater during Subic's US Navy days, the ISST aims to increase the rural tourism projects in local communities by offering various tourism courses.

The school's inauguration was attended by AAP Vice-President Johnny Angeles, AAP director Jacinto Mantaring, Philippine Exports officials, and other representatives of the public and private sectors. Gracing the opening ceremony as guests of honor were former President Fidel V. Ramos, Tourism Secretary Alberto Lim, Labor Secretary Rosalinda Baldoz, Central Luzon Tourism Director Ronaldo Tiutico, Zambales Governor Hermogenes Ebane Jr, Olongapo City First Lady Anne Gordon, Subic Bay Metropolitan Authority (SBMA) chairman Feliciano Salonga and SBMA administrator Armand Arreza.. Among the international guests were Florida State University Associate Professor Dr. David Cartes and TRAVOX Managing Director Gregory Duffel.

We have a new tow truck!



In line with AAP's commitment to provide better Emergency Roadside Service to its members and the motoring public, AAPLINGKOD Inc. added a FUSO CANTER Self-Loader Truck to its fleet of 36 tow trucks last December. Stationed at the AAP's main office in Quezon City, the new tow truck is capable of lifting and carrying light vehicles and sport utility vehicles.



Have you been receiving AQ?

AAP's quarterly magazine AQ is available to all AAP members. Those who are not yet AAP members can buy their copies at National Bookstore, Fully Booked, other retail outlets and magazine newsstands. If you are an AAP member in good standing and haven't received your AQ, please call 723-0808 and look for Ms Necitas Zornosa, Membership Services Manager.



Vice President Angeles will be invited to assist the school in constructing the course as well as to teach one of the Road Safety training sessions. Classes will be held at the AAP Hall which was also inaugurated that day by Mantaring and Angeles together with SBMA Chair Salonga and Olongapo First Lady Gordon.

How to file for an insurance claim

You're driving one day and your car unfortunately gets involved in an accident. So what do you do now?

Here are some tips from Federal Phoenix Assurance Company, Inc. - insurance partner of the Automobile Association Philippines and one of the respected names on auto insurance in the country.

STEP 1: CALL A TRAFFIC OFFICER

If you're in a busy intersection, chances are a traffic enforcer or a policeman is just around the corner. If you don't spot anyone nearby, tell anyone – a car, jeepney, or bus driver, or even a pedestrian that passes by to inform a traffic officer when he sees one. Of course, if it's a serious accident that involves physical injury, call an ambulance or a taxi to bring the injured to the hospital. But make sure you get a police report about the incident. Verbal admissions and assurances are never enough.

STEP 2: CALL YOUR INSURANCE COMPANY

You should have the number of your insurer agent on hand. Find that number on your insurance policy and better yet, keep a copy of that policy in your car.

It's best to save that number in your cellphone. A representative will assist you through the process of filing a claim.

STEP 3: ASK THE "THIRD PARTY" IF HE HAS INSURANCE. GIVE YOUR INSURANCE COMPANY'S NUMBER AND LET HIM CALL YOUR INSURANCE COMPANY

Do not let your emotions get the best of you. It is pointless to argue. If another vehicle is involved in the accident, tell that person that you have insurance coverage. Do not admit guilt as this may invalidate your coverage. This might also expose you to liability which you should not have incurred in the first place.

STEP 4: GIVE INFORMATION

Provide your contact information (name, number, address), together with the other driver as well, details of the vehicles involved (model, plate number) and insurance policy (name, number). If it's a major accident, identify witnesses and ask for their names and phone numbers in case their account of the accident is needed.

STEP 5: PREPARE REQUIRED DOCUMENTS

Prepare all the necessary requirements such as the police report (or your insurer's accident report form), policy report or a notarized affidavit, photocopy of your car's official receipt and registration certificate (OR/CR), photocopy of your driver's license and official receipt, and photos of your car (damaged portion and entire car with the license plate visible). Submit these documents to your insurer where a claims examiner will evaluate your claim.

STEP 6: HAVE YOUR CAR FIXED

If the damage is minor, you can bring your car to your insurer's claims evaluation center or authorized repair shops, where an assistant will assess the repair cost. If it's major, many insurance companies will have your vehicle towed to any of their accredited car repair shops, which will then assist you regarding the documents and repair of your car.

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Have car, will travel



S

Since the invention of the automobile, the promise of travelling to far distant lands has lured many a car owner. Here's a proof that automobiles are more than just status symbols. The trunk fitted on this 1930's vintage car served as storage for the car owner's valuables, particularly his supplies for long-distance travels. Americans called it trunk while the English called it boot, which originated from the storage underneath the coachman's seat in horse-drawn carriages. This photo was taken during the vintage cars parade during the 75th anniversary of the AAP in 2006.

GO SOMEWHERE.

Go beyond borders and choose your adventure with the new breed of Volvos. May it be the **All-New Volvo S60 1.6L T4 Sports Sedan** or the **All-New Volvo V60 2.0L T5 Sportswagon**, you are sure to enjoy an endless supply of excitement. Combining style and utmost driving pleasure, you can plan your great escape without worries, knowing your ride is one of the world's leaders in automotive safety.

RIDE BY VOLVO.

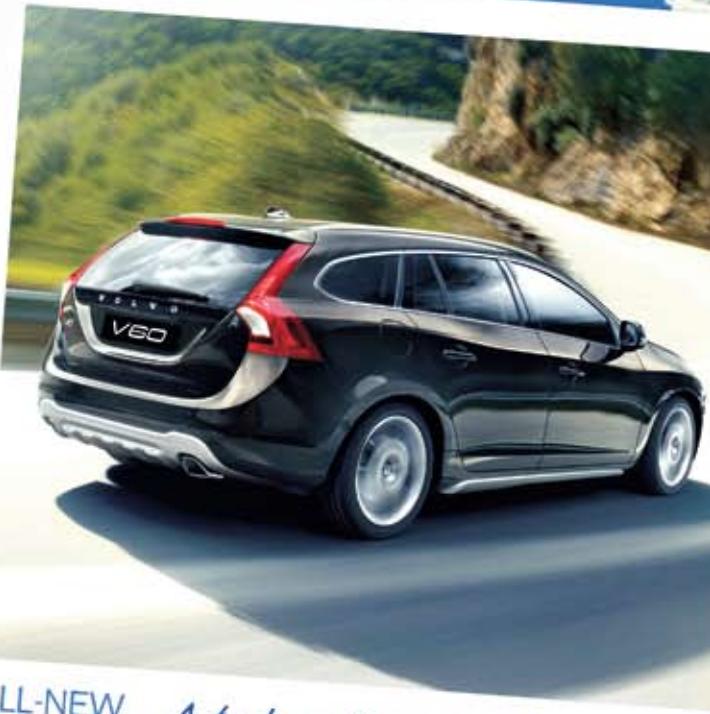
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Fuel up with the diesel of the future.



HIGH-PERFORMANCE DIESEL

A white Mercedes-Benz C-Class sedan is shown from a front-three-quarter perspective, driving towards the viewer. The background consists of a blurred, colorful streak of light and motion, suggesting speed and performance. The car's headlights are on, and its sleek lines are highlighted by the dynamic lighting.



Introducing Petron Turbo Diesel for extreme power. 55+ Cetane* C-Boosters • Non-Stop Cleaning Action • Maximum Fuel Efficiency

*Exceeds minimum diesel PMS specification of 50 cetane.

PETRON