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THE QUARTERLY MAGAZINE OF THE AUTOMOBILE ASSOCIATION PHILIPPINES



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SEPTEMBER 2014



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A Balancing Act

GAME CHANGERS



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Gus Lagman
AAP PRESIDENT

Batanes: More than a pretty place

WE'VE read so many articles about this place, heard wonderful stories about it, and seen countless photographs of it, such that more than three years ago, we—together with four other couples—booked a travel package to the fabled Batanes Islands.

Excited that we would finally see the islands, though a bit worried about the weather forecast for that week, we went to the domestic airport early. At just about the time that we were expecting the call for boarding, the announcement came—the typhoon hit landfall in Quezon province and the Basco airport is closed. Aware that this occurrence is not uncommon as far as Batanes is concerned, we quite readily accepted the sad situation we found ourselves in, though we still waited a short while, hoping the announcement would change, before finally going home.

Of course, we got our refund, and not long after, we forgot about the trip altogether. It wasn't until late May of this year that a friend (he was in the original group) told us about a Batanes package that's being offered to them and would we want to join? Four couples, he said, are needed as that's all the rooms still available at Fundacion Abad—known to be the best in the islands. We grabbed the offer.

I don't intend to write about how beautiful the islands are—many have done that already. All that I'd like to say is that they are as enchantingly beautiful as have been written about in many articles. Instead, I'd like to focus on what I learned, in the few days that we were there, about the people of Batanes.

I learned that unemployment is practically zero. Everybody has a job, or into farming, or tending to farm animals, like cows and goats. Most people plant vegetables for their families' consumption. Even those with regular jobs might bring their entire family to the farm on weekends to do this. Many hold multiple jobs.

There are no squatters in Batanes. The population is only 18,000, which tells us that it truly is much easier to feed and to provide shelter for a smaller population. Quite a few who found jobs in the big cities—Metro Manila, Cebu and Davao

where they were receiving higher salaries—have gone back to Batanes for a better take home pay and a better life.

There are prison cells but occupancy is very low. Although prisoners are usually allowed to go out to buy food and other provisions, they come back to their cells, which, by the way are not even locked!

Burglars, pickpockets, and snatchers are nonexistent and there are only court cases because of the usual family feuds that sometimes go out of hand when relatives have one drink too many. Police work must be very boring.

We learned all of these from our tour guide, Manny Merida, who never stopped talking during the three days that he was with us. Well, except when he's taking our photos with at least four of our cameras, iPads and iPhones. Manny's day does not end when his tour-guiding chores are done; he goes home, picks up his tricycle and goes around to pick up a few more pesos. (He knows of another tricycle driver who now has a son studying at St. Benilde in Manila.) On weekends, he brings his family (his eldest will go to college next year) to the farm to plant and/or harvest vegetables. He has worked in Manila, Cagayan de Oro, and Saudi, but decided finally to settle down in Basco where he nets a lot more.

I cannot end this article without mentioning the Honesty Coffee Shop in Ivana. You go in, take what you want (mostly food products and pasalubong items), mix your coffee or get a soft drink, add up everything you took, record your purchases in the log book, then drop your payment in a box. There is no shopkeeper! I jokingly asked another customer, a foreigner, "Did you notice the CCTVs?"

The story is that the owner, Elena Cabilo, was a teacher during her younger days. She wanted to augment her income, thought of opening a coffee shop, but could not afford to hire help. So she thought of this idea. She's a senior citizen now, so her customers must all have been honest for the shop to last that long.

A final word—on our last night, one of our companions inadvertently left his camera on our dinner table in a restaurant. As we were about to board our vehicle, somebody ran excitedly after us, waving my friend's camera.

It's nice to think that there are still a few spots in the country with this kind of environment and to dream that it may somehow, sometime in the future, spread back into the big cities. **QQ**

“ It's nice to think that there are still a few spots in the country with this kind of environment and the dream that it may somehow, sometime in the future, spread back into the cities. ”


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Aida Sevilla Mendoza
EDITOR-IN-CHIEF

Formula E: A Future Revolution In Motor Sport

A revolution in motor sport may begin this September when the Federation Internationale de l'Automobile (FIA), the governing body of all four-wheel motor sports worldwide, launches Formula E, an all-electric race series. While the world's most spectacular motor races—Formula One and the World Endurance Championship—are slowly becoming "green" via hybrids and alternative energy power units, they still use internal combustion engines. Formula E, in contrast, will use only battery-powered electric motors and no fossil fuels at all as their means of propulsion.

The Formula E category was created by the FIA in 2012 as a visionary look at a possible motor sport future and is being promoted by Alejandro Agag, a young multilingual Spaniard with a successful background in motor sport through the Addax GP2 team and political connections formed during his two-year stint in the European parliament. Agag and his backers, notably Spanish property developer Enrique Banuelos who committed £60 million to the series, believe that an eco-championship might work and can be developed further.

Agag says the key to his belief was a growing awareness that motor sport sponsors were increasingly becoming animated about the need for the sport to demonstrate its commitment to sustainability, and in doing so help attract a younger-eco savvy fan base. Agag thinks that bringing motor sport and sustainability together would be an absolute winner, given motor sport's ability to associate one's brand with values like technology, competition, speed, efficiency and so on.

Agag and his group are reassured by the unique Formula E business model, which will not ask a host city for cash, but lots of help with a prime street circuit location and infrastructural support. By not charging high hosting fees, Formula E would be able to locate its events in the best and most symbolic cities like Beijing and London. City races are a big draw and attract sponsorships to compensate for the lack of hosting fees, Agag points out.

The machines racing in the first Formula E championship will be single-seater electric race cars constructed via a classic outsourced supplier model common throughout the racing industry, with chassis from Dallara, batteries from Williams Advanced Engineering,

motors, transmission and electronics from McLaren Electronics Systems, safety and systems integration by Renault, tires from Michelin. While these cars are battery powered, they are far from toy racers, what with up to 270 bhp via a push-to-pass system that is also available throughout practice and qualifying.

The aim after the first year is to have competition through powertrain and battery development rather than extreme chassis rivalry, so that by the second year other chassis manufacturers will join Dallara. If the series encourages intense rivalry between motor makers keen to show the excellence of their battery and electrical tech—in line with their road car developments—then Formula E will truly have delivered on its vision, Agag says. It is an open championship in which any car can compete as long as the car meets FIA requirements. Technical regulations are drafted in such a way that they encourage battery and electrical competition instead of chassis competition. McLaren, Williams and Renault have a head start due to their F1 and road car programs that supply advanced yet proven systems.

Formula E budgets are capped at £3 million, which is less than 5 percent of an F1 entry. With its mantra of clean efficiency, Formula E has all the credentials of a sports championship and would appeal to brands that have been put off from involvement with F1 in part because of excessive costs but also because of a perception that it's out of touch with ordinary consumers. Ten teams are lined up for the inaugural race with impressive backers including Andretti Autosport of the United States, Audi Sport ABT, Dragon Racing owned by Jay Penske, son of legendary American motor sport figure Roger Penske, Alain Prost's E.Dams, Mahindra Racing of India, Venturi Grand Prix founded by actor Leonardo DiCaprio and Virgin Racing headed by aviation mogul Richard Branson. Indeed, as stipulated by Virgin Racing team principal Alex Tai, "Electric street racing is the future. It's a sporting spectacle that celebrates environmental concerns and we want to be part of it."

After Round One in Beijing, China on Sept. 13, 2014, Round Two will take place in Putrajaya, Malaysia (Oct. 18, 2014), Round Three in Punta Del Este, Uruguay (Dec. 13, 2014), Round Four in Buenos Aires, Argentina (Jan. 10, 2015), Round Five TBC, Round Six in Miami, USA (Mar. 14, 2015), Round Seven in Los Angeles, USA (Apr. 4, 2015), Round Eight in Monte Carlo, Monaco (May 9, 2015), Round Nine in Berlin, Germany (May 30, 2015) and Round Ten in London, U.K. (June 27, 2015.) **aq**

Source: AUTO, international journal of the FIA

“ Electric street racing is the future. It's a sporting spectacle that celebrates environmental concerns and we want to be part of it. ”

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Go Further



ALL EARS at the first AAP local Motorsport Officials Safety Training Program (from left) AAP Motorsport Operations Manager Mark Desales, AAP Motorsport staff member Jhon Carlo Quillain, senior motorsport officials Bebot Reyes and Art Guevara, AAP Motorsport Consultant Jun Espino (in yellow T-shirt) and AAP Motorsport Committee Chairman Armando Eduque (in white T-shirt.)

21 Motorsport Marshals Attend AAP's First Officials Safety Training Program



THE Automobile Association Philippines (AAP) held its first local officials safety training program recently for motorsport marshals. Supervised by AAP motorsport operations manager Mark Desales, the training program was attended by 21 marshals and facilitated by senior marshals Bebot Reyes and Art Guevara at the AAP EDSA Greenhills office lobby in preparation for the second leg of the Toyota Vios Cup.

AAP, the only Philippine member club of the Federation Internationale de l'Automobile (FIA), the governing body of all four-wheel motorsport worldwide, was authorized by the latter to train and develop local motorsport marshals after achieving the silver (second) level of accreditation in the FIA Institute's Officials Safety Training Program. Upon receiving the award, AAP motorsport committee chair Mandy Eduque said: "This award is an affirmation that AAP is capable of training and developing Philippine motorsport officials to international standards set by the FIA. It is recognition of the competence and excellence of our Filipino racing officials."

The FIA Institute awarded silver accreditation to AAP after the Philippines' national auto club worked closely for three years with the Confederation of Australian Motor Sport (CAMS), an FIA Institute Regional Training Provider (RTP), to create an international-grade training and licensing program for local motorsport officials. With grants from the FIA Motorsport Safety Development Fund over the last three years, the program helped create training materials, modules and schemes to improve the competency

of officials. As a result, AAP has built a successful training platform to develop its own network of motor sport officials and to reduce reliance on using marshals from outside the country.

At its first local training program, AAP conducted a refresher course on the marshal's protocol, right execution of flag signaling, basic communication procedures with the use of radios, incident report management, safe operation and the rights and code of ethics of motorsport officials. Desales said it was a step forward, not only for AAP, but also for local motorsport in elevating the skills of Philippine motorsport officials to international standards.

Under its own licensing system to endorse all new officials that it trains, AAP has already licensed 70 officials. In addition, AAP has developed a structure to enable officials to upgrade from one level to the next and has created a new Train the Trainer module whereby officials displaying the most potential are offered to learn the various teaching methods to become experts in their field and qualified trainers themselves. This, in turn, will enable them to help train other motorsport officials and thus grow the network across the country. **aq**



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Require New License Plates for Newly Registered Cars Only, AAP Says

THE Automobile Association Philippines (AAP) has taken the position that the new license plates issued by the Land Transportation Office (LTO) should be required for newly registered motor vehicles only.

The issuance of new license plates with tamper-resistant screws to make their removal difficult is part of the Motor Vehicle Plate Standardization program of the Department of Transportation and Communications (DOTC)'s LTO. About nine million motor vehicle owners will be required to buy the new plates and the LTO expects to complete the transition to new plates within five years.

AAP President Gus Lagman said that the LTO should not impose extra expenditures on motorists, given the rising cost of fuel and basic commodities. "With the cost of living ballooning, shelling out four hundred fifty pesos more is the last thing we motor vehicle owners need or want," he said.

AAP Vice President and advocacies committee chairman Johnny Angeles said the current LTO license plates of motor vehicles should be retained since paying P450 for the new plates is another unnecessary expense for motorists. "We have all heard about the adage: A penny saved is a penny earned. And P450 is more than just a penny. The money could be used to buy fuel or for repair and maintenance to ensure the vehicle's safety and roadworthiness," Angeles said. "The government should spare motor vehicle owners the additional burden of having to buy a new license plate. It's like buying things that we already have or do not need."

Lagman and Angeles averred that AAP's position versus the mandatory purchase of new plates is supported by Article 3, Section 17 of Republic Act 4136—also known as the Land Transportation and Traffic Code—which clearly states "...That the identification, numbers and letters of any motor vehicle number plate shall be permanently assigned to such motor vehicle during its lifetime."

"Why should we replace our license plates when they are not dilapidated, defaced or broken? As long as they are clear and the letters and numbers are legible, we should be allowed to keep using them," Lagman said. "Aside from the additional expense, the car owner would have to sacrifice a day's pay just to get new license plates at the LTO. The cost of getting a new plate is tantamount to the daily wage of a worker in Metro Manila." **aq**

Senator Recto Lauds AAP Support On New License Plates Issue

SENATE President Pro Tempore Ralph Recto expressed his profound gratitude to the Automobile Association Philippines (AAP) for supporting his position that the Department of Transportation and Communication (DOTC) Land Transportation Office's (LTO) Motor Vehicle License Plates Standardization Program would only create an unnecessary burden on the motoring public.

In a letter to AAP Vice President Johnny Angeles dated August 12, 2014, Recto thanked AAP for joining him in his desire to have the DOTC and LTO reconsider the implementation of the program requiring the replacement of all existing motor vehicle license plates with newly designed ones.

Regarding AAP's query whether the new license plates standardization program violates Batas Pambansa (BP) Bilang 43 enacted in 1979 and whether that law is still in effect, Recto affirmed that it is still in effect because there appears to be no subsequent law that was passed repealing it.

Recto cited the body of BP Blg 43, Section 17 which states "That the

identification, numbers and letters of any motor vehicle plate shall be permanently assigned to such motor vehicle during its lifetime." While this provision appears to conflict with the title of BP Blg 43, "xxx Issuance of Permanent Number Plates to Owners of Motor Vehicles," Recto, who is a lawyer, said that from his understanding of statutory construction, if there is a conflict between the text of the title and the body of the law, the latter prevails.

Regardless of this legal discourse, Recto said his main point is that the DOTC and LTO should not make it mandatory for motorists to surrender their existing license plates and pay the additional fee for the issuance of newly designed plates. "If a motorist elects to have his existing



license plate replaced with the newly designed one, it should bear the same identification, numbers and letters in accordance with Batas Pambansa, Bilang 43," he stressed.

Recto concluded that from his point of view, "DOTC's justification that the new plates will enhance vehicle security or will deter crime may not necessarily be true. Instead, strict law enforcement can best address the problems cited by the agencies such as proliferation of dilapidated and counterfeit license plates." **aq**

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HONDA

AAP Welcomes Lemon Law Approval

THE Automobile Association Philippines (AAP) welcomed the signing of the Anti-Lemon Bill into law by President Benigno S. Aquino III.

AAP President Gus Lagman said the Lemon Law would protect consumers who buy brand new motor vehicles against unfair trade practices. "From now on, quality standards for new vehicles sold in the country will be set, ensuring that car buyers receive the full worth of their hard-earned money," he said.

"As the national auto club of motorists, we are glad that President Aquino took the time to review and approve the bill as a law. This should increase the sales of new motor vehicles since the law will guarantee car buyers that what they are buying is up to standard in quality. And higher sales volumes will benefit not only the local automotive industry, but also our country's economy."

AAP Vice President and advocacies committee chairman Johnny Angeles said the country has been waiting for the newly signed measure, adding that this could also cut down accidents on the road with most of the motor vehicles guaranteed to be roadworthy.

"Defective vehicles not only hurt the manufacturers and dealers but also pose a danger to motorists and the general public. It is only wise and the right thing to do for President Aquino to sign the Anti-Lemon Bill into a law," Angeles said, noting that a similar measure is already being implemented in industrially advanced countries such as the United States and the member nations of the European Union.

The Senate on June 13 approved the bicameral conference committee report adopting the House of Representatives version of the Lemon Bill authored by Rep. Mark Villar of Las Piñas before the body's sine die adjournment.

The newly approved law states that the buyer may return the vehicle to the dealer for repairs provided that this is done within the warranty period of 12 months or 20,000 kilometers from date of original delivery, whichever comes first, if the purchased motor vehicle is not up to standard in quality.

Furthermore, the Lemon Law states that a reasonable transportation allowance—equivalent to air conditioned taxi fare (supported by receipts) or the loan of a service vehicle—would be accorded to



the buyer of a brand new vehicle while his vehicle is under repair.

The Lemon Law also stipulates that the buyer of the motor vehicle may invoke his or her rights by filing a formal complaint before the Department of Trade and Industry after at least four repair attempts by the same manufacturer, distributor, authorized dealer or retailer.

Should the consumer not be satisfied with the results of the repair job, he or she shall inform the manufacturer, distributor, authorized dealer or retailer in writing of the unresolved complaint and his intention to invoke his or her rights under the Lemon Law.

Manufacturers, distributors, and dealers face a minimum fine of P100,000 if they are proven to have violated the provisions in the Lemon Law. **AQ**

DTI Invites AAP to Join TWG on Lemon Law IRR

THE Automobile Association Philippines (AAP) has been invited by the Department of Trade and Industry (DTI) to join the Technical Working Group (TWG) drafting the implementing rules and regulations (IRR) of Republic Act 10642, also known as the Philippine Lemon Law.

AAP Vice President Johnny Angeles and AAP Director David L. Arcenas attended the two TWG meetings last August at the DTI. Consumer and Trade Policy Division officer-in-charge Gerald Calderon, who presided at the August 26 TWG meeting, said AAP presented its proposals for the IRR early on.

Angeles, who chairs AAP's Road Safety Committee, said: "There are a lot to be issues that need to be addressed here. But we are definite that this law would be for the protection not only of the consumers, but of the manufacturers, dealers and importers as well."

Aside from AAP, the DTI TWG meetings were attended by representatives from the Truck Manufacturers Association (TMA), Chamber of Automotive Manufacturers of the Philippines Inc. (CAMPI) Philippine Automotive Competitiveness Council, Inc. (PACCI), the Association of Vehicle Importers and Distributors (AVID) Land Transportation Office (LTO) and the Technical Education and Skills Development Authority (TESDA). **AQ**



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Traffic Officers Should Be Role Models—AAP

THE Automobile Association Philippines (AAP) urged government organizations to police their own ranks first before coming up with controversial ideas on how to promote road safety.

AAP President Gus Lagman referred to reports that the Metropolitan Manila Development Authority (MMDA) has imposed higher fines on jaywalking in Metro Manila while the Land Transportation Office (LTO) is set to revive the no-plate, no travel policy aside from hiking penalties for traffic violations.

Lagman said such knee-jerk reactions to traffic and road safety problems do not help. "I believe that existing laws, properly implemented, would address these simple problems. What the country doesn't have right now are enough role models to be seen in those who implement it," Lagman said. The AAP head was referring to traffic

officers seen on the road and over the Internet who violate the traffic regulations that they themselves are supposed to enforce.

"It is seen over the Internet, on social media, and even on newscasts. Erring traffic officers are almost everywhere. Government agencies should first police their ranks. How can we expect ordinary people, the commuting public and even public utility vehicles drivers to respect the law if they, the law enforcers, disregard it in the first place?" Lagman wondered. "At some point there might be some goodness and wisdom to what they are doing. But to make this effective, they should first discipline officers so that they would be effective, not just with their police powers, but also as role models."

Lagman said imposing higher penalties could also cause more problems involving

dishonest cops. "I have received complaints saying that 'kotong' cops would become more active since they will probably earn more just by trying to apprehend motorists," Lagman said.

However, despite this concern, he called on motorists to follow traffic regulations so as to avoid encounters with the "rotten tomatoes" of government agencies. The Metro Manila Council has reportedly approved harsher penalties for those caught crossing major thoroughfares without using footbridges or pedestrian lanes. The fine for jaywalking has been raised from P200 to P500 with the option of rendering three hours of community service.

Reports have it that the LTO has increased the usual penalties from P200 to as high as P1,000 for violations such parking in front of a private driveway, allowing passengers to ride the roof of a motor vehicle, failing to dim headlights when approaching another motor vehicle and carrying two or more passengers on a motorcycle, among others.

A P2,000-fine will be imposed on reckless drivers, and for succeeding offenses, P10,000 on top of the three-to-six month suspension of the driver's license.

A motorcycle rider or passenger who fails to wear a helmet will incur a P1,500-fine for the first offense and P5,000 for every succeeding offense.

Those with defective accessories, devices, equipment, and parts such as horns, blinkers, brakes, early warning devices, mirrors, lights, speedometer, wipers, and license plates will face a fine of P5,000, while public utility drivers who refuse to render service to a passenger, not give due discounts, or overcharge, face a P1,000 fine and their operators, P5,000. **QQ**



CHANGES IN CAR REGISTRATION ASSISTANCE TO MEMBERS

MINOR changes have been in the car registration assistance AAP offers as a member benefit.

The Land Transportation Office (LTO) no longer allows AAP to file renewal applications on the week of the expiry of the car registration. The government agency not wants applications submitted at least the week prior to the expiry date. As a result, AAP has implemented a Friday-morning-week-before deadline for members availing of the service to

come to the office in Aurora Boulevard for stenciling and payment of fees. Reminders will be texted and emailed to members whose mobile phone numbers and email addresses are on file.

The LTO also no longer accepts interventions for applicants for extraordinary processing like cancellation of mortgage; changes in color, engine or body design; and duplicate plates/stickers or registration receipts. Applications for this purpose have been stopped.

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AAP-LED PGRSP HOSTS ASIA PACIFIC ROAD SAFETY SEMINAR

THE Philippine Global Road Safety Partnership Inc. (PGRSP) headed by the Automobile Association Philippines hosted the Global Road Safety Partnership (GRSP) Asia Pacific Road Safety Seminar on June 23-24, 2014 at the Asian Development Bank (ADB) main auditorium focusing on "Improving Road Safety for Our Children" in line with the theme for the Third UN Global Road Safety Week in May 2015.

Over 300 road safety experts, government officials, transport specialists, educators and multi sectoral and international development agency executives from the region gathered to share ideas, initiatives and best practices to help reduce road deaths and injuries among vulnerable road users and to stimulate support and action around the United Nations Decade of Action for Road Safety 2011-2020.

The speakers included GRSP Chief Executive Officer Dr. Peter Vienter, ADB Southeast Asia Department Director General James Nugent, FIA Foundation Director of Campaigns and Communications Avi Silverman, Philippine Red Cross Secretary General Dr. Gwendolyn Pang, World Health Organization Violence and Injury Protection

Technical Officer Jon Passmore, UNESCAP Transport Division Policy and Development Chief Peter O'Neill and ADB Transport Specialist Nana Soetantri. The topic of Child Road Safety Issues in the Region was tackled by Cambodia Department of Transport Deputy Director General Choun Voun, Indonesia Brigadier General of Police Naufa Yahya and Bangladesh University of Engineering and Technology Dr. Md. Mazharul Hoque. Global and regional updates on the Decade of Action for Road Safety were presented by Asia Injury Prevention Foundation Executive Director Mirjam Sidik and Australian Road Research Board General Manager Peter Damen.

ABOUT THE GRSP

The Global Road Safety Partnership (GRSP) was formed in 1999, dedicated to the sustainable reduction of road-related deaths and injuries in low-and middle-income countries which suffer 90 per cent of the 1.3 million fatalities and 50 million serious injuries that arise every year from road crashes. The GRSP's role is to create and support multi-sectoral road safety partnerships that are engaged in front-line good practices and road safety interventions in countries and

communities throughout the world. Hosted by the International Federation of Red Cross and Red Crescent Societies, the members of the GRSP are leading multi- and bilateral development agencies, governments, civil society organizations and business corporations

AAP AND PGRSP

At one of the afternoon workshops, Automobile Association Philippines (AAP) President Gus Lagman, who chairs the Philippine chapter of the Global Road Safety Partnership, said that the Philippine Global Road Safety Partnership was launched in 2009. AAP hosts the PGRSP secretariat in its office. Together with partner government agencies and other NGOs, the PGRSP organizes projects and seminars to promote road discipline and public awareness of the vital importance of road safety.

At the end of the day, the 2014 Asia Pacific Road Safety Seminar resulted in a heightened sense of connection, an enhanced understanding of the potential of the GRSP network and focused enthusiasm to build on the foundations and expand in-country partnerships to further improve the quality of life where we live and work. **aq**



2nd Leg of Philippine Touring Car Championship Series Brings More Thrills



FTER an action-packed opening last month, the 2nd leg of the 2014 Philippine Touring Car Championship (PTCC) Series brought more thrills and excitement for the racers as well as the spectators.

On July 27, Rounds 3 and 4 of the PTCC at the Batangas Racing Circuit (BRC) left the audience on the edge of their seats as AAP Driver of the Year Carlos Anton and teammate Paolo Mantolino once again dominated the track, taking turns for first place in the two rounds.

Anton and Mantolino raced against 14 entries who simultaneously covered the track. The entries comprise all the three divisions, which are divided into 200 horsepower maximum (Division 1), 150 hp maximum (Division 2) and 100 hp maximum (Division 3).

ROUND 3 RESULTS

In the first round, the winners were Mantolino in Division 1, Dindo de Jesus in Division 2 and Edwin Rodriguez in Division 3.

Mantolino placed first in Division 1 after Anton did not finish the race due to a collision with another car. Another expert race driver, Joey Perry, president of the Philippine Race Car Drivers Inc., was excluded from the race results for a technical infringement.

The Division 2 results came as a surprise to many when De Jesus was declared the winner after Bong Perez, who passed the chequered flag first, was excluded from the results due to a technical infringement. Joel Portugal and Allan Macaraig placed second and third, respectively, in Division 2.

In Division 3, Edwin Rodriguez won first place with his trusty Mazda 2, besting Rhaffy Latorre, who competed in the PTCC for the first time.

ROUND 4 RESULTS

In Round 4, Anton dominated the 17 laps, successfully defending his title against teammate Mantolino. Perry placed third despite suffering mechanical problems.

Richmon dela Rosa, a newcomer in the Division 2 class, added some good points following his first win during the first leg. Perez placed second while Antonio Moncupa took third place.

Rodriguez and Latorre took first and second place in Division 3 while Arvin Druco placed third.

After the race, Automobile Association Philippines (AAP) Motorsports Operations Manager Mark Desales said: "The merger of the PTCC and GT series shows that AAP is working hand in hand with race organizers to promote motorsports in the country and to foster good camaraderie among touring car competitors. Congratulations to all winners of the second leg and we look forward to more exciting races." **aq**

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6th IRAP Asia-Pacific Workshop Held in Manila



IRAP Asia Pacific Regional Director Greg Smith (center) at the 2014 Asia Pacific Road Safety Seminar with iRAP Chief Executive Officer Rob McInerny (left) and Department of Public Works and Highways Assistant Secretary Maria Catalina Cabral.

THE 6th International Road Assessment Program (iRAP) Asia-Pacific Workshop was held on June 25, 2014 at the Asian Development Bank (ADB) main auditorium with delegates from China, India, Australia, New Zealand and the Philippines reporting on progress made in the road safety projects of their respective countries.

iRAP is a registered charity dedicated to saving lives through safer roads. It works in partnership with government and non-government organizations to inspect high-risk roads and develop Star Ratings and Safer Roads Investment Plans, provide training technology and support that will build and sustain national and local capability, track road safety performance so that funding agencies can access the benefits of their investments.

The program is the umbrella organization for EuroRAP, AusRAP, usRAP and KiwiRAP. Road Assessment Programs (RAP) are now active in more than 70 countries throughout Europe, Asia Pacific, North, Central and South America, and Africa. It is financially supported by the FIA Foundation for the Automobile and Society, and the Road Safety Fund Projects receive support from automobile associations, regional development banks and donors. It is aligned with the United Nations Decade of Action for Road Safety 2011-2020 initiated by the FIA Foundation.

As the only FIA affiliate in the Philippines, the Automobile Association Philippines (AAP) played a key role in establishing an iRAP project that would help to make Philippine roads safer. To supervise the project, an Inter-Agency Steering Committee was organized with Department of Public Works and Highways

(DPWH) Assistant Secretary Maria Cristina Cabral as chairman, Department of Transportation and Communications (DOTC) Assistant Secretary Dante Lantin as vice chairman and AAP Vice President Johnny Angeles and Philippine Global Road Safety Partnership (PGRSP) Secretary General Alberto Suansing as members.

In October 2010, the steering committee signed a Memorandum of Agreement whereby iRAP would receive financing from the World Bank Global Road Safety Facility and the ADB to assist the DPWH in assessing the safety of some 4,400 kilometers of roads. The project would employ the iRAP methodology assigning road safety star ratings to the roads for vehicle occupants, motorcyclists and pedestrians, develop recommendations for the high return of investments in safety and engineering, and train local stakeholders.

The iRAP Asia Pacific Workshop at the ADB in June was headed by iRAP CEO Rob McInerny, iRAP Asia Pacific Regional Director Greg Smith and iRAP Senior Road Safety Engineer Luke Rogers. Speaking for the Philippines, DPWH Assistant Secretary Cabral said that the steering committee has initiated the improvement of the 7.3 km-long Agoo Road in Baguio as the Philippines' Road Safety Demonstration Corridor pilot project. The corridor is

located in La Union province in Region I and Benguet province in the Cordillera Administrative Region and stretches up to 44.2 kilometers. Target date of completion is in 2015.

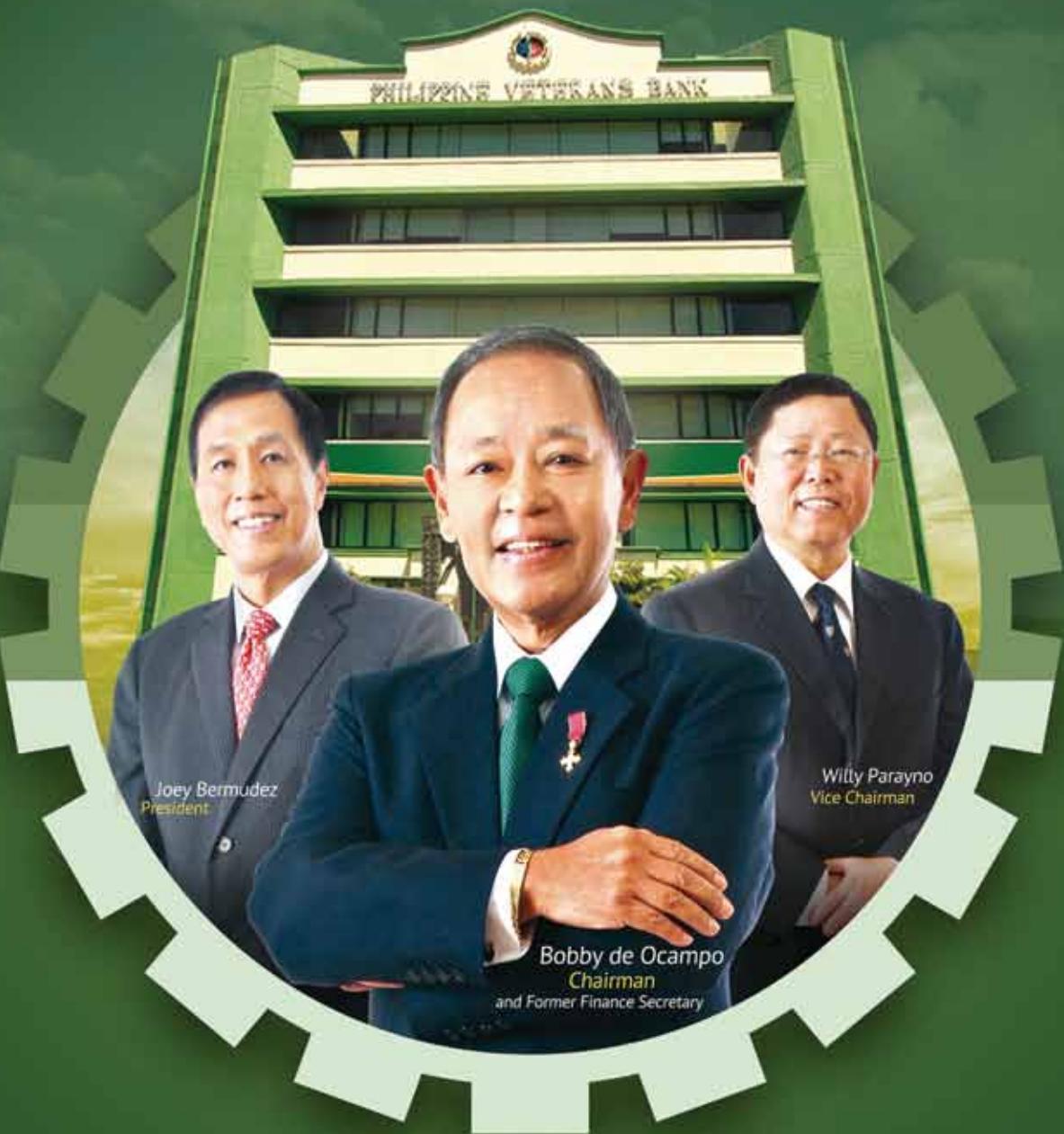
Cabral said Agoo Road was chosen because of the two-star rating it got from iRAP and because of the numerous road crashes that have occurred there. "We talked to local government units to support this project," she added.

According to Cabral, the iRAP project was "initially implemented to provide a network level assessment of road safety across more than 6,000km of roads, and to determine an investment program to implement countermeasures to improve the iRAP Star Ratings."

"Given that this is a new approach to managing road safety in the Philippines, it was considered prudent to kick off the program through three demonstration corridor projects. The funding earmarked for the first of these amounts to P195 million," Cabral said.

She affirmed that AAP's role is "to provide leadership, commitment and support for the project; facilitate actions required for its success; review its results and propose directions for the future of iRAP in the Philippines; aside from leading the longer-term implementation of iRAP recommendations." **AQ**

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Tech goodies to bring along on trips



KEEPING YOUR GADGETS CHARGED:

Duh. You'll need not only the charging cord, but also the unit for plugging into the wall outlet. Bring a power strip, too, if you're sharing a room. Otherwise, you'll be fighting for the few outlets that aren't hidden behind furniture or dangerously near a sink. If you're going abroad, bring adapters and make sure your chargers will work with the voltage there.

Also consider ways to keep your gadgets charged during the day. If you're driving, bring a USB charger that plugs into your car's cigarette lighter. There are also portable chargers you can plug gadgets into. Some phone cases also serve as spare batteries.

One product that stands out is Mophie's Space Pack for the iPhone 5 and 5s. It not only doubles battery life, but also gives you additional storage for photos and videos.

With it, you can get about two full days of general phone use. It's clunky to use, though. The iPhone uses its own power first, and you recharge the iPhone battery by switching on the Space Pack's battery. If you forget to switch it off, the pack's battery will continue to drain, even after the iPhone

is fully recharged. The pack itself also takes a while to recharge—typically about four hours in my tests.

You need Mophie's free Space app to copy photos and other content to the Space Pack's storage. You then delete those files from the iPhone. It's like having an external hard drive and having to manage what goes into it. Once you move photos to the pack, you will not be able to view them through the phone's Photos and iPhoto apps.

Because of these constraints, and the fact that the case is bulky and heavy, you're better off with a regular, unpowered case.

KEEPING ORGANIZED:

Triplt has been in the business since 2007. Back then, it was strictly a website for organizing your travel plans. Now, there are apps for various mobile devices. The apps remind you where to go next and offer easy links to your phone's mapping apps for directions.

Triplt automatically creates a day-by-day itinerary based on all the flight, hotel and other confirmation emails that you forward to it. Triplt automatically pulls out flight numbers and seating information from

the email, while adding useful information such as gate numbers. For hotels, Triplt pulls out addresses and check-in times. You can add notes such as the hours for a national park you're visiting.

You can forward everyone's flight confirmations to keep track of who was arriving when. You can even add details on hikes and the dress code for a fancy dinner. This can be shared through a link with everyone. Triplt also kept track of buses, subways and ferries while on travel.

Beyond Triplt, you might want to download apps for your airline. In many cases, you can check in and get a boarding pass on the phone—no printing needed.

KEEPING ENTERTAINED:

You might want to download some books, magazines and video ahead of time for when you don't have a good Internet connection.

If you'll be driving, consider an FM radio transmitter. These gadgets transmit whatever's playing on your digital music player over an open frequency on the FM dial.

Griffin's iTrip can be an essential device on road trips. Simply plug the iTrip cord into the iPod's headphone jack. Then tune the car radio to an open FM frequency that iTrip finds. Podcasts, audiobooks and regular music come over the car speakers.

There are separate models for Apple devices depending on the type of charging port it has. For other devices, use the iTrip Auto Universal Plus, which uses the standard headphone jack. If you're getting Space Pack, you'll want this universal version, too, as the case covers up the iPhone's regular port. This model also has a USB port to charge gadgets while driving.

These transmitters don't work well in urban areas, where there aren't many free frequencies. Also, sound quality isn't as good as what you normally get over the radio. But it beats silence. Beware that other motorists within 30 feet might also be able to tune in to what you're listening to. ☀



Globe, Lotus F1 Bring Modern Network to Life

GLOBE Telecom teamed up with Formula One racing team Lotus F1 Team to bring to life its new and modern network.

"We are excited to mark another milestone in Globe as we unveil our now 100% 3G-powered network and soon 100% 4G HSPA+ network to provide our customers the fastest and most seamless browsing experience nationwide. In line with this, we are bringing together one of the world's fastest sports headlined by the one of the fastest-driving young drivers in the world, happening at the country's fastest-developing business hub powered by the nation's fastest and most modern network," said Globe Telecom Chief Operating Advisor Peter Bithos.

With the partnership, Globe becomes the exclusive business partner of the Lotus F1 team in the country and telecommunication partner of Filipino-Swiss Marlon Stockinger, the first Formula One racer to have placed the Philippines on the F1 radar.

Stockinger's impressive track performance, particularly his first place finish at the Monaco leg of Grand Prix 3 Series in 2012, earned him a spot in the Lotus F1 Junior Team. He and six other promising drivers joined the Junior Team in February 2013 to undergo rigorous training that will boost their wellness and performance on their journey to competing in Formula One races.

Stockinger recently placed third at the Nürburgring leg of the 2014 Formula Renault 3.5 series. Racing as a junior driver under the Lotus F1 Team, this win moved Stockinger two notches higher in the championship standings, placing him at eighth.

"The game plan stays the same—stay focused and be consistent. I will strive to achieve consistent podium finishes throughout the series," Stockinger said. He also said his dream of putting the Philippines

in the F1 radar wouldn't be possible without the Filipinos rallying behind him. "I am proud to bring the Philippine flag wherever I compete. I am truly grateful for the wonderful support I'm getting and because of that, I'm ready to land an F1 seat."

He will compete again at the next round in Hungaroring track in Budapest, Hungary on September 13-14. Stockinger believes he will do well in this track, having liked the venue and scoring well in previous races. This is the seventh of the nine tracks forming Renault's World Series. The competition is a major step to qualify for the F1 series, known as the fastest and premier racing sport.

Stockinger started racing in go-karts when he was nine years old, a hobby he shared with his father. He remembers winning his first Philippine Karting Championship experience and swore then he would soon become an F1 racer.

As the Philippines' Prince of Speed, Marlon enjoys a fast-paced lifestyle on and off track. For someone who knows what it's like to deal with constant travels, he finds fast and seamless connectivity as instrumental to close the gap separating him from home. "I know what it feels like to want to be constantly updated, especially if it has something to do with the people I care about. It helps me concentrate better if I know my loved ones are okay, especially during difficult times such as typhoons," he said.

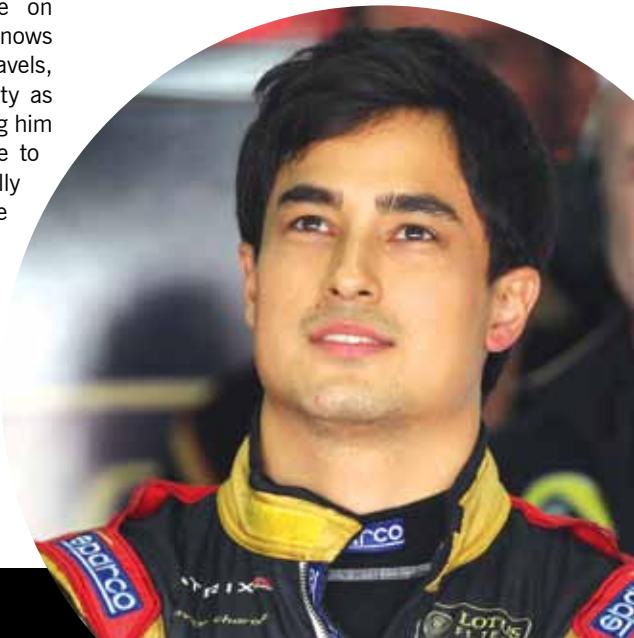
In between races abroad, Stockinger comes to the Philippines to spend time with his family and friends. Being active on social media has also made Stockinger realize the growing appreciation of Filipinos for racing.

He regularly updates his pages with stories and photos of the races and events he participates in. "Fans send me encouraging messages before I take on any race, and they're a huge boost to my confidence. I feel more motivated and proud to carry the Philippine flag knowing I have Filipinos urging me on."

"I'm happy to have done well during the race, and will strive to maintain podium finishes as we continue the series and my journey to F1," he said. With an impressive track record and tremendous potential, twenty-three year old Stockinger is well on his way to be the first Filipino F1 racer.

Stockinger is also glad of the support he is getting from Globe Telecom, his telecommunication partner and the exclusive business partner of the Lotus F1 Team in the country.

As the perfect embodiment of speed, Globe is committed to supporting Stockinger's F1 journey. "It's not everyday that we see a Filipino get close to the F1 dream. With everyone's support, this dream could fast become a reality, and Globe is very proud to be helping Marlon realize that," said Bithos. **aq**





The 2014 BMW 4 Series Gran Coupe's Balancing Act

By Aida Sevilla Mendoza



The second time was on July 24, when ACC launched the 2014 BMW 4 Series Gran Coupe in Manila. If BMW keeps this up, a new word, "gran coupe" may have to be added to Webster's Unabridged Dictionary after the definition of "coupe" as "a closed, two-door car shorter than a sedan of the same model."

The 2014 BMW 4 Series Gran Coupe is the third and final model in BMW's new 4 Series range after the Convertible and the Coupe. It is positioned as a sleeker and sportier alternative to the 3 Series sedan. At the same time, this four-door version of the 4 Series Coupe challenges the popular but ageing Audi A5 Sportback for market share.

The 4 Series Gran Coupe is longer by 14 mm and heavier by 80 kg than the 3 Series

sedan but its length, width and wheelbase are identical to the 4 Series Coupe. In fact, from the nose up to the A pillar the Gran Coupe and 4 Series Coupe are identical. The difference is that the Gran Coupe has a slightly higher roofline, four frameless doors and a hatchback boot with a power tailgate.

GOOD LOOKS

Having the same length and the same wheelbase as the Coupe, the Gran Coupe shares the same good looks as its two-door sibling although to accommodate the rear doors, its roofline has been stretched by 112 mm and is 12 mm higher. These translate into more interior space and 27 mm more headroom plus lots of knee room for rear passengers—but the back seat is still tighter than a 3 Series sedan's.

BMW has done it again: thinking out of the box to successfully balance the aesthetics and dynamics of a sports coupe with the practicality of a four-door sedan. The first time was in September 2012, when Asian Carmakers Corp. (ACC), the exclusive importer and distributor of BMW vehicles in the Philippines, unveiled the BMW 6 Series Gran Coupe, the first four-door coupe in the German carmaker's 116-year history.

The Gran Coupe does everything the Coupe does and offers extra versatility as a bonus. Unlike the Coupe, the sculpted rear seats of the Gran Coupe split 40/20/40 and can be folded down to increase boot space to 1,300 liters. With the rear seats in place, luggage capacity in the Gran Coupe is 480 liters, the same as the 3 Series sedan and 36 liters more than the 4 Series Coupe. But the Gran Coupe is more practical because of its power tailgate and the through-loading system of its hatchback boot.

7 CHOICES

In Europe, the 4 Series Gran Coupe is offered with seven BMW TwinPower Turbo diesel or petrol engine choices. The Gran Coupe loaned to me by ACC was a 420d Sport powered by the BMW TwinPower

Turbo 4-cylinder diesel engine with variable turbine geometry and common rail direct injection delivering 184 hp and 380 Newton meters of torque through an 8-speed Sport automatic transmission (A/T). The 420d Sport Gran Coupe is claimed by BMW to hit 100 kph from zero in 7.5 seconds and average 4.7 liters per 100 kilometers in combined city and highway driving, thanks to the ECO PRO Mode, Automatic Start/Stop function, Route-Ahead Assistant, brake energy regeneration, optimized aerodynamics and intelligent lightweight construction. Carbon dioxide emissions are reportedly limited to 124 grams per kilometer.

When idling, the 420d engine can be a bit rough but once the car gets moving, engine noise fades and it goes quickly and smoothly, remaining hushed even at highway speeds. There is little wind noise although

and extra doors. But the Gran Coupe retains the familiar BMW driving performance with a ride nicely balanced between sporting and firm, just compliant enough not to upset passengers even with the 19-inch alloy wheels shod with mixed tires. It has the handling and grip you would expect from a BMW with precise major controls, excellent noise insulation and supportive seats that make long distance driving a pleasure.

The luxuriously kitted interior of the 4 Series Gran Coupe Sport is as stylish as its exterior, what with black Dakota leather seats, high gloss black interior trim and fine brushed aluminum accents with highlight trim finisher in Coral Red Matte. Outside, high gloss black trim is found on the nine-slat kidney grille, front and rear bumpers, side window frames and window recess, exterior mirror caps, air breather and chrome-plated tailpipe.

The Gran Coupe has a complete set of



It is a premium four-door diesel hatchback that balances refined style with sporty performance, practicality and fuel efficiency.



Photos by Jude Morte

some road noise can obtrude due to the presence of frameless windows. The Gran Coupe displays superb body control and dynamism through corners while its diesel powerplant hits its stride at fairly low revs, with pulling power really starting from around 1,700 rpm and continuing until near the redline. The punchy 420d blends strong performance with impressive fuel economy. The electronic power steering is light and accurate, making parking easy and inspiring confidence at speed.

BALANCED

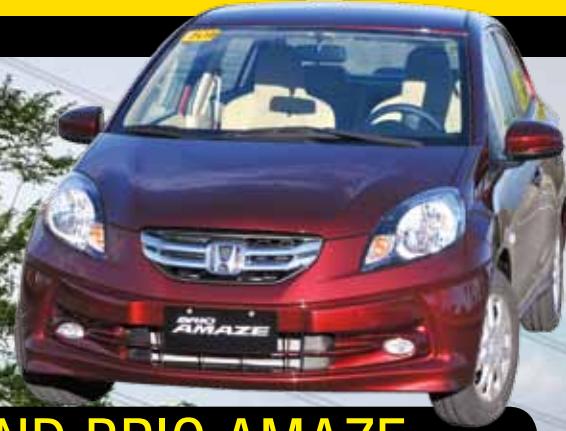
BMW revised the suspension settings to manage the Gran Coupe's increased height and the extra weight of the longer roofline

active and passive safety features including eight airbags, ABS, Dynamic Stability Control, Dynamic Traction Control, Driving Experience Control, run-flat tires, keyless engine start, Xenon headlights, front and rear fog lamps. Meanwhile, BMW ConnectedDrive Services & Apps offer smart, versatile connections between the driver, vehicle and the outside world via telephone, radio and email.

Summing up, the BMW 4 Series Gran Coupe 420d Sport is a premium four-door diesel hatchback that balances refined style with sporty performance, practicality and fuel efficiency, making it one of the most complete and best packages in the two segments it straddles...if you can afford its P4,190,000 price tag. **QQ**



Honda's Small Wonders



DRIVING THE 2014 HONDA BRIO AND BRIO AMAZE



Story and Photos By Vince Pornelos

If you haven't noticed by now, both of Honda's best sellers in the entry level segment have moved up a notch as the new Jazz and City have both elevated their game, effectively coming closer to the "traditional" compact car class.

That's all well and good because every model has to move up sometime, but both cars have been considered as entry points into new car ownership with their pricing and positioning.

Honda needed something to fill the void, and so it looked around the region and found two models that can do so: the Thai-made 2014 Honda Brio 5-door hatchback and Brio Amaze 4-door sedan.

DRIVING THE BRIO HATCHBACK

Strictly speaking, the Brio isn't what we consider to be an all new generation. The model was first introduced in 2011 in key emerging markets such as India and Thailand; two countries which share our

unwanted relationship with heavy urban traffic.

Judging by dimensions alone, the Honda Brio would be one of those vehicles that really belong in tight city streets. The five-door hatchback measures in at a tiny 3610 mm long, 1680 mm wide and 1,470 mm tall with a wheelbase of 2,345 mm. To put this in perspective, the current-generation Mitsubishi Mirage measures 3,710 mm x 1,665 mm x 1,500 mm while the Toyota Wigo is at 3,600 mm x 1,620 mm x 1,520 mm. What will be interesting when we drive the Brio later on will be how those dimensions translate in helping to achieve sprightly handling in this category.

The name itself is derived from the



Italian term *brio*, meaning verve, liveliness, spirit and wit. The front of the Brio does appear quite lively and peppy; good design traits in a hatchback geared towards young, up-and-coming customers.

The side of the Brio is rather neat, and features some aggressive, upswept character lines. Being a two-box, the side profile ends rather abruptly as opposed to other hatchbacks that seem to slope more at the back. This particular example of the Brio is the top spec variant which is why it rides on 14 inch alloy wheels with 175mm wide Michelin tires.

The dashboard of the Brio appears far more contoured and far more modern than most of its competitors in the entry level

segment. Like the previous-generation Jazz, the Brio's interior makes use of circles and curves all around with the A/C vents (they're the same louvers as the one in the previous Jazz/Fit), the round steering wheel, the A/C dials and the triple gauge cluster. Thought was clearly paid to shaping the dashboard to more modern standards instead of just generating a cheap, generic and featureless dash.

This top-of-the-line Brio variants come with all sorts of convenience features such as power windows, power mirrors, a seat height adjuster, front foglamps, rear foglamps, steering wheel audio controls and a touchscreen 2-DIN audio system with a Honda Cars Philippines first: satellite navigation.

Based on the Honda Thailand website which also shows the same audio unit (on appearances), it appears that the Brio's head unit could also have a browser and Wi-Fi capabilities though we were unable to verify it on site.

The front seats with the one-piece backrest are form-fitting and comfortable enough for a long drive. The rear seat is a bench that can be folded down (almost) flat to provide a large cargo space. With the rear seats up, there's some space in the back remaining for a few bags and backpacks. The spare is a full-size affair instead of a space saving donut tire, though Honda used a 14-inch steel rim instead of an alloy wheel.

original line that extends from the fenders.

The most obvious difference is the addition of the trunk; if you're familiar with the Suzuki Swift DZire (against which the Amaze competes with in India); the execution of the trunk is rather similar as it is rather short and a bit chunky. Honda also extended the wheelbase of the Brio Amaze to 2,405 mm to minimize the rear overhang, thereby giving this sedan different but similar handling manners over the hatch.

The interior is virtually the same, save for the use of beige fabrics instead of the "sportier" black/gray hues used on the Brio hatchback. The features are the same as this is also a top spec version.

DRIVING IMPRESSIONS

When we arrived for the preview drive of the Brio and Brio Amaze at Tagaytay Highlands, it was clear right then and there that the event will be different. Honda Cars Philippines not only brought the two new models to be driven but also tossed in a 2014 Mitsubishi Mirage G4 GLS CVT and a 2014 Toyota Wigo 1.0 E M/T as cars to benchmark the Brio and Brio Amaze.

We were told that the drive route involved various round trips aboard the two new Hondas and the competitor cars so we can see and feel the difference between all the models there. This should be fun.

At the wheel of the Wigo and later on

On the uphill, the power of the Brio and Brio Amaze certainly come through. I wouldn't characterize it as quick when headed up a mountain, but both models that are equipped with 5-speed automatic are definitely quicker than the rest in this group.

On the downhill the Brio Amaze was very good, but the Brio hatchback was even better. Both cars were taut and confident in tackling the corners. The Hondas braked well, turned in with ease and the transmission responds quickly all throughout the exercise. What would be truly eye opening is seeing how the Brio would compare head to head against the current Suzuki Swift 1.4L as another benchmark car; if memory serves, we were very impressed with it back in 2011.

As for fuel economy, we honestly didn't test them as the route and timetable wouldn't allow it. As soon as we get our hands on the Brio and Brio Amaze for a full test drive, you'll be the first to read about it.

A STRATEGY REALIGNED

Honda has big stakes riding on the arrival of the Brio and Brio Amaze.

There's no way to sugarcoat that Honda's numbers have been dropping. It's not a problem with regards to their models as all the cars in the line are being updated or changed all together such as the City, Jazz and Civic. It's doesn't seem to be a problem of lack of exposure or marketing because Honda has been very visible lately.

The numbers really appear to be a result of a revision of strategy, positioning and pricing. Honda has raised the game of their two subcompacts (if they can still be called that) so much that the price has become a bone of contention on the showroom floor. Perhaps the 2014 Honda Brio and Brio Amaze can address that.

Unfortunately there are still no official numbers regarding the pricing of the Brio and Brio Amaze, but HCPI President and General Manager Toshio Kuwahara told AQ Magazine that the Brio's entry level variant (which we presume will get a 5-speed M/T and a standard radio) will start in the vicinity of the P600,000 mark while the Brio Amaze will be priced slightly higher.

Kuwahara-san did not give as an indicative range as to how much the top spec Brio and Brio Amaze will cost, but judging by the equipment, we expect them to be somewhere around (or possibly below) P700,000.

Yes, Honda is taking a gamble with their new model stratification strategy to elevate the Jazz and City and bring in the Brio and Brio Amaze but -based on our quick drive-it's a bet that has a very good chance of paying off. **aq**



AMAZING BRIO AMAZE

Complementing the Brio hatchback is the Brio Amaze; a 4-door sedan that is also offered in Thailand and India. The Amaze will be a key model in our market given that a good majority of Philippine car buyers are generally more inclined to have a trunk rather than a hatch.

Visually the Brio Amaze utilizes the same body and design, sans a few changes in terms of details. The chrome grill has two narrow bars instead of one wide bar in the hatch. The lower bumper has been fully color matched to the body as opposed to the flat black trim on the hatch. Honda added another character line from the rear doors to the edge of the taillights, forming a Z with the

the Mirage G4, it was clear that both those cars feel out of their depth on this route. Both models are comfortable in the city but a little challenged on fast, sweeping corners. The three-cylinder engines (1.2L in the Mirage and 1.0L in the Wigo) are also wanting for more power on the steep uphill climb at speed.

In contrast, both the Brio and Brio Amaze get 1.3-liter, four-cylinder i-VTEC engines, thereby eliminating the unbalanced nature of 3-cylinder engines. The L13Z1 i-VTEC motor makes 99 PS at 6,000 rpm and 128 Newton-meters of torque at 4300 rpm, officially making the Brio 1.3L more powerful than the Wigo (1.0L), the Mirage (1.2L) and the larger Swift (1.4L).



Story and Photos By Tessa R. Salazar

Mazda Shines the Light on the 'Rock Stars' of MX-5

HEN passion becomes the overriding reason for staying loyal to a car brand, expect the brand's makers to give credit where credit is due somewhere down the road. Mazda Philippines picked just that spot in the early afternoon of August 20 at the Mazda storage depot in Batino, Calamba City in Laguna, when it unveiled 15 units of the MX-5 Miata 25th Anniversary Edition roadster.

Instead of merely highlighting the limited-production sports car, Mazda Philippines trained the spotlight on 40 members of the Miata Club Philippines who had gathered for the special occasion. And at the turnover of the keys of the 15 MX-5 units to its owners—all Miata Club members—Mazda Philippines heaped praises on the club and its devotion to the brand.



The 15 units are just part of the total 25 MX-5s allocated to the Philippine market, all of which have already been sold. The 25 units are part of only 1,000 MX-5s produced worldwide.

As Berjaya Auto Philippines (Mazda Philippines), the exclusive distributor of Mazda vehicles in the country, officially handed over the keys, it declared, "These 25 units would not have happened if not for Miata Club of the Philippines, because on our own, we would not have been able to do it," stressed Mazda Philippines President and CEO Steven Tan.

Tan said the 25 units could already be considered a sizable number compared with the 100 allocated to the United States (which were sold out in 10 minutes), 700 to Europe, 50 to Japan, and the rest to Australia, South Africa, and Taiwan.

'SOUL' OF THE MIATA

Tan went on to say that the club "is the soul of the car", and that "my colleagues and I are the arms, legs, ears, the mind and the people who bring the car, sell it and promote and build the brand. But we're not the club. The club is the soul of the brand."

"Today is an emotional event for me and colleagues. This is an amazing journey that will still continue on. I think my colleagues feel the same. We feel like parents looking at the 25 babies who are going out now to another home. And they're going to meet the rest of the siblings. We are letting children go out in the world," said Tan, as he cited the generational model codes of the older Miata models parked at the venue.

Miata Club Philippines President Allan Lavarro observed, "This is the first time I've seen a turnover prepared in such a way. It's a great honor that Mazda Philippines partnered with us in this event." Tan announced during the event that his team and some club members would be headed to the Mazda Raceway Laguna Seca in California in September to join the thousands of Miata fans in the Global MX-5 25th Anniversary Celebration.

The MX-5 25th Anniversary Edition—priced at P1.8 million—is based on the current third-generation Miata Power-Retractable Hard Top model. It only comes in Soul Red metallic premium color with Brilliant Black A-pillars, windshield surround, side mirrors, rear seatback bars, headlamp bezels and retracting roof. A set of 17-inch 10-spoke aluminum wheels in gunmetal finish round up the outside accents. A single 25th Anniversary badge with the vehicle's identifying serial number is mounted on the driver's side fender to emphasize the unit's heritage.

From the very first appearance (when it was conceived more than two decades ago to revive the glamor and glorious fun associated with 1930s and 1940s British two-seater roadsters), the MX-5 revolutionized the affordable, two-seater roadster

market long dormant and thought to be dead. "Ten years later," the book 501 Must Drive Cars wrote, "it was in the Guinness Book of World Records as the most popular roadster the world had ever seen."

This "little big" car was developed by a partnership of Japanese, American, and British designers. According to the book "1001 Cars", it had more than a passing resemblance to a 1960s Lotus Elan, complete with retro pop-up headlights. And it handled like a dream, thanks to a perfect 50:50 weight balance, accurate steering, and double wishbone suspension.

The fun lightweight sports car is the embodiment of Mazda's car making philosophy as it realizes Mazda's concept of Jinba Ittai, or "horse and rider as one."

Tan related that early this year, Mazda Corp.n disclosed to the Philippine group that a limited-edition MX-5 would be introduced.

"Mazda said it was building a thousand units only. [Mazda asked us] 'How many do you want, and it will be for consideration.'"

"I was really interested, but I was also realistic, because in the last three years, there were only a total of seven Miatas sold. And the news came out that a new Miata is coming out next year. So it would be suicide to try to push [the anniversary-edition Miata] into the market," he related.

Tan recounted that in March, he and his team went to the Miata Club Philippines meeting and broke the news of the limited production of the 25th Anniversary Edition.

"We showed some pictures, and I said 'if you guys want it we'll bring it in. It's a collectors' item.' We left the meeting with 15 names on a napkin. So that gave us some confidence to go to Mazda Corp."

He went on: "From then on there was a series of coincidences. The same week, Yuji Nakamine [Mazda Motor Corp senior managing executive officer, director and president of Mazda South East Asia Ltd.] came to Manila for a meeting. "I went to Nakamine and said, 'We want a few Miatas. Can we get that?' Nakamine replied: 'I'll have a look at the allocation. How many do you want?' It's Miata's 25th anniversary, we want 25. We already have a list of 15 [orders].

Tan also related that Masahiro Moro (Mazda global sales and marketing chief) was in Bangkok to launch the Mazda 3. "I managed to get a seat next to him at lunch on the opening press day. I repeated the story to him, and said 'Moro-san, I need 25. He answered: 'Are you sure you're going to sell 25?...because as far as I know you guys haven't sold any at all.'

"A month later, we received an e-mail that said: 'You want 25? You got 25.' And with that, the legendary story of the Miata in the Philippines continues... 



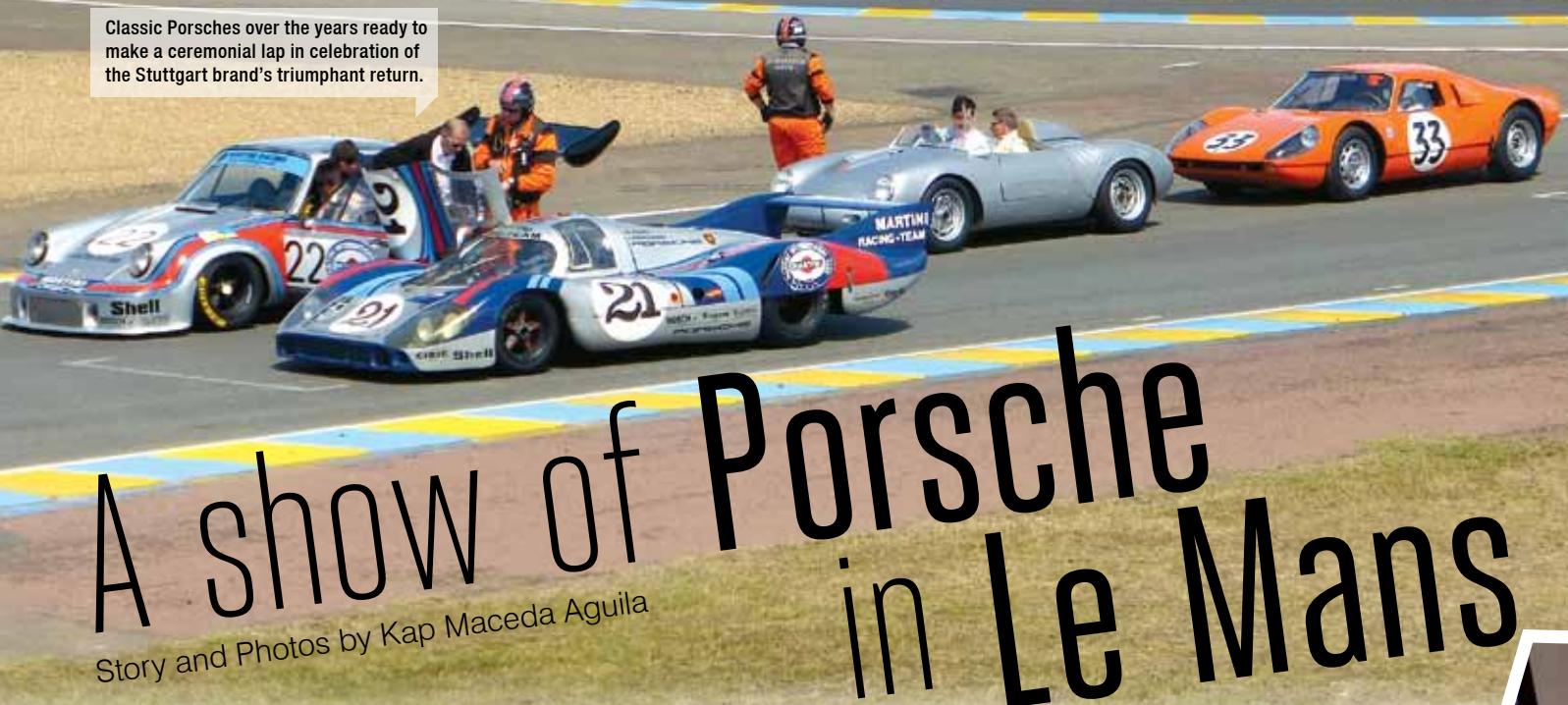
*The MX-5
25th Anniversary
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at P1.8 million—
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current third-
generation Miata
Power-Retractable
Hard Top model.*



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Classic Porsches over the years ready to make a ceremonial lap in celebration of the Stuttgart brand's triumphant return.



A show of Porsche in Le Mans

Story and Photos by Kap Macea Aguila



Stuttgart-born racing icon Hans Herrmann is a former F1 and sports car driver who won (along with Richard Attwood) for Porsche its first overall win at the 24 Hours of Le Mans race in 1970.

The Circuit de la Sarthe is a gorgeous 13-kilometer track that is the site of the yearly 24 Hour of Le Mans.

LE MANS, France—Circuit de la Sarthe is dressed to the nines with banners and streamer—each professing loyalty to a particular motorsport brand. The visual cacophony easily matches the hype in this otherwise sleepy southern city turned overnight into a racing paradise. Indeed, one could say the “24 Heures du Mans” (24 Hours of Le Mans), easily the world’s most famous endurance race, begins before the cars are even flagged off.

There’s even more excitement this year as an old vanguard returns to the fold after a 16-year absence. Stuttgart-based supercar maker Porsche reenters the alpha-dog playground that is the LMP1 (Le Mans Prototype 1)—hoping to add to its legend and acclaim as the Le Man’s winningest marque. Porsche indeed has motorsports imprinted on its DNA, notching an incredible 30,000 race victories in 60 years of history – a record 16 of them at the extremely demanding gauntlet of Le Mans.

Porsche fans are obviously aware of this, and have come in shirts and signs bearing the livery and/or marque. Even the head office has invested in displaying its support. “The most power driving force we have,” reads one huge Porsche billboard, completed by another to its right: “Our fans.”

Porsche AG chairman of the executive board Matthias Müller is himself in attendance, and addresses guests at the Porsche hospitality lounge overlooking a section of the track. “Motorsports is Porsche, and Porsche is motorsports,” he declares, and enjoins attendees to “cross their fingers” for the two cars – as well as the other Porsche entries.

“Any car we build has 911 genetics,” adds Porsche Asia Pacific managing director Martin Limpert. “We want people to realize the sporty heritage of our brand.”

Müller explains in a release that Porsche returned to the LMP Class at Le Mans because of “new and revolutionary efficiency regulations... In 2014, it is not going to be the fastest contender who is going to win the sports car world championship and Le Mans, but the car that gets furthest with the defined amount of energy. And it is precisely this challenge that the automotive industry has to face. The 919 Hybrid is like a high-speed research laboratory and the most complex racing car Porsche has ever built.”

The 919 Hybrid cars carry with them Porsche’s hope to compete—or at least finish an expected 5,000 kilometers.

Thomas Becki, head of product and technical press for Porsche, says that although Porsche and Audi are sibling marques under the big Volkswagen Group, the two teams adopt different and totally independent approaches. For instance, Porsche

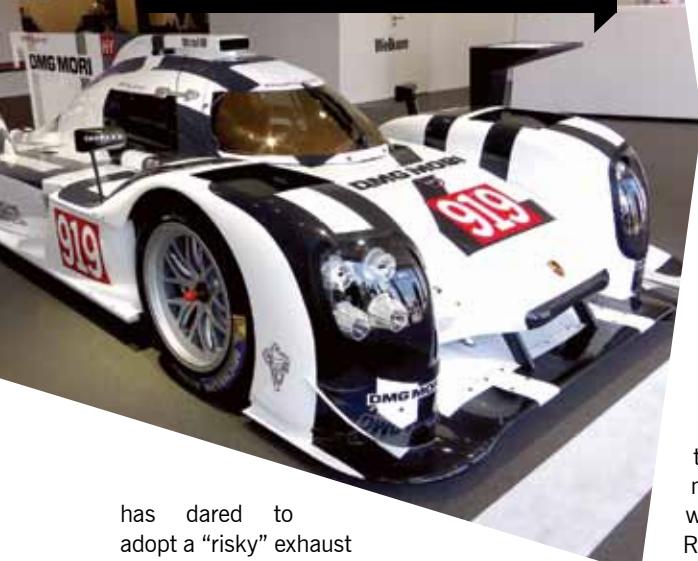


A SHOW OF PORSCHE IN LE MANS

In the LMGTE Pro Class, Porsche fields two 911 RSRs racing under Porsche Team Manthey. The 470-hp vehicles are based on the seventh-generation 911.



Following 16 years of absence, Porsche returns to the top-tier LMP1 class of the Le Mans endurance race via the 919 Hybrid.



has dared to adopt a "risky" exhaust recuperation technology in the 919 Hybrid, which supplements a kinetic energy recovery system (KERS).

The top-tier LMP1 Class or Le Mans Prototype 1 category features cars generating less than 600hp, and have a minimum weight of 870 kilos (for LMP1 H), and measurements not exceeding 1,900 millimeters and 4,650 millimeters for width and length, respectively.

Despite lofty demands, at the heart of the 919 Hybrid is a seemingly unimpressive two-liter, DOHC, turbocharged, direct-fuel-injection V4 engine, as rules allow consumption of 4.78 liters per lap (13.629 kilometers on the Circuit de la Sarthe). However, this Porsche power plant generates 500hp (the electric motor is good for 250hp) that, coupled with a motor generator unit connected to liquid-cooled lithium ion battery packs, promises otherwise

dichotomous qualities of frugal fuel use and immense power. The rear-wheel-drive vehicle also features all-wheel ability via KERS on the front axle.

The 919 Hybrid is the most complex racing car that Porsche has ever built, says the Stuttgart carmaker in a statement. Behind the two cars—bearing the numbers 20 and 14 to signify the year of Porsche's return—are some 230 team members at the development center of Porsche AG in Weissach, Germany.

Meanwhile, carrying the torch for Porsche in

the wheel for more than four hours within a six-hour period, and no more than 14 of the 24 hours.

Overnight, the standings shuffle, and find the Audi pacing the Porsche 919 Car 20. However, the Audi develops some problems and has to pit. The 17 minutes it is worked on in the paddock is more than enough time for the 919 to take the lead with a scant three hours and 39 minutes remaining. "After 16 years, we can say the classic words," roars the radio commentator on live feed. "Porsche is leading Le Mans!"

Alas, the jubilation is much too short-lived. With less than two hours remaining, Car 20 (piloted by Timo Bernhard, Brendon Hartley, and Former F1 driver Mark Webber) "suffers a powertrain problem." Webber, now driving on electric power, pits in the hopes of getting back on track, but the team cannot repair the damaged powertrain.

The second 919 (driven by Romain Dumas/Neel Jani/Marc Lieb) follows suit with a drivetrain problem. Even if Car 14 is later able to cross the finish line under its own power, it is not classified.

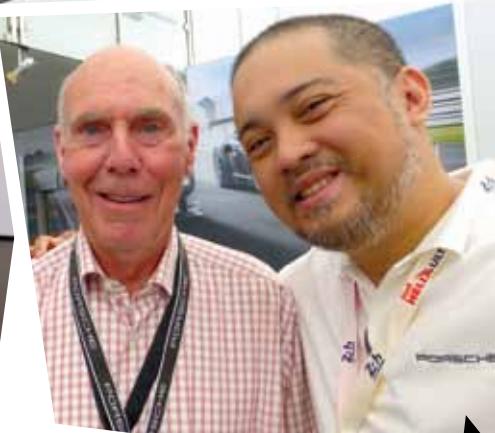
Two Audis take home the first and second place honors, with the top car registering 379 laps or 5,165 kilometers. Toyota's TS 040 Hybrid notches third, while Cars 14 and 20 of Porsche wind up with 348 and 346 laps, respectively.

Salvaging a bit of glory for

Porsche is the podium finish of a Porsche 911 RSR of Porsche Manthey. Car 92's Marco Holzer, Frédéric Makowiecki, and Richard Lietz finish third in the GTE-Pro Class. In the GTE-Am Class, Porsche's Klaus Bachler, Christian Ried, and Khalid Al Qubaisi land second place.

Despite the disappointment, the Porsche team is counting its blessings. Mark Webber says in a statement: "That was tough for everyone. It would have been such an amazing achievement to go through to the finish. I think we never expected to be in such a great position towards the end of the race. What Porsche did is a very big feather in its cap."

Müller adds: "Our return to Le Mans has been a strong team effort. It almost happened that our secret dream came true to top the debut of the Porsche 919 Hybrid with a podium finish. For a remarkable period we were leading the race. I want to thank everyone who contributed with hard work. Now we keep our heads up and will plan an even stronger return for 2015." 



The author with British former race car driver Richard "Dick" Attwood. Herrman and Attwood drove a Porsche 917 to notch the 1970 Le Mans win for Porsche.

Dream of an Auto Museum in Detroit Picking Up Speed

AS car lovers from across the US and around the world recently gathered for the Woodward Dream Cruise in Detroit, one could feel the dream of a world-class auto museum gaining traction.

A collection of private and public groups have begun working to document the role the auto industry and specific cars have played throughout American history.

"The Woodward Dream Cruise celebrates the heritage of Detroit and Michigan with incredible cars driving up and down Woodward," US Rep. Gary Peters said. "This is the place that gave birth to the auto industry throughout the world. We should celebrate these historic vehicles."

Peters and Rep. John Campbell of California recently sponsored a bill recognizing the National Historic Vehicle Register.

"We're trying to set an agenda for the celebration and preservation of our national automotive heritage," said Mark Gessler, president of the Historic Vehicle Association (HVA), which works with the Department of the Interior to document the history and engineering of memorable vehicles. "The role the automobile played in our heritage has been overlooked for decades. There needs to be a place or places for people to come and connect with that heritage. We'd like to see a place in Detroit or Washington, D.C."

The HVA and Historic Vehicle Register aim to tell the stories behind vehicles, not simply present a list or a collection of cars. Each car's documentation includes information about why that specific car mattered—what new ground did it break, why it captured owners' passion, its historic context.

For instance, the 1964 Shelby Daytona coupe, the first car in the collection, didn't just win races in Europe. It set 23 speed records at Utah's Bonneville Salt Flats. Legendary music producer Phil Spector then bought it, apparently using the racer for daily driving until its high-strung nature wore him out. Through a series of events as bizarre as everything else connected to Spector, the car disappeared and spent 30 years

forgotten in a storage unit.

The 1918 Cadillac Type 57—just added as the fourth car in the register—was owned by a Presbyterian minister who brought it with him when he volunteered to help the YMCA supporting American soldiers during World War I. The car's passengers included President Theodore Roosevelt's daughter-in-law when she visited Europe during the war's final days.

"We've got hundreds, if not thousands of stories to tell. There needs to be a place or places for people to come and see the vehicles and learn the stories," Gessler said.

The MotorCities National Heritage Area, based in Detroit and affiliated with the National Park Service, wants to work with HVA and other groups to make Michigan that place. "We're trying to tie it all together, first with freeway signs," MotorCities Managing Director Shawn Pomaville said. "We need an entrance point, so people know what's here."

Attracting visitors to Michigan with the region's history of designing, manufacturing and driving cars appealed to Peters.

"We can absolutely get people to come to Detroit and Michigan for car-related events," he said. "We have these cars on

display, celebrating human ingenuity."

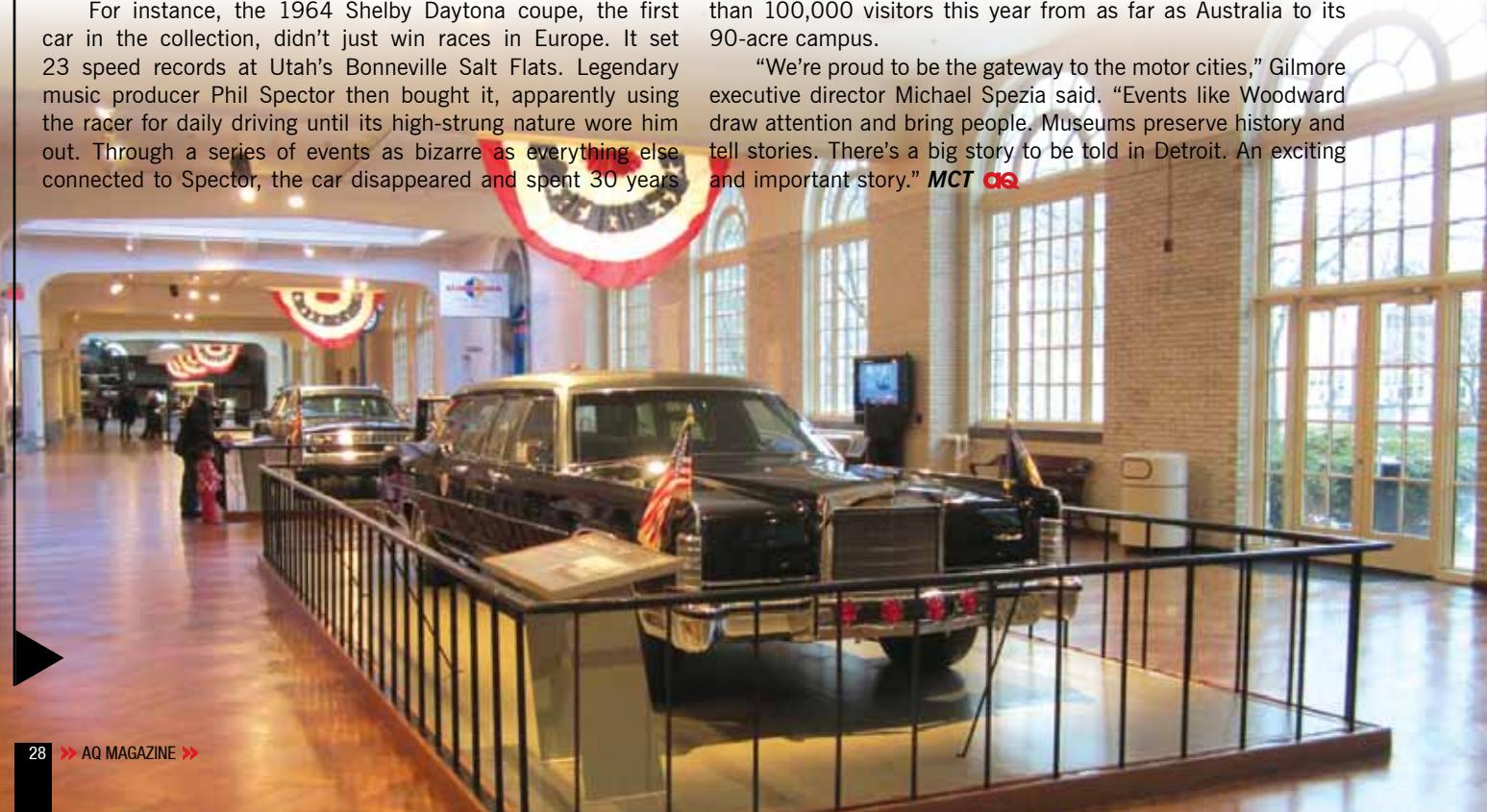
The people lining Woodward Avenue for days before the Dream Cruise proved he's right.

"We have nothing like this where I'm from—the people and the cars and the variety," Kevin Whyte of Kenosha, Wis., said. "There's something for everybody. It's a special place and time."

Michigan's automotive appeal extends well beyond the Detroit area. The Gilmore Car Museum expects to draw more than 100,000 visitors this year from as far as Australia to its 90-acre campus.

"We're proud to be the gateway to the motor cities," Gilmore executive director Michael Spezia said. "Events like Woodward draw attention and bring people. Museums preserve history and tell stories. There's a big story to be told in Detroit. An exciting and important story." **MCT** **aq**

“Museums preserve history and tell stories. There's a big story to be told in Detroit. An exciting and important story. **”**



CHEVROLET has made a name for itself, not just in the traditional large truck market, but also in the category of small passenger cars. In this class, its offerings have expanded from the C-segment Cruze to the A-segment Spark and B-segment Sonic.



SONIC RELOADED

Story and Photos
by Jason K. Ang



The Chevrolet Sonic is one of the more distinctive subcompacts in the market. Its styling elements include rear doors with hidden door handles to give it the look of a coupe while still maintaining the functionality of four full doors. Its naked headlights—individual lens elements without a cover—give it a meaner look on the outside.

Inside, the Sonic uses a motorcycle-inspired instrument binnacle behind the steering wheel. The instrumentation panel features a large rotary tachometer, a digital speedometer and trip meter. Seating space is adequate for four. The new entertainment unit is actually pinched from the Trailblazer. The 7-inch touchscreen panel called MyLink includes Bluetooth connectivity so you can pipe phone calls and audio programs wirelessly to the head unit. Steering wheel controls allow convenient access to the audio unit functions.

The Sonic isn't short on power, as it

has a 1.4-liter four-cylinder engine with 100 ps and 130 Nm. Its paired with a five-speed manual, or in the case of our test unit, a six-speed automatic. The engine and transmission respond quickly, with smooth acceleration on tap. The six-speed snaps between gears promptly, allowing the car to keep up with traffic.

The Sonic uses wheels that fill out the corners well, at 16 x 6 inches wide for the top variant. The 205-section tires are generous for the Sonic's curb weight. Other safety features include available daytime running lights, rain-sensing wipers, dual airbags and ABS brakes. Backup sensors are helpful, even with the short exterior length. With MacPherson struts up front and a torsion beam at the rear, the Sonic absorbs bumps and potholes while still delivering a connected-to-the-road feel.

With the top LTZ variant, the Sonic is one of the new generation of compact cars that delivers more power and features in a small footprint. **aq**



THE Petersen Automotive Museum will celebrate its 20th anniversary this year by closing down—at least temporarily. The good news for gearheads and fans of Los Angeles' best-known automotive institution is that when it reopens, it will feature a new, sleek interior redesign unveiled at the Pebble Beach Concours d'Elegance.

"Given that Los Angeles is the car capital of the world, the Petersen deserves to be one of the three or four great automobile museums in the world," said Peter Mullin, a renowned car collector who has been spearheading a complete overhaul of the 300,000-square-foot space since taking over as the museum's chairman of the board in early 2013.

L.A.'s Petersen Museum Getting Complete Overhaul

Under the new plans, the museum will be separated into 22 exhibit spaces displayed in three distinct galleries focused on history, technology and artistry. Even the roof will be redesigned into a cocktail party space, as will its popular basement vault. The vault will be expanded with a new area and dozens of additional cars this fall and will remain open for tours when the rest of the museum is closed for remodeling, beginning Nov. 1 and continuing through at least December 2015.

Founded in 1994 by Hot Rod magazine publisher Bob Petersen, the museum has always paid tribute to Southern California car culture with a vast collection of celebrity vehicles and hot rods. But it will dig deeper into its Los Angeles roots with the redesign. Museum visitors will begin their experience on a third floor dedicated to the history of the automobile in Southern California and its role in the area's development.

"Southern California, unlike many other major metropolitan areas, developed by spreading out as opposed to going up, and that required people being able to get from one place to another," Mullin said.

FROM TOP TO BOTTOM

The third floor will be home to maps of early Los Angeles, explorations of its many race tracks and actual cars built by the dozens of now-defunct automakers that once thrived in the area, including a recently acquired 1900 Smith.

The second floor will focus on technology and the future of the automobile, including a motorsports gallery, a motorcycle gallery, a revolving display space and a fully functioning design studio populated by current Art Center College of Design students sculpting cars in clay and making computer-assisted design renderings.

The ground floor will showcase the automobile as art that Mullin himself is sponsoring to "feature the most beautiful cars in the world," he said, as well as automobilia, such as sculptures, paintings and drawings. The most beautiful cars won't feature only



those in the Petersen collection but also makes and models that will be borrowed from collectors and museums worldwide, he said.

Additionally, there will be a glass-walled promenade to allow visitors who park their cars in the Petersen lot to peer into its automobile-as-art gallery while walking. Patterned after the Burlington Arcade in London, the promenade is a portal through one side of the museum that also will access the museum store and a restaurant.

BY DESIGN

The Scenic Route, the same company that devised the interior of Mullin's own Mullin Automotive Museum, designed Petersen's new interior. It's a crisp and modern compliment to the exterior redesign revealed at Pebble Beach last year.

Developed by Kohn Pedersen Fox Associates, a global architectural company that also is working on the redesign of the Museum of Modern Art in New York, the new exterior will wrap the existing building in ribbons of stainless steel to create an abstract impression of a car.

Standing at the entrance to L.A.'s museum row, the Petersen is located in the former Ohrbach's department store and has not even reorganized its space since first opening. An attempt to breathe new life into the institution, its collection and its standing in Los Angeles, the Petersen overhaul is likely to cost \$125 million.

More than \$70 million has been raised, much of it from the Museum's own board. Mullin anticipates the remaining \$55 million will come from collectors and corporate sponsors that may include current automakers.

Mullin and the families of fellow board members and auto enthusiasts Bruce Meyer, David Sydorick, Richard Varner and Charles Neaburg have collectively contributed \$20 million, Mullin said. All of its major donors so far have received naming rights for various galleries, including Mullin, whose first-floor Mullin Grand Salon is likely to feature some cars from his personal collection.

Named for the well-known car collector, the Bruce A. Meyer Gallery will house changing exhibits and reside on the second floor. On the same floor will be the Richard Varner Family Motorcycle Gallery, named for the longtime motorcycle industry veteran, and the Charles Neaburg Motorsports Gallery, sponsored by the former race car driver.

DRIVING TECHNOLOGY

One of the goals of the Petersen redesign is to leverage technology and increase interactivity, Mullin said. An entire wall on the first floor will be made from 170 flat-screen TVs that will let visitors experience, in all its screaming glory, a road race at 245 mph. There also will be simulators letting visitors immerse themselves in the cockpit of a 24 Hours of LeMans race car, complete with competing drivers.

The Museum recently acquired 19 new vehicles, including Gloria Swanson's Rolls-Royce from the film "Sunset Strip," a big-engine car that resembles a Calistoga wagon gifted from Bob Hope to John Wayne and A.J. Foyt's Coyote IndyCar.

While the museum is closed, 45 of the more than 300 cars in the Petersen collection will remain available for public viewing at a satellite facility located at an as-yet-unannounced public space in the region, according to the museum's executive director, Terry Karges.

The vault tour, which currently features about 100 cars, will increase by 50 percent when it's expanded in November. Among the new cars is the VW bus from the movie Little Miss Sunshine, a solar race car and some incomplete custom cars from the 1950s and 1960s, Karges said.

"The Petersen has been open for 20 years, so it's got a long and deep history here in Southern California," Mullin said. "The vision of what it could be as opposed to what it was, when you see that vision and can be a key part of delivering that vision to Los Angeles, it's hard not to get excited." **MCT** 



Fascinating Ride for Toyota Motor Philippines

TOP auto firm Toyota Motor Philippines (TMP) has a lot to be thankful for these days. From the product launches, to the milestones it has achieved and even the races that brought fun to the public, one could say TMP is in a fascinating ride.

In the first three months of the year, the company unveiled four new models—the all-new Corolla Altis, the new Innova, the new model Wigo, and the all-new Yaris with the aim of catering to the needs and wants of the dynamic market. “Thanks to your positive reviews and articles, all these models have been well received as seen in their strong performance in the market,” said Michinobu Sugata, TMP president.

In the field of sales, TMP continues to beat its own record having sold 8,000 units in March, 9,000 units in May and in July, breached the 10,000-unit sales level. “These milestones were the result of the right product mix coupled with the growing demand in the country and our enhanced dealer network of 44 outlets nationwide. Likewise, both our locally produced Vios and Innova performed their highest level last July with 2,480 units and 1,614 units respectively,” Sugata pointed out.

The company was also able to produce a total of 3,998 vehicles in a single month setting a new production output record for TMP despite the calamity brought about by Typhoon Glenda. On a year-to-date basis, the Sta. Rosa plant has already assembled a total of 24,330 units. This is 33% higher than the same period of last year illustrating the great demand for the Filipino-made Vios and Innova. “At this rate, we expect production to reach over 41,000 units this year, more than 16% up from 2013, ultimately surpassing the 36,849 units produced at our Bicutan Plant way back in 1996,” the TMP executive noted.

Its TMP School of Technology (TMP-Tech) has also made significant achievements within its one year of operations. From its inaugural batch of 155 students, an additional batch of 175 students enrolled in June this year, for the general job course. In February, TMP Tech was appointed as TMP’s sixth partner school under the Toyota Technical Education Program, which is under the global program of Toyota Motor Corp. in Japan.

In addition, TMP Tech signed an agreement with Chisholm Institute, an



Australian-registered training organization. Under the agreement, TMP Tech has been selected to provide Australian qualifications to its students under the auspices of Chisholm Institute, enabling the graduates of TMP Tech to immediately be eligible for employment in Australia and other Commonwealth countries.

On the local front, the Toyota Dealers Association or TDA, likewise, partnered with TMP Tech to strengthen and promote academe-industry linkage among Toyota-related organizations where each Toyota dealer in the country will sponsor at least one TMP Tech scholar per year, and accommodate TMP Tech students for on-the-job training.

With regard to overseas employment, Abdul Latif Jameel Imports and Distribution Co. Ltd. or ALJID, an authorized Toyota distributor in Saudi Arabia, also signed an agreement with TMP Tech for a Specialized Toyota Automotive Training Program which aims to serve the manpower requirements for after-sales technicians of ALJID. TMP Tech will train and provide ALJID Saudi Arabia a total of 60 after sales technicians per year.

The school's business model and its mission towards nation-building have already gained significant attention. In April, the school became the official site for the Technical Education and Skills Development Authority's 2014 Philippine National Skills Olympics on Automobile Technology. In July, the school was shown and highlighted during



the State of the Nation Address by President Aquino during a segment on a TESDA scholar who's now employed with Toyota.

During the year, TMP also revived Toyota Motorsports activities in the Philippines. “I wanted to bring the motorsports to the people rather than bringing the people to motorsports. I wanted to provide an opportunity for anybody to participate in the race by using our model. Therefore, the concept of grass roots racing, where all interested non-professionals can compete, came naturally as an answer for me. And that is none other than the Toyota Vios Cup,” said Sugata.

An exhibition race was held in January, and after four months, the first official race for the 2014 Season was staged with a total of 30 cars on the track, making it the biggest grid in the history of Philippine motorsports. In July, the second race at the Clark International Speedway was held. And despite the wet grid, all racers successfully managed it without any major accidents. The third race is scheduled on October 18.

“All these accomplishments and feats are propelled by none other than our desire of continuously serving the needs of the increasing number of our customers and our role and responsibility in economic growth. Toyota has always worked under the framework of passion, the philosophy of customer first and our commitment of delivering great products and services, Sugata ended. **aq**

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THE journey just got way happier for motorists who will fuel up from July 15 to September 30, 2014 at any Caltex station. Aside from getting maximized power, improved fuel economy, lower emission, smoother drive and reliable performance in every Caltex with Techron fuel purchase, Caltex customers can also enjoy a free Chowking Halo-halo, Chinese-Style Fried chicken, Pork Siomai Chow Fan and more.

Motorists can get free Chowking food items for every single or accumulated fuel transaction worth P 2,500 using their locally issued credit and debit cards, cash, StarCash or StarCard. A maximum of five combined receipts from one Caltex station can be exchanged for a single food coupon. Exchange period is until November 30, 2014. Promo coupons are valid for one year from date of issuance and can be presented to all Chowking branches nationwide.

Caltex customers with Happyplüs cards can also avail of the promo and earn points at the same time to grab more free meals at any Chowking, Jollibee, Greenwich and Red Ribbon store. To become a Happyplüs member, membership kits are available for only P100.00 in Caltex

stations and any branch of the four fast food chains.

Caltex-Chowking Fuel for Chow is part of a promotional campaign introduced by industry giants Chevron Philippines Inc. (CPI), marketer of the Caltex fuel and lubricants, and Jollibee Foods Corporation (JFC), owner of Jollibee, Chowking, Greenwich and Red Ribbon brands. CPI and JFC kick-started the campaign with the Free Jollibee treats promo last year followed by the Happyplüs loyalty program launch last summer.

Per DTI-NCR Permit No 5254, Series of 2014. See flyers for more details or visit www.facebook.com/CaltexPhilippines for updates on other Caltex promos and activities.

Promo period is from July 15, 2014 to September 30, 2014
Per DTI-NCR Permit No. 5254, Series of 2014
ASC Ref # C069PD62614C

Mitsubishi Motors Philippines Sales Surge for the First Half of 2014



ITSUBISHI Motors Philippines Corporation (MMPC) continues its positive streak as it closed the first semester of 2014 registering a double-digit growth of 17.8%. From January to June of the year, MMPC was able to sell a total of 25,066 vehicles far better than its 21,282 units sold during the same period last year. Combined reports from the Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI) and Truck Manufacturer Association (TMA) showed that MMPC was able to strongly maintain its being one of the dominant brands in the automotive industry with a market share of 23.0%.

In addition, MMPC also recorded its highest monthly sales of 4,535 units, beating the previous sales record of 4,410 units established just last February of this year.

MMPC's June sales impressively posted a 10.1% growth as compared to the May sales of 4,120 units. This significant growth is attributed to the increase in sales of both Passenger Cars (PC) and Light Commercial Vehicles (LCV). Last month, MMPC was able to increase its PC sales by 19.6% with 1,133 units sold while LCV is modestly up by 8.8% compared to May 2014 sales. LCV accounted for the majority of vehicles sold last month. A total of 3,054 units of LCV were sold in June. About 1,584 units of Montero Sport were sold last month making it the best-selling midsize Sport Utility Vehicle and the No. 1 LCV in the Philippines. Adventure and Strada sales also improved with 664 and 316 units sold, respectively.

The sustained sales growth of MMPC can be credited to several factors including its extensive product lineup providing the market a variety of models to choose from. Locally manufactured Adventure and L300 models remain to be a substantial choice among customers who are engaged in small to medium scale business looking for a vehicle which is reliable and with low

*Sets highest
monthly sales
record in June*

operational cost of maintenance. The Mirage and Mirage G4 models were also well received by the market with its platform of being a practical yet a small car loaded with class-leading features and most importantly are fuel efficient. Apart from the aggressive marketing efforts, flexible financing plans and promos are made more affordable attracting the market to purchase brand new cars. The stable Philippine economy and increasing investments in the country were also contributory factors to the growth of not only the company but as well as to the whole local automotive industry.

MMPC is confident that sales growth will continue to be strong for the remaining months of the year. It supports the latest CAMPI announcement, that the total industry sales forecast has been increased to 250,000 from the original forecast of 230,000 units. "Given our remarkable and on-track performance for the first semester, it is definite that we will surpass last year's total sales of 43,176 units. Our goal is to sell more than 50,000 units this year in order to keep at least 20% market share," MMPC Vice President for Marketing Services Froilan Dytianquin said. MMPC is working towards new and greater opportunities in order to achieve the goal of further improving its performance in the auto industry that may also translate to generation of additional jobs and businesses benefiting other MMPC's stakeholders.



Photos by Jude Morte

UPGRADE but don't up-spend." This was Suzuki Philippines' rallying cry when its Ertiga people carrier finally arrived on Philippine shores recently.

Meant as an entry-level utility vehicle a notch below its bread loaf-looking APV people carrier, the Ertiga is billed as an upgrade from a passenger car but with pricing that's the same (or even cheaper) than passenger cars. Go to any Suzuki dealer and any Suzuki pitchman will tell you that the Ertiga has the same seven-seater multipurpose persona of its APV sibling, but with less body roll, a hopefully smoother ride and a passenger car-derived chassis. And much like the APV, the Ertiga also offers second-row air-conditioning to keep second and third row passengers cool during travels.

The phrase "a passenger car-derived chassis" is definitely apt for the Ertiga, as it shares a basic chassis and underpinning design with its Swift subcompact passenger car brethren, albeit slightly stretched out to accommodate six to seven average Filipinos in relative comfort. Speaking of fitting people inside the Ertiga, the people carrier allows for easy ingress and egress from the third row due to prominent latches on the second row seats (the latches are closer to the rear doors) wherein a pull-down or push-up quickly folds and moves the second row seats forward.

About 113 liters of space is evident in the fold-flat third row, great for mothers who love to bring their kids' sporting equipment needs to games or for fathers who love to haul stuff from the local hardware store to improve the home. The shared underpinnings with the Swift allow for a low level of ingress and egress from the Ertiga, as if it was a passenger car. All Ertiga interiors sport the same dashboard ergonomics as the Swift, and save for the beige-tan interior color combination. Why complain about the shared platform when everything on the dashboard is within easy viewing and reach by either front occupants?

Suzuki Philippines Unveils the Ertiga



Making the Ertiga go forward is a 95 hp/130 NM 1.4L straight four gas engine mated to either a five-speed manual transmission or a four-speed automatic transmission. Keeping the people carrier planted on turns is a suspension geometry that's also derived from the Swift, but devoid of the common boat-like feeling one gets when going through turns and dips in long wheelbase autos. Keeping the Ertiga occupants safe are dual front airbags, three-point seatbelts for all rows, anti-lock braking with EBD (electronic brake force distribution system, meant to modulate brake grip on the front brake calipers during prolonged periods on the brake pedal) for added safety in all road conditions. The vehicle also uses high-tensile steel in strategic sections of the body structure to reduce overall mass without compromising safety or acceleration.

Suzuki Philippines President Hiroshi Suzuki is ecstatic with the Ertiga's arrival in the country. "The all-new Ertiga is another testament to Suzuki's renowned engineering leadership and legacy in manufacturing compact cars. We are bringing in the all-new Ertiga as our latest entry in the multi-purpose vehicle (MPV) segment and we are confident our latest offering will meet, and even exceed, the expectations of our customers. We have carefully combined the best characteristics of a compact car and an MPV to create a very competitively priced Life Utility Vehicle that is set to be the new standard in this category."

Suzuki will be offering the Ertiga range locally in four variants: the Ertiga GA M/T or GA manual transmission (P619,000), GL M/T (P712,000), GL A/T or GL automatic transmission (P752,000), and GLX A/T (P812,000).



2014-2015 Car and Truck of the Year Testing Season Begins

CELEBRATING its 11th year, the Car Awards Group Inc. (CAGI), the country's premier automotive award-giving body, formally launched the 2014-2015 Car of the Year-Philippines (COTY-P) and Truck of the Year-Philippines (TOTY-P) testing season on September 3, 2014 at the Filinvest Tent in Alabang.

"We have a challenging and exciting season ahead as the car brands have launched many cutting edge vehicles that provide good value for money in their respective segments" said Ferman Lao, President of the Car Awards Group, Inc. "Personally, I see many COTY-P potential winners. I don't envy the testers this year. It's going to be very difficult to pick the winner. It could be anybody's ballgame" he added.

Established in 2004, CAGI is an organization composed of motoring journalists from the country's print, broadcast and online publications. Since

its incorporation, the group has strived to find the best vehicles in the country through comprehensive testing involving quantitative and qualitative analysis of the vehicle's performance, design, value and other relevant factors.

The 2014-2015 testing season is open to all "all-new" or "significantly updated" vehicles launched to the local market from October 2013 to October 2014. For purposes of definition, "significantly updated" refers to vehicles that have had significant mechanical or electronic changes to the powertrain, drivetrain, suspension or activity systems that affect the way they drive or operate. Testing dates are scheduled to take place in October, followed by an awarding ceremony to be held before the end of the year.

The Mazda 6 was adjudged the 2013-2014 COTY-P, while the Ford Ranger Wildtrak received the TOTY-P title.

The 2014-2015 testing season is

supported by Caltex with Techron, Filinvest City Alabang, the Manila International Auto Show, Worldbox Services International, SpeedLab, Automobile Association Philippines, Brother's Burger, Victoria Court, Team Spyder, MG Madrid & Co., Icibus Solutions, and Winner Graphics.

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PARTNERSHIP. The officers of the Car Awards Group, Inc. (CAGI) and Filinvest City Alabang signed a memorandum of agreement designating the Filinvest Tent as the official launch, staging and awarding venue for the 2014-2015 Philippine Car of the Year Test Fest. Representing CAGI are (seated from left): Treasurer Bess M. Zamora and Vice-President for External Affairs Charlie Cruz. Signing on behalf of Filinvest City Alabang are (seated third from left) Rose A. Nuqui, Group Head for Marketing/Exhibits & Conventions, and Emily B. De Leon (seated, right), Manager for Exhibits and Conventions. Also in photo are (standing from left) CAGI Vice President for Internal Affairs Bam Olivares and Secretary Ronnie Trinidad.



HONDA Cited Sustainable Business Awards

HONDA Cars Philippines Inc. (HCPI), Honda's automobile business unit in the Philippines, received citations in the recently held Sustainable Business Awards (SBA). HCPI bested other companies in the supply chain management category and received a special recognition for business responsibility and ethics.

SBA aims to increase awareness of sustainable business best-practices and demonstrate how sustainable business benefits companies, the environment and stakeholders. Organized by Global Initiatives, in partnership with PricewaterhouseCoopers, the SBA also recognizes sustainability champions in Singapore and Indonesia.

Being true to the global vision of Honda to be the company that society wants exist, HCPI works to reduce its environmental footprint in all the domains

of operations from product development, to purchasing, production, sales and service, administration. HCPI actively engages the supply chain in the continuous improvement of its quality, cost, delivery, management, safety and environment.

Sustainability is embedded in the supplier selection and evaluation process, validated through annual audits. Currently, HCPI's parts suppliers are required to have ISO certifications for quality and environmental management systems. HCPI also extends its life-cycle-assessment approach to the suppliers, as well as to the dealers to comprehensively reduce carbon dioxide emissions.

Honda gives fundamental importance to its Environmental and Safety Vision — "the joy and freedom of mobility and a sustainable society where people can enjoy life". Taking part in the fulfilment of this

vision, HCPI has been offering vehicles that are engineered to pass the stringent European Emission Standards with Euro 4 level since 2004 to meet the country's Euro 2 emission standard. Aimed to regulate the amount of pollution that is released in the atmosphere, the European Emission Standards is considered one of the strictest in the world.

Globally, Honda earned the highest disclosure score among Japanese corporations in the 2013 Carbon Disclosure Project survey of global 500 companies. Honda is also among 12 leading global corporations for earning exceptionally high marks in areas related to both disclosure content and results. In the Climate Performance Leadership Index, an index of companies selected for demonstrating leadership in combating climate change, Honda gained the highest score.



Photo shows Toshio Kuwahara, HCPI President and General Manager (center) with Bonar Laureto, Philippine Business for the Environment Executive Director (left), and Hans Sicat, Philippine Stock Exchange President and CEO.

Toyota's Most Rugged Land Cruiser is Back in Japan

TOJKO—Toyota Motor Corp. is bringing back the Land Cruiser 70 in Japan, catering to nostalgic demand for the rugged off-roader that's favored for challenging terrains and as an aid agency vehicle in disaster zones.

The ¥3.6-million (\$35,000) Land Cruiser 70, the toughest of the Land Cruiser models, will be on sale for only a year, with planned production of 200 a month.

Japan sales were discontinued in 2004, but fans have long wanted the model back because of its fun-to-drive features.

"If you ever have to entrust your life with a car, I'd choose the Land Cruiser," chief engineer Sadayoshi Koyari told reporters at an event for car fans in Tokyo.

The 70 model first went on sale in 1984, and it's still sold in the Middle East, Africa, Australia and other places, averaging 6,400 vehicles a month in sales.

Its durability is based on its ladder-frame chassis and suspension, according to Toyota, the world's top automaker. It's

designed for places where a breakdown is not just a hassle but also possibly fatal.

But Japanese fans have long wanted the model back since it was discontinued here in 2004.

Masahiro Terada, 67, a Kyoto lumber merchant and fan of the Land Cruiser for decades, heads a network of about 50 Japanese Land Cruiser owners, who gather at unusual spots such as bumpy volcanic areas near Mount Fuji and rivers in southwestern Kyushu, to test the vehicle's off-road features.

"A Land Cruiser is a toy for a big boy, those adults who never grow up," he said with a laugh, vowing to drive a Land Cruiser until the day he dies.

The United Nations and the Red Cross use the Land Cruiser for relief efforts in disaster zones, making it a model Toyota is proud to claim as part of its brand.

The Land Cruiser is Toyota's longest-running nameplate, with a cumulative 7.9 million units produced worldwide.



Its long history means there are plentiful parts from models sold around the world, including in emerging economies where easy and reliable maintenance is crucial.

The comeback offering, which is also available in a ¥3.5-million (\$34,000) pickup version, boasts up-to-date safety and smart-key features, a 4.0-liter V6 engine and five-speed manual transmission.

SINGAPORE—Among new-vehicle owners in the Philippines, the quality of after-sales service provided at authorized service centers has improved by a notable 12 points year over year, according to the J.D. Power Asia Pacific 2014 Philippine Customer Service Index (CSI) Study released recently.

Nissan Ranks Highest in J.D. Power Survey

Now in its 14th year, the study measures overall satisfaction among vehicle owners who visit an authorized service center for maintenance or repair work during the first 12 to 24 months of ownership based on five factors (listed in alphabetical order): service advisor; service facility; service initiation; service quality; and vehicle pick-up. Overall satisfaction is measured on a 1,000-point scale.

"As the automotive market in the Philippines enjoys double-digit growth, new-vehicle owners—most of whom are first-time buyers—seek a stress-free and positive experience at their authorized service center," said Loic Peau, senior manager at J.D. Power Asia Pacific.

"While the quality of service is improving, overall satisfaction levels remain below that of neighboring countries, and the level of assistance that customers receive remains insufficient," said Peau. "One simple action that dealers can take to help positively impact satisfaction is to actively monitor customer feedback after each service visit. The 2014 study finds that among customers who report a problem, after a follow-up call and problem resolution, satisfaction and loyalty levels are on par with those customers who experience no problems at all."

Among the 10 brands ranked in this year's study, Nissan ranks highest with an overall score of 844. Nissan performs particularly well in four of the five factors: service quality; service advisor; vehicle pick-up; and service initiation.

Following Nissan in the rankings is Honda, which performs particularly well in service facility. Suzuki improves the most among all the brands included in the study, achieving a score of 831, which is 23 points higher than in 2013.

The 2014 Philippine Customer Service Index (CSI) Study measures customer satisfaction with the servicing and vehicle return process. The study is based on responses from 1,733 vehicle owners who took their vehicle to an authorized service center for servicing during the first 12 to 24 months of ownership (February 2012 to May 2013) in the Philippines market. The study covers 63 vehicle models.



KEY FINDINGS:

- Overall customer satisfaction remains stable at 826 points, up 1 point from 2013.
- Service quality increases to 828 in 2014, primarily due to general improvements in the thoroughness of work performed (16% delighted customers in 2014 vs. 11% in 2013) and cleanliness of vehicle on return (80% of vehicles returned both washed and vacuumed vs. 76% in 2013).
- Despite improvements in service quality, the average number of service standards being implemented has decreased to 19.3 in 2014 from 19.4 in 2013. Moreover, there is an increase in the proportion of customers who indicate that detailed cost estimates were not provided before the service was initiated (25% in 2014 vs. 11% in 2013), which negatively impacts satisfaction.
- Additionally, the number of service time estimates has declined year over year, as 5 percent of customers say that the service center did not promise when their vehicle would be ready after service, compared with 2 percent in 2013. Satisfaction declines when centers do not provide an estimate of the service time and when service takes more time than promised (-62 points and -61 points, respectively, below industry average).
- A growing percentage of customers indicate the wait at the service center is unreasonable (23% in 2014 vs. 19% in 2013), which is most likely the result of increases in the time required to complete the paperwork and to pick up the vehicle after service (30% of customers indicate that it took 20 minutes or more in 2014, up by 13 percentage points from 2013).
- Advocacy and loyalty are closely related to satisfaction with a dealer's overall service performance, as 70 percent of delighted customers (overall satisfaction scores of 10) say they "definitely will" return to the same service center for post-warranty service, and 68 percent say they "definitely will" repurchase a vehicle from the service dealer, compared with 13 percent and 6 percent, respectively, among dissatisfied customers (scores of 5 and lower).

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THE much-awaited 2014 UAAP (University Athletic Association of the Philippines) season is upon us, and PETRON Value Card holders, regardless of their school affiliation, will definitely have a more enjoyable experience with PETRON Value Card.

Starting with the UAAP opening on July 12, and for all the games thereafter, PETRON is giving away some free tickets to active PETRON Value Card holders. And if you're not lucky enough to be picked for a free UAAP ticket, you just might have the

chance to avail of a limited number of free parking slots at the Araneta Coliseum. All you have to do is show your PETRON Value Card to claim your free parking coupon from the concierge at Level 2 of Gateway Mall.

PETRON Value Card offers many rewards and benefits beyond your motoring needs. For only P100, you can apply and instantly get your own PETRON Value Card pre-loaded with 100 value points. Since each point is equivalent to P1, you are effectively getting the card for free.

Accepted in over 1,000 participating PETRON stations nationwide, the PETRON Value Card allows you to save your cash and pay for your gas with points earned. You earn one value point for every P250-worth of fuel spend. You can use your earned value points to pay for your PETRON purchases, thus saving your cash.

The only reward and privilege card you will ever need on the road and during this UAAP season, isn't it about time you sign up for your own PETRON Value Card?

Ford Philippines Expands Its Best-In-Class Ranger Lineup

FORD Philippines today announces the expansion of its Ranger lineup with the addition of three new Wildtrak variants.

The range-topping Wildtrak series will now include the 2.2L Ranger Wildtrak 4x2 in both automatic and manual transmissions, and a 3.2L Ranger Wildtrak 4x4 in manual transmission.

"The Ranger continues to be one of our top-selling nameplates and we are very excited to offer customers even more options to meet their needs," said Kay Hart, managing director, Ford Philippines.

A tough and stylish ride — the new 2.2L Ranger Wildtrak 4x2

The new Ranger Wildtrak 4x2 variants come with the proven Duratorq TDCi 2.2L engine in both 6-speed automatic and manual transmission, guaranteed to deliver more power in its segment, achieving peak torque output of 375 Nm and power output of 150 PS.

These new variants also include additional safety technologies that used to be exclusively available on the 3.2L Ranger Wildtrak such as the Side and Curtain Airbags. These airbags deploy from the headliner to provide a protective cushion for the head of outboard occupants in the event of a significant side impact while the curtain is designed to protect both rows of occupants by covering the upper side structure and glass from the A-pillar to the C-pillar.

Additional notable features are the 3-point seat belts in all positions, driver and passenger beltminder, seatbelt pretensioners, and ISOFIX Child Seat Anchorage Points — the international standard for attachment points for child safety seats.

Premium styling is enhanced for the range-topping Wildtrak. Sitting high on 18-inch alloy wheels, the Wildtrak features an attractive Sport Package with Roof Rail,

Sport Bar, Box Rail, Bedliner and Special Wildtrak Leather Seats, Steering Wheel and Door Trim. The exclusive Wildtrak badging and graphics, accentuates its aggressive look and sporty stance.

All capable, no compromise — the new 3.2L Ranger Wildtrak 4x4 MT

The 3.2L Ranger Wildtrak MT is powered by the state-of-the-art Duratorq TDCi 3.2L engine, delivering a substantial 470 Nm of torque and power rated at 200 PS. It comes with 6-speed manual transmission, promising to continue delivering excellent fuel economy and class-leading power.

Like the other Wildtrak variants, the 3.2L Ranger Wildtrak MT has the same exclusive features like the Rear View Camera, Cooled Center Console, premium eight-way power adjustable seats and the 12V socket on the Bedliner.

The additional Wildtrak variants are available in three body colors — Chili Orange, Cool White, Black Mica.

"With the addition of these new variants, the Ranger continues to live up to our promise of delivering a truck with no compromise, with its class-leading power and safety, excellent fuel efficiency, smart technologies, and unmatched versatility and capability, exceeding the demands of our customers in the Philippines," said Hart.



Ford

- 2.2L Ranger Wildtrak 4x2 MT
PhP 1,219,000
- 2.2L Ranger Wildtrak 4x2 AT
PhP 1,289,000
- 3.2L Ranger Wildtrak 4x4 MT
PhP 1,490,000



Consistent and Passionate

Kia Pampanga and Kia Butuan reinforce service excellence in separate celebrations this August

PERSONABLE, committed, and excellent—these are the basic tenets of Kia's signature Power to Surprise and Family-like Care service and throughout its many dealerships nationwide, this stands to be true.

Kia Pampanga turns 25

Celebrating its silver anniversary this month, the 25-year presence of Kia Pampanga continuously bears the Korean automaker giant's mark of service excellence. Kia vehicle owners in Region 3, specifically from Angeles, Aurora, Bataan, Olongapo, Tarlac, and Zambales, have been enjoying world-class amenities and top-notch service thanks to the expert and capable hands of the Laus Group.

Laus Group is a long-time partner of Columbian Autocar Corporation (CAC), the exclusive distributor of Kia vehicles in the Philippines.

Led by its Chairman, Liberato "Levy" P. Laus, Kia Pampanga has earned numerous recognitions in and out of the region. Kia Pampanga, through its chief technician, also graced the international stage when it competed in the 2008 Kia International Skills World Cup in Korea as the sole Filipino representative.

Kia Butuan follows global benchmark

Down south, Kia Butuan is also making waves this August as it reboots the facility and its newly-approved Kia Global Space Identity (GSI) distinction.

This upgrade on overall brand image found in Kia dealership facilities is referred to as GSI. It is essentially the universal standard for all Kia dealerships and Kia Butuan prides itself of having such amenities.

Silvestre G. Osin, Jr., Kia Butuan principal, leads the re-launch ceremony today together with CAC executives Ginia R. Domingo, President; Hernando D. Gañac, Jr., Vice President for Marketing; and Renato G. Velasquez, Sales Director, and Apollo R. Rosal, After-Sales Director. Kia vehicle owners hailing from Agusan del Norte, Agusan del Sur, Dinagat Islands, Surigao del Norte, Surigao del Sur, and the rest of CARAGA region can expect Family-like Care – like no other as Kia Butuan opens a GSI-caliber dealership environment.

Kia Butuan is also a full 3S facility—Sales, Service, and Spare parts—and sits on more than a thousand square meters of showroom and service area.

Hernando D. Gañac, Jr., CAC Vice President for Marketing, spoke highly of the nationwide practice of Kia dealerships in guaranteeing Kia's distinct style of servicing. "Kia maintains a high level of service philosophy that is based on trust and responsibility. Family-like Care, as we like to call it, is not only a worldwide Kia standard, but more so, a kind of service spirit that grows into a satisfying and productive relationship between Kia and our customers."

Gañac adds, "Kia Pampanga and Kia Butuan are just two examples of how CAC and Kia stay true to this level of service. Rest assured that Kia, CAC, and our partner dealers all over the Philippines will work hard and work constantly to exceed your expectations, and of course, to surprise."

Being excellent is not enough to warrant loyal and secure relationships with the public, Kia proves that being consistent and passionate are values that go hand-in-hand, too. With Kia Pampanga and Kia Butuan checking off all three and more, the public will find that family-like care is not hard to come by after all.



One Global Standard, Three New Kia Showrooms

CAC and AUTOCIRCULO CORPORATION join forces to deliver Kia dealerships adhering to a Global Space Identity.

OWING to its commitment to serve and surprise Kia customers, Kia Marcos Highway, Kia Pasay, and Kia Quirino will now bear the universal standard for all Kia dealerships. This upgrade on overall brand image found in facilities is referred to as the Global Space Identity or GSI.

GSI showrooms have visual aesthetics consistent and unique to Kia Motors dealerships all over the world. As a dynamic and ever-evolving brand, Kia hopes to further develop a dealership environment that meets, and surpasses, the highest expectation of customers.

In the Philippines, Columbian Autocar Corporation (CAC), exclusive distributor of Kia Motors in the Philippines, continuously raises the bar for its Kia dealerships to achieve the vibrant and premium aesthetic that GSI showrooms warrant. Such distinct dealership environments are already applied by select Kia dealers, particularly those owned and managed by the AUTOCIRCULO CORPORATION.

AUTOCIRCULO CORPORATION, under the helm of its principal leader and automotive veteran, Augusto "Butch" Chavez Camacho, has a long-standing partnership with CAC and this collaboration is reaping benefits for Kia customers.

One such way of providing a different driving experience is AUTOCIRCULO CORPORATION's adherence to Kia's GSI. Proudly displayed and spread throughout GSI dealerships are marks of the Korean automaker giant—a compact red cube façade design with Chrome Kia logo, "KIA MOTORS" signage in acrylic material with LED light and a door and pylon with the same Chrome Kia logo as well.

Once you step foot in any of these three Kia dealerships, you will see right away the "simplicity of the straight line" guiding all elements that comprise a Kia GSI. Seeing the brand wall with Chrome logo and reception counter, one would immediately see the grace and elegance of the straight lines applied.

There are also five design philosophies that underline the premium look and feel in both exterior and interior of dealership environments. These design elements are summarized in single-word axioms—Interlock, Reveal, Layer, Module and Consist.

Completing the GSI look of Kia dealership environments are secondary but equally important elements such as specification stands, consultation tables, brochure stands, accessory stands, and floor and ceiling designs.

Kia's GSI essentially acts as a global benchmark for dealerships to strive for and Filipino patrons of Kia are fortunate to have such dealerships operating within a global standard, thanks to AUTOCIRCULO CORPORATION.

Learning about Kia's Global Space Identity is one thing; seeing and experiencing it first-hand is another. Visit Kia Marcos Highway, Pasay, or Quirino and prepare to be surprised!

Make Way for the Ferrari 458 Spider



AUTOSTRADA Motore, Inc.—distributor of Ferrari cars in the Philippines—has officially presented to the local market the Ferrari 458 Spider.

The 458 Spider is powered by Ferrari's naturally-aspirated direct-injection 4.5-liter V8. It is the brand's first mid-rear engine convertible which has won the International Engine of the Year award for its engineering excellence in terms of driveability, performance, economy and refinement.

Joining the 458 Italia, the 458 Spider widens the range of Ferrari's mid-rear engined V8s and offers the same uncompromising technological solutions, handling and performance in a refined open-top configuration. It is equipped

with a Ferrari patented, fully retractable hard top, a world first for a sports car with this lay-out.

"It is with great honor that we formally present the 458 Spider to the Philippine market. In line with Maranello's exclusive spider tradition, the 458 Spider guarantees maximum sportiness and absolute driving pleasure with the top down. Designed for the most discerning clients, the 458 Spider is truly worth the wait," said Marc Soong, executive director of Autostrada Motore, Inc.

To commemorate the 458 Spider launch, sport and lifestyle brand Oakley partners with Ferrari to launch the special-edition Scuderia Ferrari Polarized Carbon Blade sunglasses.

Each frame in this premium sunglass

collection carries highlights in the iconic Marchetta red color and select renditions are accented with the Ferrari emblem.

The eyewear features laser-etched logo at the corner of the lens, as well as logo embossed Microclear bag for lens cleaning and frame storage. Custom packaging and custom case make each edition a collectible.

"The partnership of Oakley and Ferrari is a very exciting one. Being the best in what they do is in their DNA. Both brands push the envelope and use cutting-edge technology to deliver amazing products to consumers," said Scott Betty, global director of optics at Oakley, Inc.

The special edition Scuderia Ferrari Polarized Carbon Blade Sunglasses are available at all Oakley authorized dealers.



Suzuki Opens First 3S Dealership in Mandaluyong

GOOD news for Suzuki customers in Mandaluyong area. The first Suzuki 3S shop is now operating at full throttle. The dealership opening marked a new milestone eight years into the partnership between Suzuki Philippines Inc. (SPH), the only integrated motorcycle and automobile company in the country, and the Shaw Motor Plaza Corp. (SMPC).

The new showroom on Nueve de Pebrero in Shaw Boulevard provides automobile sales, spare parts and repair services to support the growing mobility needs of clients from the bustling residential and commercial areas. It houses modern exhibits for all its latest model units, including Suzuki's latest models, the Swift 1.2 hatchback and the Ertiga compact family car. Customers will find satisfaction to see its fully-equipped service bays and stations manned by well-trained customer relations officers, pro-active service advisors and technicians.

Felix Limcaoco III, Managing Director at SMPC, said: "Our partnership with Suzuki is in a roll to provide total satisfaction for our consumers. We aim to solidify our customers' confidence in us by being with them every step of the way."

"Suzuki nurtures lifelong relationships with our customers by establishing dealerships near their reach. We are very proud to open the doors of our new Suzuki Auto Shaw. With this new outlet, we can further drive our brand's value for excellence and service to the vibrant city of Mandaluyong," said Suzuki Philippines President Hiroshi Suzuki.

SMPC owns and operates several dealerships inside and outside the Metro Manila area.



Top officials of Suzuki Auto Shaw and Suzuki Philippines Inc. offer a toast during a ceremony that formally opened the first Suzuki full service dealership in Shaw Boulevard, Mandaluyong. In photo are (from left) Robert Salmon, General Manager, Suzuki Auto Operating Officer, Suzuki Auto Shaw; Felix "Bingo" Limcaoco, Managing Director, Suzuki Auto Shaw; Josefina Limcaoco, Managing Director/Treasurer, Suzuki Auto Shaw; Catalina Calderon, Managing Director, Suzuki Philippines Inc.; and Shuzo Hoshikura, General Manager-Automotive Division, Suzuki Philippines Inc.



In celebration of the Philippine automotive industry's exponential growth, the Chamber of Automotive Manufacturers of the Philippines (CAMPI) will hold the 5th Philippine International Motor Show (PIMS) happening on September 18-21 at the World Trade Center in Pasay City.

CAMPI takes the 2014 PIMS into a whole new level as it features the largest convention of motoring manufacturers and distributors in the country. Aside from a high-caliber motor show, the event will also serve as the launch pad for several brands to introduce their latest vehicles and cutting-edge technologies, including concept engines and hybrid cars. There's also the iconic car display called "Progress in Motion: The Evolution of Philippine Automotive Industry" which will showcase 12 iconic cars that represent six decades of automotive trends in the country.

"There is no better occasion to celebrate the automotive industry achievements than at the 5th Philippine International Motor Show," said Rommel Gutierrez, CAMPI President. "PIMS is set to give the industry another boost as we continue to strengthen our footprint in the ASEAN region," he added.

With the theme "Progress in Motion", the country's most authoritative car show serves as a platform to champion milestones and successes achieved through collaborative efforts from the private sector and the government. The automotive industry reported double-digit growth for three consecutive years. From 11% in 2012, industry sales climbed to 16% in 2013. In June, the industry achieved the highest monthly sales of more than 19,000 units from over 14,000 units sold in the same month last year. For the first six months of 2014, CAMPI members already sold

CAMPI to Hold 5th Philippine International Motor Show

more than 100,000 units representing a staggering 25% year-on-year growth.

This progress transcends the automotive industry and has greatly influenced the economy as a whole, as it accounted for 12% of the industrial sector output and 4% of the total gross domestic product (GDP), according to data from the National Statistical Coordination Board. The Philippine automotive industry has generated more than P120 billion in investments, which translated to almost 500,000 jobs for Filipino workers. It contributed to the national budget in terms of annual payment of duties and taxes of over P30 billion and recorded total exports of about \$3.4 billion in 2013. These major contributions are expected to increase this year with a higher forecast of 20% growth amounting to projected sales of over 250,000 units, up 9% over the original 230,000 units announced in January.

"We at CAMPI put great importance on furthering the country's economy with the goal of making Philippines a prime automotive production hub in the ASEAN region. In fact, we are working hand in hand with the ASEAN Automotive Federation to ensure that we are always at

par with the standards of the region," said Palawan Gov. Jose Ch. Alvarez, who is also CAMPI chairman. "With the support of the government and private sectors, I am confident that the Philippine automotive industry will continue to progress," he added.

CAMPI also gives emphasis to its "Vision 2020," a goal to reach the 500,000-sales mark in the next six years prodded by the growing domestic demand for automobiles, the price variance in the Philippines compared to other ASEAN markets as well as the industry's capacity for exports. The strong domestic market potential is marked by the Philippines' current population of 100 million with a vehicle ownership ratio of only 35 per 1,000 population, much lower than those of its ASEAN neighbors. The country already reached a GDP per capita of \$2,790 in 2013, higher than the motorization threshold income of \$2,500 which makes the potential growth even more attainable. This vision can only be achieved with the right policy direction and government intervention through the issuance of the much-awaited automotive industry roadmap.

CAMPI invites everyone to support the automotive industry by taking part at the 5th Philippine International Motor Show and witness key industry players come together to help shape and strengthen our nation.

The 16 top automotive brands participating this year include: BAIC, BMW, Daewoo, Honda, Isuzu, JMC, Kia, Lexus, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Peugeot, Suzuki, Toyota and Volkswagen.



EMPOWERED FOTON CUSTOMERS Share Their Experience



LIVE CHICKEN DEALER

Ms. Ma. Medelyn Mercado bought her first FOTON Tornado truck last May 4, 2012 from FOTON San Pablo. She availed of a Tornado 3.5 Cage Type truck to be used as a delivery truck for her live chicken business. She admits that, "with the dealership's very accommodating staff, superb performance of the truck, and very competitive pricing, I am one very happy customer."

Ms. Mercado is proud to say that FOTON plays an important role in the success of her business. As she continued using her FOTON Tornado 3.5, she realized that she has actually been saving significantly because of the lower fuel consumption of her Tornado truck compared to her older trucks of other brands. This prompted her to make her second purchase less than a year after. "I did not just save on my purchase, but I continue to save with my fuel consumption." Further, she has felt so at home with her choice of dealership, FOTON San Pablo, especially with how her servicing is being handled.

As her business continues to grow, Ms. Mercado has been continuously adding more FOTON Trucks to her fleet. In a span of 3 years, "FOTON has made me feel more than just a customer, but rather, I can say that FOTON is my partner and my family."

VAN FOR HIRE

LAST April 16, 2014, Mr. Leynes was able to receive his first ever FOTON vehicle — a FOTON View Van purchased from FOTON San Pablo. His intention for purchasing was to use the unit as a shuttle or a van for hire.

"Blessing sa akin ang FOTON. Unang biyahe ko pa lang, blessing na. Mga pari na galing Sorsogon, papuntang Cavite ang umarkila sa van ko." On that trip, his FOTON View Van was just 1 of the 2 vans that the group of priests hired. Since he was driving the van himself, he shared that his passengers were very impressed with his van because when they reached the mountains of Atimonan, the other van needed to turn off their air conditioning units just to be able to go through the sloping roads. On the other hand, his FOTON View Van managed the steep hills effortlessly. "Gusto na nga lumipat nung ibang pari sa van ko eh," he shared happily.

What made things even better for Mr. Leynes was discovering that he spent P750 less for fuel than the other van. What savings!

When asked how happy he is with his FOTON, he smiled as big as he could and said,

"Sa FOTON, sigurado ako sa pag asenso ko."

Empowering Businesses in Cavite

FOTON Opens Its Doors in General Mariano Alvarez (GMA), Cavite

ANOTHER dealership is added to FOTON's roster of dealerships in the Philippines, FOTON GMA, Cavite. This is the biggest FOTON dealer in the country with full-service capability. With a service area that has 12 service bays, it also has the biggest service capacity. This new addition to the dealership network shows that FOTON is a very strong and committed commercial vehicle brand in the Philippines today.

FOTON is the largest commercial vehicle manufacturer in Asia. In the Philippines, FOTON offers a wide range of commercial vehicles that include pick-ups, vans, light duty trucks, heavy duty trucks and heavy machineries.

The FOTON GMA Cavite Opening Ceremony started with a motorcade that went around Cavite to announce the new addition to the growing economy of the area. The showroom ribbon cutting and short program was then graced by GMA Cavite Mayor Walter D. Echeverria, Jr., Mr. Nicasio Octavo, FOTON GMA Cavite's Dealer Principal and the Board of Directors of United Asia Automotive Group Inc. (UAAGI), the exclusive distributor of FOTON in the Philippines with its President, Mr. Rommel Sytin and Chairman Mr. Dominic Sytin saying a few words to the guests.

Mr. Rommel Sytin talked about how fast FOTON is expanding in the Philippines. The opening of this new dealership in Cavite is just one of the new developments for FOTON Philippines this 2014. He told everyone to watch out for more new FOTON dealers



in the coming months. He also talked about FOTON's banner program, FOTON TOTAL CARE, where FOTON focuses on providing the best value to their customers through cost-efficient products and best available after sales service. Being a commercial vehicle brand, FOTON treats after sales service equally important with their unit sales. "FOTON is sure to be a big contribution to the people in GMA, Cavite." According to Mayor Echeverria as he shared that GMA, Cavite's economy is growing and the new FOTON dealership is part of that growth. Mr. Dominic Sytin on the other hand shared that in the past years, FOTON has proven itself in the trucking industry in terms of reliability and practicality and that FOTON is one of the leading brand new truck brands in the country.



Volvo XC90

Built on New Scalable Product Architecture

VOLVO'S all-new XC90 is the first car in its range to be built on the Scalable Product Architecture (SPA) modular chassis technology developed in-house.

SPA has been under in-house development at Volvo for the past four years and is the cornerstone of the company's ongoing \$11-billion transformation plan. It was introduced with the all-new XC90 and then rolled out across the product range in future. The benefits of SPA are twofold.

First, the flexibility of SPA liberates Volvo's engineers and designers, allowing them to devise and introduce a wide range of new and alluring design features at the same time as improving driveability, introducing world-first safety features, offering the latest connected car technologies, and creating more interior space.

"SPA and the XC90 are firm evidence of our Volvo-by-Volvo strategy. The XC90's outstanding combination of luxury, space, versatility, efficiency and safety will bring the SUV segment into a new dimension, just as the original XC90 did in 2002," says Peter Mertens, senior vice president for research and development of Volvo Car Group.

Secondly, SPA will change the way Volvo builds cars in future by allowing a wide range of cars, powertrains, electrical systems and technologies—all of differing complexity—to be fitted on the same architecture, generating significant economies of scale. The new SPA chassis technology reduces weight and improves

weight distribution, improving driving pleasure without compromising on ride comfort.

"SPA gives us a fresh technological start. Around 90 per cent of the components in the all-new XC90 and upcoming models are new and unique. We are raising the bar to the very top of the premium league when it comes to quality and technology level in every vital area," says Dr Mertens.

With SPA, previous design limitations in areas such as wheelbase, overhang, vehicle height and the height of the front are removed.

"This has created greater freedom for us to design cars with a confident stance, dynamic proportions and a number of distinctive design signatures. Our three recent concept cars have demonstrated this capability. Even though the all-new XC90 is an entirely different type of car, you will recognise the connection instantly when it is revealed in two weeks," says Thomas Ingenlath, senior vice president for design of Volvo Car Group.

The new XC90 is distinguished by its T-shaped running lights, christened 'Thor's Hammer' by the design team after the shape of the hammer used by the famous Norse god of thunder, Thor.

"Anyone who looks in their rear-view mirror is going to know immediately that there is a new XC90 behind them," says Ingenlath. "The XC90 is a car that has presence on the road."



Chevrolet Philippines Accelerates to the Next Level with the Chevrolet Malibu

CHEVROLET Philippines brings a new contender in the executive sedan segment through the All-new Chevrolet Malibu. Rich in both brand and name plate heritage in the U.S., the Malibu is set to bring Filipino customers to the next level of driving experience as the new Chevy product is equipped with the perfect balance of attractive styling and smart technology.

Make an impressive entrance

Allow the Chevrolet Malibu to provide you with an impressive entrance to the new chapter of your life. Equipped with projector HID headlights, front fog lamps, 18-inch standard rims, dual exhaust tail pipes and Camaro inspired signature tail lamps, the Malibu exudes a commanding presence that is worthy of a second look.

Its bold lines and sleek exterior are not merely for aesthetic pleasure but also serves as an aerodynamic feature that allows the vehicle to effortlessly slice through air reducing wind resistance and promoting better fuel efficiency.

ECOTEC Efficiency

Power and efficiency are the heart of the Malibu. Equipped with a 2.4L ECOTEC DOHC 16V Dual VVT engine, the Malibu delivers responsive power when you want it and when you need it most. Its engine provides ample lower-end torque, which allows for crisp acceleration at lower speeds, while offering excellent fuel-economy. The Chevrolet Malibu is also built with a 6-speed automatic transmission with manual mode option.

Redefining "Executive Class"

Fixation on details can be found throughout the Malibu in its refined surfacing with premium materials. Optimized seats contribute to rear-seat space and comfort.



The back of the front seats are also smartly shaped to accommodate more knee room for the passengers at the back.

The center console armrest provides additional support for a more relaxing ride. A pair of cup holders and dedicated storage for two cell phones gives your belongings a home, even while you're on the road.

There's no question Malibu has married style and engineering in a way that will attract your heart and flatter your mind.

Smart Technology

With its keyless access system, you can unlock your car with the quick touch of the door handle even while the key fob is still inside your pocket. You can also heat up the engine and cool the cabin prior to entering the vehicle with the use of the remote engine start function. The Malibu features an 8-way adjustable power driver and front passenger seats that allow the users to modify the positioning and setting of their seats for best comfort. 9 audio speakers are installed inside the Malibu to provide optimum music listening experience.

Never lose your way or make an unnecessary turn again with the built-in

The Chevrolet Malibu

executive sedan has 2 variants, the MALIBU LT is priced at P1,398,888.00 while the LTZ is at P1,528,888.00. Both variants come with a Chevy 5 year warranty and free 3 year 24/7 road assistance. To know more about the Chevrolet Malibu you may visit your nearest Chevrolet dealership or log on to www.chevrolet.com.ph. For updates about Chevrolet and its offers, like the Chevrolet Philippines Facebook page.

GPS found in the Chevrolet Malibu's Mylink system. The MyLink is a touch screen and voice command information and entertainment system that keeps you connected to your smart phone and everything that is important to you while you are out and about.

The Chevrolet Malibu is equipped with the cruise control feature that allows the driver to set a desired speed and let the car maintain it without stepping on the gas pedal.

Safety is Priority

Chevrolet has always made sure that safety is its top priority. The Malibu is designed to be one of the safest cars in its class, offering technologies that can help avoid collisions such as 4-way antilock braking system (ABS), brake assist, Electronic Brake Distribution (EBD), traction control and electronic stability control. In case of unavoidable accidents, the Chevrolet Malibu is equipped with 6 airbags to protect the driver and passengers from the impact. Other safety features are automatic on/off headlamps, auto-dimming rearview mirror, rear park assist, rear window defogger and Tire Pressure Monitoring System (TPMS).

Pilipinas Taj Autogroup Launches the Tata Manza Aura, Tata Vista Ignis

PIILIPINAS Taj Autogroup Inc., the official and exclusive distributor of Tata vehicles in the Philippines, recently launched the diesel variants of Tata Manza sedan and Tata Vista hatchback. Now powered by the efficient and refined Quadrajet Diesel engine, both models are designed to achieve high fuel mileage, exceptional passenger comfort and a stress-free ownership experience. Their fun-to-drive character also comes through improved driving performance and ride quality.

With the arrival in the country of the new Tata models, called the Manza Aura and Vista Ignis, car buyers can take advantage of the long-term benefits a diesel-powered vehicles offer, especially when considering the rising prices of gasoline.

The all-new Tata Manza Aura is powered by the highly efficient and refined Quadrajet engine, which makes 90Ps and 200Nm of torque from 1750 to 3000 rpm. The Tata Vista Ignis also get the Quadrajet engine, but one that delivers 75Ps and 190Nm of torque from 1750 to 3000 rpm.

Both The Manza Aura and Vista Ignis are equipped with Tata's signature chrome-tipped smiling grille, chrome rub rails and accents, front fog lamps and three-barreled headlamps that guarantee good road visibility.



Pilipinas Taj Autogroup Inc., the official and exclusive distributor of Tata vehicles in the country, on Thursday unveiled the Manza Aura and Vista Ignis at the Tata showroom in Cainta, Rizal. Photo shows Pilipinas Taj Autogroup executives (from left) George Blaylock, Nicki Mariano, David Coyukiat, Vitaliano Nañagas, Jon Fernandez and James Lim.

Inside, the Manza Aura and Vista Ignis have steering wheel-mounted controls for the audio system, ensuring driving convenience, as well as a sophisticated driver information system integrated in its classy center instrument cluster. Boosting more convenience are foldable cup holders in the rear seat and perfectly contoured seats. The Manza's cavernous boot is perfect for family road trips or grocery runs while the Vista's foldable rear seats create additional luggage space that can fit assorted gear required by active lifestyles.

Comfort is definitely a priority in both vehicles. The driver's and front passenger seat have lumbar support, and the spacious rear seating configuration means passengers

are comfortable in the back. Additional creature comforts are air-conditioning, an integrated USB and Bluetooth entertainment system, illuminated keyhole ring and one-touch driver-side power windows.

With dual front airbags, side-impact protection beams, ventilated front disc brakes, ABS and EBD, and a collapsible steering column, safety is ensured in both the Manza Aura and Vista Ignis, with the cars protecting yourself and loved ones on the road.

The all-new Tata Manza Aura is competitively priced at P738,000 and the Tata Vista Ignis at P678,000. The models are now available for test drives and reservations at all Tata Motors showrooms nationwide.



that re-creates the real-life characteristics of thousands of unique materials. Coach doors open to reveal a sumptuous contemporary interior complete with expanses of wood and leather detailing, looking real enough to touch.

The marque's sweeping fastback design appears complete with a Bespoke Starlight Headliner consisting of over 1,340 fibre optic lamps, creating a star-studded interior, allowing players to drive in the ultimate style. 624bhp derived from the car's 6.6-liter twin-turbo V12 engine is delivered effortlessly courtesy of Satellite Aided Transmission, a cutting-edge technology that marries the car's gearbox to GPS data to ensure Wraith is always in the correct gear, therefore poised to deliver its abundant power.

Marc Mielau, general manager for marketing at Rolls-Royce Motor Cars, said: "We are delighted to mark a first in video-game history by introducing Wraith, the most powerful Rolls-Royce ever made, into Forza Motorsport 5. The game will provide players with a new level of excitement by exploring the iconic features of Wraith. We are proud to present this compelling combination of refined super-luxury and poised dynamism in such a new and immersive way."

Wraith will be offered in 12 color combinations, with Rolls-Royce signature two tone options available.

Rolls-Royce Debuts in Forza Motorsport 5

ROLLS-ROYCE Motor Cars, the epitome of luxury, recently made its video-game debut. Wraith, the most powerful and dynamic Rolls-Royce in history, is now available, exclusively in Forza Motorsport 5 for Xbox One.

Available to all owners of Forza Motorsport 5 as a free download, Rolls-Royce Wraith allows players to drive, explore and experience the super-luxury vehicle in unprecedented visual realism. Developed by Turn 10 Studios, Forza Motorsport 5 features an all-new graphics engine, created exclusively for Xbox One, delivering physically based material rendering

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Land Arrangement: Valid until Dec 2014

FOR AS LOW AS **PHP 3,100** per person, twin share

PALAWAN 3D/2N



Land Arrangement: Valid until Dec 2014

FOR AS LOW AS **PHP 2,600** per person, twin share

CEBU 3D/2N



Land Arrangement: Valid until Oct 2014

FOR AS LOW AS **PHP 4,350** per person, twin share

BATANES 3D/2N



Land Arrangement: Valid until further notice

FOR AS LOW AS **PHP 10,090** per person, twin share

EL NIDO 3D/2N



Land Arrangement: Valid until May 2014

FOR AS LOW AS **PHP 3,400** per person, twin share

BORACAY 3D/2N



Land Arrangement: Valid until Mar 2015

FOR AS LOW AS **PHP 3,400** per person, twin share

BANAUE 4D/3N



Land Arrangement: Valid until further notice

FOR AS LOW AS **PHP 6,540** per person, twin share

CORON 3D/2N



Land Arrangement: Valid until Oct 2014

FOR AS LOW AS **PHP 3,600** per person, twin share

ILOCOS 3D/2N



Land Arrangement: Valid until further notice

FOR AS LOW AS **PHP 4,600** per person, twin share

BOHOL 3D/2N



Land Arrangement: Valid until Oct 2014

FOR AS LOW AS **PHP 6,600** per person, twin share

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SINGAPORE W/ UNIVERSAL STUDIO TOURS 3D/2N



Land Arrangement: Valid until July 2014

FOR AS LOW AS **PHP 8,325** per person, twin share

BANGKOK 3D/2N



Land Arrangement: Valid until Oct 2014

FOR AS LOW AS **PHP 3,510** per person, twin share

HONGKONG 3D/2N



Land Arrangement: May - July 2014

FOR AS LOW AS **PHP 4,185** per person, twin share

SHANGHAI 4D/3N



Land Arrangement: Valid until Feb 2015

FOR AS LOW AS **PHP 3,375** per person, twin share

JAKARTA 4D/3N



Land Arrangement: Valid until Dec 2014

FOR AS LOW AS **PHP 9,585** per person, twin share

BEIJING 4D/3N



Land Arrangement: Valid until Feb 2015

FOR AS LOW AS **PHP 3,510** per person, twin share

SINGAPORE W/ LEGOLAND ADVENTURE 3D/2N



Land Arrangement: Valid until July 2014

FOR AS LOW AS **PHP 8,460** per person, twin share



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<input type="checkbox"/> MR. <input type="checkbox"/> MRS. <input type="checkbox"/> MRS.	LAST NAME	FIRST NAME	MIDDLE NAME		
BIRTHDATE		BIRTHPLACE			
SEX <input type="checkbox"/> MALE <input type="checkbox"/> FEMALE	CIVIL STATUS		AGE		
CITIZENSHIP		OCCUPATION			
CONTACT INFORMATION					
HOME ADDRESS					
COMPANY NAME					
ADDRESS					
HOME PHONE	COMPANY PHONE	FAX NO.			
CELL PHONE		EMAIL ADDRESS			
REGISTERED CARS					
CAR	MAKE/MODEL	YEAR	COLOR	PLATE NO. (CONDUCTION STICKER NO.)	FUEL TYPE
1 st				<input type="checkbox"/> GAS <input type="checkbox"/> DIESEL	
2 nd				<input type="checkbox"/> GAS <input type="checkbox"/> DIESEL	
MEMBERSHIP CATEGORIES					
<input type="checkbox"/> REGULAR	<input type="checkbox"/> ASSOCIATE INDIVIDUAL	<input type="checkbox"/> ASSOCIATE GROUP	<input type="checkbox"/> MOTORSPORTS		
<input type="checkbox"/> 3-YEAR REGULAR	<input type="checkbox"/> 3-YEAR ASSOCIATE INDIVIDUAL	NO. OF CARS	Growth Membership Registration & Renewal		
MEMBERSHIP FEES					
	NON-DRIVING MEMBER	DRIVING MEMBER	DRIVING MEMBER REGULAR	REGULAR GROUP	NON-DRIVING MEMBER
Annual Fee	P2,000	P2,500	P4,500	P1,200	P6,000 <small>for 3-YEAR Renewal</small>
3-year Fee	P5,000	P6,000	P3,750	N/A	N/A
PAYMENT MODE					
Paid PhP <input type="checkbox"/> Cash Payment <input type="checkbox"/> Credit Card <input type="checkbox"/> BPI's check free payments <small>Visit www.bpicexpressonline.com or call 89-100</small> <input type="checkbox"/> Pay through Banco de Oro (Institution code #0136) <small>Upon teller's validation, BDO payment slip serves as your official receipt</small> <input type="checkbox"/> Check Payment (payable to Automobile Association Philippines) <small>Date: _____ Bank: _____ Account No.: _____</small> <input type="checkbox"/> Bancnet Online Payment (for online Applications only)					

DATE	APPLICANT'S SIGNATURE	
FOR AAP USE ONLY		
SOURCE: <input type="checkbox"/> REG <input type="checkbox"/> CRS <input type="checkbox"/> RDL <input type="checkbox"/> PDP <input type="checkbox"/> SALES	BRANCH: _____	STAFF: _____
AMOUNT PAID: _____	AMOUNT PAID: _____	CR. NO.: _____
INSURANCE NO.: _____		



The National Auto Club

The Automobile Association Philippines (AAP) is the country's premier auto club representing and serving the motoring public. AAP promotes road safety, motorsports, green mobility, and champions the interests of its members.

AAP is affiliated with the Federation Internationale de l'Automobile (FIA), the world's largest auto club federation.

AAP offers its members the following exclusive benefits:

- 24/7 Emergency Roadside Service
- LTO Vehicle Registration Assistance
- Free Personal Accident Insurance
- Free Glass Etching*
- 24/7 Ambulance Service**
- FIA Clubs International Reciprocity
- Partner Establishment Discounts
- 24/7 Road Safety Call Center
- Travel Assistance
- Club Activities and Discounts

Additional Products and Services:

Philippine International Driving Permit
 Competition License for Motor Sports*
 Comprehensive Motor Car Insurance and
 Other Non-life Insurance Coverage
 AAP Autocare Service Center
 Member Service Vehicle Program*

* Not available in some offices

** Outsourced

EDSA Office

28 EDSA, Greenhills, San Juan City 1500 Philippines
 Tel: (632) 655 5889 Fax: (632) 655 1878
 Email: info@aap.org.ph
 Website: www.aap.org.ph

Emergency Roadside Service Hotline: (632) 723 0808

GOLDEN RULES FOR SAFE DRIVING



- BELT UP – all passengers are my responsibility.
- RESPECT THE TRAFFIC CODE – rules are there to protect us all.
- OBEY THE SPEED LIMIT – my car is made of metal, pedestrians and children are not.
- CHECK MY TIRES – both for wear and for correct inflation, including the spare.
- DRIVE SOBER – when I am drunk or on drugs, I am a danger on the road.
- PROTECT MY CHILDREN – keep them safe in car seats.
- PAY ATTENTION – calling and texting make me dangerous
- STOP WHEN I'M TIRED – getting there late is better than not at all.
- WEAR A HELMET – motorbikes and bicycles don't protect my head.
- BE COURTEOUS AND CONSIDERATE – respect other drivers.

(Source: FIA)

PETRON VALUE CARD

PAY WITH POINTS, SAVE YOUR CASH



**GET UP TO P40
DISCOUNT ON
PETRON ENGINE OILS***

(P 10 discount per liter of
ULTRON, REV-X or SPRINT 4T
at Car Care Centers)



**GET 1 POINT
FOR EVERY P250
FUEL SPEND***
1 POINT = P 1.00



**GET P10 OFF ON
PETRON GASUL
11 KG REFILL***
**FREE DELIVERY
INSTALLATION**
737-8000
METRO MANILA ONLY

*Terms and conditions apply

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DRIVE SAFELY

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WHY GO EASY WHEN YOU CAN DRIVE EVEN BETTER?

C'mon, choose the **Hyundai EON!**



1

Why go just for city road trips?
C'MON, take the EON for
LONGER DRIVES out of town!



GET THIS. The EON's got an 814cc engine mated to 5-speed manual transmission, and Motor Driven Power Steering (MDPS) to make long drives easier on the pocket!

Awesome mileage up to
29.361 km/L*

*Based on HARI & Media fuel-efficiency test drive



PLUS, highway driving is smooth and steady with the EON's stronger, reinforced steel body frame and MacPherson Strut type front suspension.



2

Why go just for bare necessities?
C'MON, more is the **NEW PRACTICAL!**

Audio System
with USB Slot
and Auxiliary Input



Driver Airbag

Keyless Entry



Front Disc Brakes



Front Foglamps



OVERLOADED
and packed with all the features
you need for every drive!

215-Liter
Cargo Space



High Mount
Stop Lamp

3

Why go just for any small car,
or a second-hand car?
C'MON, you can **BUY YOUR OWN!**

If you think about it,
that's just like



YOLO!
Grab the EON for as low as
₱438,000!

*for the GL variant

*₱438,000 / 1825 days (5 years)

**C'MON
EON!**



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