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IN JAPAN

Mazda 2 SkyActive
IN SOUTHERN LUZON

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AAP
AUTOMOBILE ASSOCIATION
PHILIPPINES
VOLUME 6 • ISSUE 3
SEPTEMBER 2015



THE QUARTERLY MAGAZINE OF THE AUTOMOBILE ASSOCIATION PHILIPPINES



**AAP unveils
grassroots
racing program**

LEAGUE OF EXTRAORDINARY CARS



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LOOK**

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Gus Lagman
AAP PRESIDENT

When To Use Hazard Lights

R

AIN poured heavily along SLEX a few Sundays ago, while we were driving back to Makati from Tagaytay. The rain was so strong that despite the fact that it was noontime, road visibility was only a few car lengths ahead. Noticeably, all the vehicles around us dropped their speed to around 60 kilometers per hour, which was a good indication that the drivers were responsible enough not to take unnecessary risks. Just as noticeable was that almost all those vehicles also turned on their headlights. I couldn't help a half-smile in appreciation of the disciplined drivers Filipinos have become. Or, at least, are becoming.

But most noticeable was that all of them turned their hazard lights on!

For the information of our motorist-readers who may not already know, hazard lights are not meant to be used when driving in the rain.

Hazard lights are a means to communicate to other drivers that your vehicle has a problem.

Use them when parked at the side of the road because your vehicle broke down or was involved in an accident and cannot be moved immediately.

Use them as well when your vehicle is limping along because of some mechanical trouble. You want to communicate to other drivers to be careful

when they pass your vehicle. Obviously, on those occasions, you have to drive on the rightmost lane in order to cause minimum obstruction to other vehicles and to make it easy to stop at the first opportunity for safe parking.

Switching on the hazard lights while driving in the rain sends the wrong signal to other drivers on the road. And it would also make your turning signal lights ineffective. So if you need to change lanes or turn left or right, you'll have no way of warning the drivers of the vehicles around you.

Using hazard lights when it rains is like the boy who cried wolf. You are grabbing attention you do not need. In fact, there are drivers who turn them on even when it's not raining and I suspect they're using this feature the same way sirens were used before President P-Noy prohibited their use. It's a kind of *wang-wang* device that when used, gives them the wrong idea that they have more rights than others on public roads.

Instead of using hazard lights when driving in the rain, drivers should simply turn on their headlights. It's all you need to do ... aside from slowing down, of course. It is not so much to see the roads better, but it is the most effective way of informing other drivers that you are near and driving within their periphery. Depending on your distance from them, it also tells them that your lane is not free for them to swerve into.

If a heavy downpour causes zero visibility on the road, you should pull over to a safe area, using your turn signal light as you maneuver to the side. Once parked properly, then you can turn on your parking lights. **QQ**

“ For the information of our motorist-readers who may not already know, hazard lights are not meant to be used when driving in the rain. ”

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Aida Sevilla Mendoza
EDITOR-IN-CHIEF

Hacking: A Driver's Worst Nightmare

IT finally happened: a driver's worst nightmare. Last July, a car being driven down the freeway in Nebraska was hacked wirelessly through its dashboard connectivity system. The hackers gained control not only of the radio and air-conditioner, but also the engine, brakes and steering systems of the vehicle, which was a Jeep Cherokee.

The hacking was immediately reported by the manufacturer, Fiat Chrysler, to the National Highway Traffic Safety Administration (NHTSA). This set into motion a flurry of activities that culminated in the recall of 1.4 million vehicles equipped with the same head unit made by Fiat Chrysler that controls the car's electronics.

The recall included Jeep, Chrysler and Dodge vehicles from the 2013 model year and onwards such as Jeep Cherokees, Grand Cherokees, Chrysler 200 and 300 sedans and Dodge Durangos use the same Uconnect system. Fiat Chrysler announced it would send affected owners a USB drive they can plug into their vehicles to install an update to block the hacking vulnerability.

The hackers are two cybersecurity researchers, Charles Miller and Chris Valasek, who discovered after two years of hacking away at various cars, how to track vulnerable cars down from the Internet by their location, see how fast they were going, turn their blinkers and lights on and off, mess with their windshield wipers, radios, navigation and, in some cases, control their brakes and steering. In an article published by the news technology site *Wired*, Miller and Valasek narrated how they had taken control of a cooperating driver's car from 10 miles away as it sped down a St. Louis highway.

There are reports that the Tesla Model S, the most advanced and most connected car currently available, has been hacked with its doors opened and closed remotely by a hacker. Tesla countered by rewarding hackers with an "Information Badge" that grants exclusive access to Tesla's factory in Fremont, California.

The first hacking-related auto recall was a wake-up call for car manufacturers. Web security specialists say that while intrusions into consumers' computers and smartphones result in financial damage or highlight issues like identity theft, the danger posed by vehicles is unique in its potential

to inflict physical harm. Hacking has moved into the safety realm, with autos taking it to a new level.

Most consumers are unaware that their cars are already high-tech computers on wheels. Now wireless connections in cars are becoming faster and more capable, turning cars into smartphones on wheels. Due to deals between carmakers and wireless carriers, cars increasingly come with high-speed, always on, wireless connectivity – setting up new kinds of services, features and a higher potential for driver distraction and attacks from hackers.

Automakers, suppliers and security advisers reveal a major problem with the new wave of connected cars. The protocol and internal parts of the car were never meant to be connected to anything. Cars' computers were built safely enough in the 1990s when the car was a closed box, but their architecture won't hold up as we hook these up to the Internet.

Security researchers say that car software is behind the times and not built to the same standard as for example a bank application or software coming out of Microsoft. As makers of infotainment systems – dashboards that function like a tablet – add fun apps, if autos' internal electronics remain insecure, downloading a malicious app to your car could spell big trouble.

Using software to virtually separate the infotainment system from the car's internal network will make it harder for a hacker to use a music app to worm his way into a car's steering controls. But three problems remain: 1) The car's many little computers (easily 100 million lines of computer code) will continue to be connected to one another; 2) All automakers are moving toward Internet-connected cars; 3) No one is willing to physically separate the core controls from the car's wireless communication hub, due to the U.S. government's upcoming Vehicle to Vehicle Communication Program whereby cars automatically relay information wirelessly to one another.

In Washington, several congressmen urged both automakers and the NHTSA to immediately take steps to verify that vulnerabilities similar to the hacked Jeep Cherokee's do not exist in other models that are on the road. Legislation has been recently drafted to set federal standards for web security protection in motor vehicles. As one congressman said: "Cars today are essentially computers on wheels and the last thing drivers have to worry about is some hacker along for the ride." **aq**

(Sources: *International New York Times*, *CNN Money*, *MIT Technologies Review*)

“Hacking has moved into the safety realm, with autos taking it to a new level.”



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PGRSP supports VW Child Safety Initiative program

As part of its road safety campaign, Volkswagen Philippines, with support from the Philippine Global Road Safety Partnership (PGRSP), held the 12th presentation of its Child Safety Initiative (CSI) Program at the Alabang Town Center in Muntinlupa City last August 1st and 2nd.

VW PH treated children ages 4 to 8 years to an activity involving driving through a mini driving course using miniature classic Beetles. The project was spearheaded by VW PH marketing director Arnel Doria.

PGRSP secretary-general Alberto Suansing—former chief of the Land Transportation Office (LTO) and the Land Transportation Franchising & Regulatory Board (LTFRB)—served as instructor to the participating children during the event.

"It gives me great pleasure that these kids—young as they are—are being taught the basics on following road signs and why these should be followed at all times when encountered. Planting the seed of knowledge in these kids would help them follow what is right," the PGRSP secretary-general said.

During the program, parents were invited to register their children in order for them to participate in the activity for free. After the registration, Suansing began with a short orientation on basic traffic rules.

Addressed primarily to the children and subliminally to adults, visual aids on the different traffic signs such as Stop, No



NikoloCarlo Bustamante of PGRSP assists a little girl in following traffic rules during the Junior Driving Course.



PGRSP Secretary-General Alberto Suansing Jr. supervises the Junior Driving Course of Volkswagen Philippines held at Alabang Town Center in Muntinlupa City last August 1 and 2.

Entry, School Zone, Pedestrian Crossing, No Right Turn and Left Turn Only and pavement markings such as the yellow box and stop lines were used to teach what to do once the signs are encountered.

A practice run using the miniature Volkswagen Beetles on the driving course that familiarized the kids with the message and placements of road signs and pavement markings. The children were then put to the test and asked to drive to different destinations on the course following the traffic rules.

Each child was given a unique course and destination. Aides were assigned as enforcers on the road to guide the kids as they accomplished their assigned tasks. Upon completion of the 30-minute activity, VW PH gave the children a Junior Driver's License.

More than 200 children participated

in the event and as of this date, more than 2,000 kids have attended Volkswagen Philippines' Child Safety Initiative Campaign.

The program's institutional partners in the VW Child Safety Initiative are the Philippine Global Road Safety Partnership (PGRSP), Department of Transportation and Communications (DOTC). Motoring Today, The Philippine Star, Top Gear and AAP's AQ quarterly magazine are the media partners.

PGRSP is a non-profit organization founded on the basic principles of the Global Road Safety Partnership that brings together government agencies, business entities and civil society to a common task of addressing global and local road safety issues. AAP president Gus Lagman chairs the PGRSP, the secretariat of which is housed in AAP's 28 EDSA Greenhills office. **QQ**



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AAP Tower to House Eastwest Bank's New Manila Branch

THE Automobile Association Philippines (AAP) and EastWest Bank signed a 10-year lease contract for the ground floor of the AAP Tower recently. The newly constructed AAP Tower is located at 683 Aurora Boulevard near Broadway Street in Quezon City.

AAP was represented by its president, Gus Lagman and Director Jacinto Mantaring while EastWest Bank was represented by the Vice President for Central Branch Operations Division Renato Sampang, Manager for Branch Expansion Section Adonis Dela Cruz, New Manila Store Manager SheilaDogillo, and Division Head Broderick Santos.

Both parties were enthusiastic about the lease agreement.

"We are looking forward to relocating our New Manila branch store. AAP Tower is a new building with better facilities that our customers should find more convenient," Dela Cruz said.

Lagman, for AAP, said: "Having EastWest – the country's fastest growing universal bank – in our client roster is a gold medal for AAP Tower. We are grateful for their trust."

Also at the event were members of AAP Tower's exclusive leasing agency team, KMC, led by its Vice President Yves Luethi and Business Development Manager Valerie Limaco.

"We are especially honored to have been a part of this successful partnership between EastWest and AAP Tower," Luethi noted. "This tower will be the new home of growing companies as well as established businesses who dream of setting up shop and expanding on Aurora Boulevard."

Situated in an area convenient for office workers and employees, the 10-storey building stands right in front of the LRT



AAP and EastWest Bank Contract Signing July 10, 2015 at 8th Floor Sun Life Center, 5th Ave BGC, Taguig City. First row (L-R): Renato Sampang, EastWest Bank VP Central Branch Operations Division, Augusto Lagman, AAP President, Jacinto Mantaring, AAP Director. Second Row (L-R): Yves Luethi, KMC Vice President, Adonis Dela Cruz, EastWest Bank Manager for Branch Expansion Section, Sheila Dogillo, EastWest Bank New Manila Branch Manager, Broderick Santos, EastWest Bank Division Head, Valerie Limaco, KMC Business Development Manager

Gilmore station, one of Metro Manila's railway transport systems. It is also within walking distance of St. Paul's College and Broadway Centrum, a television studio complex, and near retail hubs such as Robinson's Magnolia, and Gateway Mall in Araneta Center.

Several residential areas in New Manila, San Juan, and Cubao are also near the office building. The AAP Tower is the first real estate venture of the AAP.

For inquiries on available office space, commercial and retail spaces in the AAP Tower, contact the KMC Mag Group at +632-500-97-17 or email at landlordrep@kcmcagroup.com. **QQ**

AAP 10-storey Tower

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The façade of the new AAP Pampanga office in Robinson's Starmills in San Fernando, Pampanga.



AAP PAMPANGA MOVES TO NEW OFFICE

To serve Central Luzon motorists and AAP members at a more convenient site, the Pampanga office of the Automobile Association Philippines (AAP), has transferred to a mall in San Fernando, Pampanga.

AAP membership department manager Necitas Zornosa said that the AAP-Pampanga office has moved from Unit 1, Shell Northwalk Complex 2, Jose Abad Santos Avenue (Olongapo-Gapan Road) to Robinsons Starmills in the city of San Fernando, Pampanga.

"We started operating in the new location in the second week of May," Zornosa said. According to her, the new location has better office exposure and visibility compared to the previous office. The new AAP Pampanga office is open from 9 a.m. up to 6 p.m., Mondays to Saturdays, except on holidays.

The new AAP Pampanga office offers the same services found in any AAP satellite office, such as the Philippine International Driving Permit (PIDP), membership registration and renewal, among others.

"AAP believes that the new office location inside this mall can be utilized to maximize our resources in gaining new members. The place is perfect since it is right beside the satellite office of the Department of Foreign Affairs (DFA). Those who want to get their international driving permit (IDP) may get theirs without the hassle of going out of the mall," Zornosa added. "It would be like a one-stop shop for those who would be getting their IDP and club membership."

The annual fee for AAP membership is P2,000 for regular members and P1,500 for associate members. For a three-year term, a regular member needs to pay P5,000 while P3,750 is the fee for an associate member. The annual fee for an IDP is P2,500 and one with three year-validity, P6,000. **QQ**



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AAP Travel Supports Farm Tourism Through Drive Tour Caravans

In the last quarter of the year, AAP Travel will organize drive tour caravans to highlight Farm Tourism, the newest trend in travel. In partnership with the International School of Sustainable Tourism (ISST), AAP Travel will go around the various farms near Metro Manila, particularly those located in the provinces of Bulacan and Cavite to explore, immerse in and experience the culture of a farm.

"Farm Tourism is in," says Flor Tarriela, chairman of Philippine National Bank (PNB) and owner of Flor's Garden in Antipolo, Rizal, one of the destinations of AAP Travel's Rizal Drive Tour Caravan in November 2012.

Farm Tourism, a component of Community-Based Rural Tourism, is now a global trend as travelers seek unique and engaging experiences. It boosts the country's economy by improving the income and potential economic viability of small farms and rural communities. With

just a little bit of ingenuity and creativity, farmers can earn more not just by selling their produce, but by diversifying to other products and services that would satisfy the needs and wants of travelers.

Milking cows, picking fruits, harvesting vegetables, fishing, horseback riding, watching butterflies, tending bees, tasting wines or juices and sight-seeing are just some of the exciting recreational and educational activities tourists can enjoy in Farm Tourist spots.

Senate Committee Chairperson on Agriculture and Food Cynthia A. Villar encourages Farm Tourism. She sponsored Senate Bill No. 2766 which provides for the development and promotion of Farm Tourism in the Philippines.

"The possibilities in agriculture are really endless and exciting. Sustainable tourism such as Farm Tourism is a good move towards the right direction," said Senator Villar during her keynote speech at the 3rd Farm Tourism Conference that

was organized by ISST in Lucban, Quezon last July 1.

From strawberry farm to sunflower farm, bee farm to organic farm, Farm Tourism offers a variety of products and services that would suit the taste of every discerning traveler.

AAP Travel will share the joys of Farm Tourism through drive-tour caravans. The drive-tour caravan is the safest and most cost - efficient way to explore the countryside with family and friends.

On September 26, AAP Travel will organize a drive – tour caravan to Bulacan, the first of two drive - tour caravan series to highlight Farm Tourism. With the theme "Bulacan Drive – Tour Caravan: Enjoying Bountiful Harvests and Historical Heritage," AAP Travel will bring participants to the Daily Bread Organic Farm, Eastwest Seed Company and Angat Dam, to name a few of the destinations.

After Bulacan, a drive-tour caravan is being planned for Cavite on November 28. **aq**

 For those who are interested to join AAP Travel's drive – tour caravans, please call (02) 5510014 or 09285074288.



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AAP TO LAUNCH FIRST GRASSROOTS RACING PROGRAM

To discover and train talented young drivers at the grassroots level, the motorsport department of the Automobile Association Philippines (AAP) will launch its Young Drivers Program before the month ends. By increasing the number of race car drivers at the grassroots level, AAP aims to fast-track the development of Philippine motorsport.

Mark Anthony Desales, AAP motorsport operations manager, said that the program—composed of a series of training clinics around the country—would be the first grassroots racing program developed with a grant to AAP from the Federation Internationale de l'Automobile (FIA), the Paris-based organization that governs all four-wheel motorsport worldwide.

He described the circuit racing program as “well-organized, safe, and cost-effective, created to bring out the driving talent in every individual.” The program is open to drivers who are 16 to 19 years old, physically fit and have “a champion attitude.”

The first Young Drivers Program will jump-start in Luzon, followed by the Visayas and Mindanao. An online registration will be available and all qualified participants will be notified about the scheduled date and venue of the program.

A maximum of 20 applicants—to be chosen by the AAP Program Committee—will be chosen to participate in every leg of the clinic. Those who take the top three positions in each leg will be consolidated and will be eligible to participate in the championship race by year-end.

“The overall champion will be automatically given a seat in the National Touring Car Series the following year with a subsidized running cost,” Desales said.

The curriculum of the Young Drivers Program covers Basic Driving Skills, understanding motorsport, road safety awareness, safety in motorsport, flag and hand signals, motorsport organization, interpersonal skills and continuous development. Those who finish the program

will undergo advanced driving skills training.

Desales said that the program will be conducted by qualified AAP instructors to ensure that high standards of teaching are strictly followed. At the same time, AAP-trained marshals will be present to ensure safety on the track.

The Program Committee is headed by AAP director and motorsport committee chairman Mandy Eduque; Jun Espino as head instructor; EdgenDy-Liaco, Bebot Reyes, Art Guevarra and Ivan Isada as instructors; JC Quillain and Bon Perez as coordinators; Darwin Harina as head marshal; and 2014 National Slalom Champion/ FIA Young Driver Ambassador Milo Rivera for Driver Development.

On behalf of AAP, Desales expressed his deepest gratitude to the FIA Institute for the continuous support in their endeavors since 2012. “We are thankful that the FIA has been providing assistance to us in our goal to boost the local motorsport scene,” he said. **aq**



SEPTEMBER-DECEMBER2015 MOTORSPORTS CALENDAR

Revision 5 as of June 30, 2015

		SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
		5 - 6 3rd Leg Vios Cup SM Mall of Asia Bayside Road	4 10th Leg Slalom Robinson Novaliches		6 12th Leg Slalom Robinson Novaliches
25 - 26 3rd Leg GT BRC	22 - 23 2nd AKOC CRT 5th - 6th Leg KF Series CRT 4th Leg National Karting CRT	6 9th Leg Slalom Riverbanks Marikina	10 - 11 6th Leg National Karting CRT	7 - 8 3rd AKOC CRT 7th Leg National Karting CRT	12 - 13 4th AKOC MACAU
	29 - 30 4th Leg GT CIS	12 - 23 5th Leg National Karting CIS	24 - 25 6th Leg GT CIS	21 - 22 4th Leg Vios Cup TBA	
	26 - 27 5th Leg GT BRC		25 11th Leg Slalom Riverbanks Marikina		



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THE Automobile Association Philippines recently held its first in-house classroom training seminar to upgrade the knowledge and reinforce the morale of the country's licensed motorsport officials.

AAP HOLDS ITS FIRST IN-HOUSE MOTORSPORT OFFICIALS TRAINING SEMINAR

During the weekend of August 15-16, around 80 licensed motorsport officials attended the program hosted by AAP motorsport department operations manager Mark Desales. Officials in all motorsport disciplines such as slalom, circuit, karting and drag racing were there, plus the former marshals of the Subic International Raceway, local marshals of the Clark International Speedway and several from the Tuason Racing School.

The first day of the seminar was programmed for aspiring officials while the second day was for veteran officials. The topics tackled what comprises motorsport officiating, such as Race Control, Medical Intervention Vehicle (MIV), scrutineering, flag marshaling posts, Rescue and Extrication, Administration, and Secretariat. The seminar also simulated different track incidents to test the marshals' knowledge on how to deal with such situations.

The key speakers were AAP motorsport committee chair and board member Mandy Eduque, senior officials with Vip Isada as lead trainer, Ivan Isada, Art Guevara, Bebot Reyes, Darwin Harina and Rodini Rivera, and AAP Chief Medical Officer Dr. Henry Yañez. Guest trainers Oscar Nuke and Olson Camacho also participated in the seminar. Many of the speakers were members of the AAP team that went to Australia for Practical Officials Safety Training October 29 - November 12, 2014.

During the seminar, Desales and Eduque reminded the officials that they should know their profession by heart as no AAP-sanctioned motorsport event could start without them. "Without

you marshals, the racers—despite their expertise—don't get to race," Desales said.

"It is you marshals who will tell the racers what happens, where it happens. You will be the eye of the control tower, the first responder among many other responsibilities. That is why we want you to take this seminar and the knowledge it gives seriously," Eduque said.

Desales and the key speakers noted that the seminar, which was opened to suggestions from the participants, is a step towards elevating the skills of Philippine motorsport officials to international standards.

As a follow-up to the officials training program that was conducted by the Confederation of Australian Motor Sport in 2014 in Manila, the AAP-led seminar aimed to ensure that officials are fully equipped and knowledgeable enough to perform their official duties efficiently. This would enhance the safety of the AAP-sanctioned motorsport events.

AAP, the only Philippine member of the Federation Internationale de l'Automobile (FIA) which governs 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.

The FIA Institute awarded silver accreditation to AAP after the Philippines' national auto club trained for three years with the Confederation of Australian Motor Sport, an FIA Institute Regional Training Provider. **aq**



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PTCC'S AUGUST 2015 LEG SHOWCASES LOCAL CIRCUIT RACING'S BEST DRIVERS

ROUNDS 5 and 6 of the third leg of the Philippine Touring Car Championship (PTCC) series generated more excitement as it showcased this generation's best drivers in local circuit racing.

Last July 26, AAP Driver of the Year 2014 for Touring Paolo Mantolino shared the podium with 2014 PTCC Rookie of the Year Richmon Dela Rosa in the top class Division 1 (200hp) category.

Mantolino won race 5 after Dela Rosa suffered a mechanical problem following a series of dicing and good wheel-to-wheel racing with him.

Race 6 showed a different story as Dela Rosa controlled the tempo and took over Mantolino, who suffered a flat tire and was forced to pit-in. He was overtaken by rivals, giving Walter Zamora good points after the checkered flag. Zamora snatched second place both in both races 5 and 6.

Dela Rosa, who topped the championship points standing, scored 155 points followed by Zamora with 123 points and Mantolino was third with 109 points.

In Division 2 (150hp class), Patrick dela Rosa showed consistency in driving, bagging first place in the two rounds against close rival and newcomer NR Joaquin, who also showed an impressive race weekend by taking second spot in both rounds. Joaquin was followed by team mate and Rally champion Dindo De Jesus in third position.

Meanwhile, PTCC class champions and Batangas City drivers Joel Portugal and Allen Macaraig achieved respectable fourth and fifth finishes. Dela Rosa topped the class championship with 135 points, De Jesus in second with 101 points and Joaquin third with 51 points.

In Division 3 (100hp class), champion

driver Edwin Rodriguez, racing his Mazda 2 Skyactiv race car, failed to grab the top spot from Ivan Diaz. Diaz controlled both races with a consistent lap-by-lap time, thereby topping the drivers' points standing with a 54-point lead. Rodriguez won second place with 126 points while Isabela City driver Joginder Sin was third with 117 points.

The PTCC Series is promoted by the Automobile Association Philippines and the Philippine Race Car Drivers Inc. AAP is the only Philippine Affiliate of the Federation International de l'Automobile (FIA) which governs all four-wheel motorsport events worldwide.

Leg 4, rounds 7 and 8 are scheduled on August 29 and 30, 2015 at the Clark International Speedway. For more information, please call the AAP Motorsport Department at 655-5889 loc. 823. **qq**



Drivers lined up their cars on the starting grid for leg three, rounds 5 and 6 of the 2015 Philippine Touring Car Championship Series held last July 26 at the Batangas Racing Circuit. (Photo by Bong Boado)

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RACE MOTOR SPORTS CLUB

The Longest-Running AAP-Sanctioned Event Organizer

AS early as the 1960's, slalom racing was one of the major motor sport events in the Philippines. But it took a decade before slalom racing became a highly popular major event. The organization responsible for the success of slalom racing is the RACE Motorsports Club.

According to the "Fast Lane: Motor Sports in the Philippines" book of the Automobile Association Philippines, RACE Motorsports Club was one of the earliest and longest-running AAP-sanctioned event organizer in the country. The Club is still headed and managed by its founders, husband-and-wife Lito and Bingbang Dulce.

Bingbang Dulce traces the creation of RACE Motorsports Club to the passion for fast cars and motor sport that she and her husband Lito shared. Lito Dulce was the Rookie Driver of the Year 1976 while Dulce won the Ladies' Class Slalom Championship three times. Before long, she decided to focus on organizing the slalom events by being the official emcee of each leg.

"We started organizing in the third quarter of 1986 and named it Flat Out Motorsports Club," Bingbang Dulce narrates. "Two other couples joined us in competing in the Shell Helix National Slalom Series. In 1988, we changed the club's name to RACE Motorsports Club and the events from that time on were dubbed the 'Shell Helix National Slalom Series' consisting of 12 legs each year and a Summer National either at Baguio City or San Fernando La Union."

Bingbang Dulce recalls that they held their premier event at Greenhills Shopping

Center, then moved to the parking lots of the Folk Arts Theater and Philcrite. "Of course, RACE Motorsports Club up to now is a joint effort with my hubby Lito. It's a partnership between the two of us. As they say, 'the family that races together stays together,'" she explains with a smile.

At present, the National Slalom Series is sanctioned by the Automobile Association Philippines (AAP), the only motoring club in the Philippines affiliated with the Federation Internationale de l'Automobile (FIA), the Paris-based umbrella organization of 236 national motoring and sporting associations in over 135 countries.

Dulce says that AAP started to sanction their events in 1988. "When we started the slalom events in 1986, we were not yet affiliated with the PMA (Philippine Motor Association, the former name of AAP). After Johnny Angeles (currently the vice president of AAP) encouraged us, we had our slalom events sanctioned by the PMA, which was headed by the late Dodo Ayuyao."

Expressing her gratitude for the assistance extended by AAP, Dulce avers: "AAP helped RACE Motorsports Club to link the slalom events with the other motor sport disciplines and to invite them to participate. Also, AAP coordinated the scheduling of all



Bingbang Dulce receiving a Golden Wheel Award

motor sport events so they don't overlap. We had occasional meetings with AAP regarding safety measures and correct marshaling."

Among those who participated in the early slalom series were Mandy Eduque (now the AAP motor sport committee chairman/AAP director), Jojo Silverio, Reggie Castro, Boy Saycon and the late Pocholo Ramirez, among others.

Dulce enumerated the challenges of organizing a motor sport event. First and foremost, looking for sponsors that will shoulder the expenses; second, finding a venue for the event as to date almost all mall parking lots are covered and layered; third, making rules to suit all drivers' cars and engines and being able to settle any dispute or protests among drivers.

With that, she thanks the sponsors who have helped RACE Motorsports Club keep the slalom events running. **aq**

AAP CONDEMNS NON-SANCTIONED CAR RACING AS DANGEROUS AND RISKY

THE Automobile Association Philippines (AAP), the only Philippine affiliate of the Federation Internationale de l'Automobile (FIA), the Paris-based organization that governs all four-wheel motorsport worldwide—has condemned in the strongest possible terms the proliferation of auto fun runs as dangerous and risky.

AAP director and motorsport committee chairperson Armando Eduque said: "We condemn these events made by fun run organizers without the knowledge or consent of the AAP. These events in no way promote the local motorsport scene, rather they damage its integrity."

Eduque added that the non-AAP sanctioned events degrade the very core of motorsport, showing that it is dangerous and disreputable.

"With the booming number of owners of fast cars, we are not surprised that many are doing this under our nose and without them informing us. After all, we are here to sanction them and we have no policing powers to castigate them," he said.

Eduque pointed out that the legitimate, AAP-sanctioned motorsport

events bear the brunt if an untoward incident occurs in an auto fun run. "These organizers should keep in mind that the legitimate events and the AAP—which is the country's sanctioning body for the racing of four-wheel vehicles—are the ones that suffer when damage to life, limb and property happens during these illegal events."

The Club's motorsport department chair said that holding auto fun runs on open streets threatens the safety of both drivers and spectators as well as property.

"Like we always tell and remind aspiring race car drivers, if you want to test and show your driving skills, do so in a confined and controlled environment like a speedway in order to ensure the safety of everyone and everything involved," Eduque, a former champion rally car driver, declared.

He added that AAP revokes and will revoke the racing licenses of those who join non-AAP sanctioned events. "This is to show how serious the AAP is in terms of promoting motorsport and safe driving in the Philippines." **aq**

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CALTEX

SINCE the theme of this AQ issue is Performance, the winning performance of a Filipino at the Nissan PlayStation GT Academy Challenge in Silverstone, England deserves to be prominently featured.

It was exciting that the 2015 GTA Asian Race Camp in which the Philippines, Japan, Thailand, Indonesia and India competed took place at Silverstone, since Silverstone race circuit is the fabled home of the British Grand Prix, an annual race in the calendar of the FIA Formula One World Championship since 1926.

Text and Photos
by Aida Sevilla Mendoza



Flanked by his final race rivals and the pit ladies, Joward Policarpio (center) gets ready to pop open the winner's champagne bottle at the Silverstone podium.

A Filipino's Winning Performance at Nissan GT Academy Challenge in Silverstone



GTA Asian Champion Joward Policarpio proudly holds up the Philippine flag with his teammates beside the Nissan 370Z Nismo he drove to victory. L. to r.: Joel Agoho, Terence Lallave, Policarpio, Luis Cachero, Rafael Lesaguis, Daryl Braby and coach/mentor Ricardo Sanchez of Mexico, 2014 GTA International Champion

The British and Italian Grands Prix are the oldest continuously staged F1 races in the world.

To stand on the top step of the Silverstone podium to accept the No.1 trophy is every aspiring race driver's dream. The trophy that GTA 2015 Asian champion Jose Gerard "Joward" Policarpio received was not an F1 trophy, but it was an international trophy nonetheless and it brought his dream of becoming an international race driver within reach.

GT Academy was created in 2008 by Nissan Motor and Sony PlayStation as a contest to discover and develop drivers through the video game Gran Turismo by testing players' skills in both online gaming and live events. This year, Asia was added to the GT Academy competing regions.

20,000 HOPEFULS

To win the chance to represent the Philippines at the GT Academy Asian Race Camp in Silverstone this August, Policarpio and five other young non-professional drivers had to best nearly 20,000 other hopefuls in preliminary qualifying rounds online plus time attacks behind the wheel of GT pods during live events held by Nissan Philippines, Inc. (NPI) in various locations nationwide starting in March.

The 20 fastest and most qualified gamers advanced to the two-day national finals in July in Manila where their driving

skills, stamina, physical fitness and mental agility were further tested. The six best performers were chosen by mentors and judges including Filipino-Swiss GP2 race driver Marlon Stockinger and veteran circuit racer George Ramirez to form the Philippine team going to Silverstone on August 14.

At Silverstone, Policarpio, along with fellow Philippine finalists Joel Agoho, Daryl Braby, Luis Cachero, Rafael Lesaguis and Terence Lallave underwent more tough trials including a gymkhana using the Nissan 370Z Nismo, a buggy race and time attacks in the Formula 3000, Palmer JPLM car and Caterham Super 7 to qualify for the semi-final race, the stock car challenge.

By August 18, drivers Agoho, Braby and Lallave had been eliminated, leaving Cachero, Lesaguis and Policarpio in competition. The Philippine team was mentored by Stockinger (who had to leave on August 19 to race in Germany) and Ricardo Sanchez, 24, the 2014 GT Academy International Champion who now races for Nissan Nismo in the GT3 Blancpain series.

SEMI-FINAL RACE

Cachero was also eliminated, leaving Policarpio and Lesaguis to compete in the semi-final race, the stock car challenge using Nissan Micra mini compact cars.

Unfortunately, Lesaguis collided with the car of the Indian driver along the wall and was disqualified, leaving Policarpio, who led in the semi-final all the way, to represent the Philippines in the final race, a 10-lap wheel-to-wheel thriller driving Nissan 370Z Nismo sports cars on Silverstone's Stowe circuit.

On the starting grid, Policarpio was in third place behind the Japanese driver Takuya Takahashi in second and Indonesian driver Rama Maulana in first, but he overtook Takahashi in the first lap and Maulana in the fifth lap when the latter overshot the corner. Policarpio never lost the lead after that, although in the final lap Maulana moved close to overtaking him and finished just two-tenths behind. Maulana scored the fastest lap but failed to regain the lead despite Policarpio's engine sputtering in the corner during the last three laps.

PROFESSIONAL

The GTA Asian championship entitles Policarpio, 26, to join other 2015 GTA winners in the three-month Nissan GT Academy Driver Development Program at Silverstone from October to December. The training under professional coaches and racers will prepare him to compete in the 24 Hours of Dubai endurance race in January 2016. It will also qualify Policarpio to earn a professional International C license to compete in international races as a member of the Nissan Nismo racing team, depending on his performance.

NPI president Antonio Zara, rejoicing, was quoted in the Philippine Daily Inquirer: "This year's achievement will be very hard to beat—being the Philippines' first time to bring in participants, we already made a huge impression by producing GT Academy Asia's first champion. I am proud that Nissan Philippines has been instrumental in offering such an exciting opportunity to Filipino gamers, giving them the chance to emerge as a breakthrough talent in the real racing world." He added that he looks forward to discovering more new stars next year. **AQ**



Seasoned Executives Join PVB Senior Management

DURING its 23rd Anniversary celebration held at the AIM Conference Center Manila, Philippine Veterans Bank Chairman Roberto de Ocampo, OBE (4th from left), and President Nonilo Cruz (3rd from right) formally introduced new senior officers joining PVB's senior management namely SVP Noel Malabag (rightmost) as Treasury Group Head, SVP Leah Espino (4th from right) as Branch Banking Group Head, and VP Atty. Anna Theresa Licaros (3rd from left) as Board Secretary. Also introduced were other senior officers who joined the bank earlier this year including SVP Clodoveo Atienza (2nd from right) as Credit Group Head, FVP Jose Noel Cadiena (2nd from left) as Comptroller and Finance Group Head, and AVP Col. Fabian Marco Verzosa as Head of Security (leftmost).

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THE all-new MX-5, popularly known as the Miata and in Japan simply as Roadster, is the essence of Mazda.

The fourth-generation sports car is the freshest take on the category since the original car revitalized the genre in 1989. The new MX-5 embodies Mazda's two key competitive advantages: its Skyactiv technology and Kodo: Soul of Motion styling.

By Jason K. Ang

PURE MOTION

New-generation Mazda MX-5 delights on the track

Mazda took us on a tour of its facilities in Hiroshima, Japan, to learn more about the MX-5 and how the company is able to develop such a car. The first step is the design process, and Mazda's capabilities here are at par with the world's best. Mazda has dedicated artists who conceptualize the vehicles and bring them to life via innovative techniques.

For the MX-5, rendered for the first time in the vein of the Kodo: Soul of Motion design theme, the key is to make the car look dynamic and active. Designers looked to animal motion, specifically the cheetah, and tried to capture that motion in a fluid shape. Much of the work is done as three-

dimensional clay models, which allow the artists to make subtle changes in the surfaces and edges of the design. Here, the artists known as takumi play a vital role. Through their hands sculpting the clay, they are able to make improvements in the automobile's shape.

Once the design has been developed, the next objective is to translate it faithfully into mass production. A one-off clay sculpture is painstaking work, but it is somehow simplistic compared to the work required to allow thousands of vehicles to be built using that template.

Mazda demonstrated its manufacturing prowess in its process. Its engineers

and skilled workmen, the die-makers are consulted early in the design process, to make sure that they can replicate the shapes in metal. The MX-5 has complex curves that require painstaking effort to produce.

In the metal, the MX-5 looks stunning. It seems larger than it really is, which is nearly the same size as the original 1989 car, just wider. The MX-5 loses its trademark cute design, in turn inspired by the British sports car Lotus Elan. Instead it gets a markedly more menacing-looking face. It also looks more distinctly Japanese, with the soft curves contrasting nicely with origami-like sharp folds in the skin.

Powering the MX-5 is either of two





“The new MX-5 embodies Mazda’s two key competitive advantages: its Skyactiv technology and Kodo: Soul of Motion styling. **”**



gasoline engines: a 1.5-liter or a 2.0-liter. Both are dual overhead-cam, four-cylinder units. The smaller engine delivers 131 ps. Philippine MX-5s will get only the 2.0-liter unit with 160 ps. The bigger engine, with its greater power and torque, reportedly delivers instant power and more satisfying acceleration. However, we can certainly make the case for the 1.5-liter. It is marginally lighter, and requires more revving to get the desired performance. This is no bad thing, as the engine produces a raspy, snorting exhaust note that is right in tune with the character of the MX-5.

On a racetrack like Mazda's Mine Proving ground, where we drove the 1.5-liter

Roadster in right-hand-drive configuration, the smaller engine was relatively tame. The relatively modest power made sure that the car was easy to control at all times.

The MX-5 cockpit feels intimate without being claustrophobic. The positioning of the seat, pedals, and steering wheel is superb. Mazda is quite confident that drivers will find an ideal position, such that it removed the telescoping function of the steering wheel. We were initially skeptical about this, but in practice they are correct—the wheel falls perfectly to hand.

Secondary controls feel well designed, too. There are audio speakers that are integrated into the headrests, to better hear

your tunes when the top is down. Speaking of that top, the new MX-5 goes back to a purely manual fitting. It takes only one hand a very little effort to pull the top up without lifting up from the driver's seat. It latches into place, either onto the roof, or into storage, with a satisfying and solid click.

The car is simply a delight on the track, feeling light and nimble through the corners. With the 1.5-liter engine, there's adequate power to have some fun in tight turns. It revs quickly and willingly to its 7500 rpm. The shifter is fun, with short throws and well-chosen ratios. Aerodynamics is very well managed, with little wind noise and buffeting in the cabin.

Mazda's key goal in the new MX-5 is to enhance driver satisfaction by making the car obedient to the driver's commands. Mazda calls this the Jinbaittai philosophy, or horse and rider as one. While this particular four-wheeled horse doesn't have a mind of its own, it does have a feisty, character that is sure to delight the driver. **AQ**



LEXUS ES REVS UP STYLE AND ELEGANCE FOR 2016

By Aida Sevilla
Mendoza

THE arrival of the latest model of a Lexus vehicle is always a special occasion. For the launching of the 2016 Lexus ES on August 14, therefore, Lexus Manila, Inc. prepared an elegantly catered noontime feast in the posh lobby of the five-star Grand Hyatt Hotel in Bonifacio Global City, which is under construction behind the Toyota premium car division's showroom.

Motoring and lifestyle journalists were requested to attend in business attire to befit the "See where success takes you"-themed occasion. Lexus Manila, Inc. (LMI) and Toyota Motor Philippines (TMP) VIPs were present in full force to welcome the guests: LMI chairman Alfred Ty, LMI president Danny Isla, TMP president Michinobu



Sugata, TMP senior executive vice president Dr. David Go, TMP EVP Yohei Murase, TMP senior vice president Ariel Arias and TMP first vice president Raymond Rodriguez.

The star of the event was displayed on a podium at the left side of the lobby. The ES is Lexus' entry-luxury midsize sedan combining flagship-type comfort with front wheel drive traction. It debuted in 1989 as little more than a rebadged Toyota Camry, but in 2002 Lexus began separating the ES from the Camry upon which it was based. In 2007, Lexus released the ES 350 and in 2013 fully overhauled it. The 2016 model ES is a refreshed third generation version of the luxury midsize sedan.

The 2016 Lexus ES was unveiled at the 2015 Shanghai Auto Show with visual updates and the same drivetrain as the 2014 model. The new, one-piece spindle grille framed by satin chrome trim and flanked by slimmer LED headlamps makes the 2016 ES look more aggressive up front while the added chrome makes it more stylish.

The old taillights were replaced with new L-shaped clusters. New rectangular chrome-tipped exhaust ports, a revised chrome license plate garnish and a new trunk lid spoiler, together with the spindle grille in the front fascia, update the ES to the new corporate look of Lexus.

Upgraded interior finishes and the finest materials enhance the luxurious, utterly comfortable cabin, not to mention 40 inches

of rear seat legroom, the most spacious in its class. New interior color combinations and four styles of interior trim were selected to harmonize with the customer's color choice. Supportive genuine embossed leather seats with quilting and Shimamoku ornamentation, a high-end finish of luxurious wood created through a multistep manufacturing process by highly skilled craftsmen, raise the ES's cabin design to an incomparable level of exquisite comfort.

A 4.2-inch color multi-information display at the center of the instrument panel provides route statistics and other useful info to the driver. To further enhance control over the Remote Touch Interface, the 2016 ES adds "Enter" buttons on either side of the interface.

The engine is Toyota's reliable 3.5-liter V6 with VVT-I variable valve timing delivering 272 horsepower and 364

Newton meters max torque via a 6-speed automatic transmission to dark gray metallic, multiplane machined 20-spoke 17-inch wheels.

Lexus cars are known for their quietness and smoothness. Lexus engineers applied structural reinforcements to increase rigidity in the ES' unibody construction while chassis tuning adapted from the Lexus IS sports sedan enhances ride quality and improves handling. The addition of a sound-reducing layer behind the dash isolates engine noise from the cabin.

Bottom line, new safety technologies, improved performance and a quieter and more luxurious interior wrapped in a freshened chiseled body would ensure the continued success of the 2016 Lexus ES as one of the most admired luxury sedans in the country. The ES is available at Lexus Manila for Php 3,658,000. **aq**



Lexus Manila and Toyota Motor Philippines (TMP) execs pose proudly with the 2016 Lexus ES at its launch recently. At left: Lexus Manila chairman Alfred Ty, TMP EVP Yohei Murase, TMP 1st VP Raymond Rodriguez. At right: TMP president Michinobu Sugata, TMP SVP Ariel Arias, TMP senior EVP Dr. David Go and Lexus Manila president Danny Isla.





Ford's all-new Everest redefines SUV segment

WHOMO says you can't have everything in a sport utility vehicle?



This is the message that the all-new Ford Everest projects—a robust SUV with strong on- and off-road capabilities, advanced technologies, bold design and refined interior comfort for up to seven people.

After the reveal of the new Everest at the Manila International Auto Show in April and a media preview sometime in May, 25 motoring journalists were recently invited by Ford Philippines to test drive the Everest on the roads and hills of Chiang Rai in Thailand.

Following a product briefing and presentation of the scheduled routes, both 4x2 and 4x4 variants of the Everest were made available for us to drive on various road conditions—concrete city streets, highways, dirt roads and off-road—to experience the Ford SUV's outstanding performance and high-tech features.

With two drivers assigned to each vehicle, we took turns in driving 4x2 and 4x4 variants. First to be driven was the 4x2 model that comes mated with a 158 hp/385 Nm 2.2L Duratorq 4-cylinder TDCi (turbo diesel common rail injection) engine and 6-speed automatic transmission (although there will also be a 6-speed manual transmission variant on offer). The suspension has coil springs all around, with a Watt linkage at the rear axle to provide balance between handling and ride comfort.



Text and photos
by Bess Zamora

Just like its 4x4 sibling, the 4x2 variant looks sleek yet rugged with a muscular hood, integrated headlamps, trapezoidal front grille and 18-inch alloy wheels (the 4x4 has 20-inch wheels.) The aerodynamic exterior sports projector headlamps and LED daytime running lights. Chiseled tail lamps with LED lighting and a sculpted tailgate give the Everest a new look, departing from the boxy design of the previous iteration.

The handsome interior is kitted with dual-zone climate control, air conditioning vents in every row, 30 practical stowage spaces, an 8-inch touchscreen head unit and a 10-speaker sound system. A power moonroof, multiple power outlets, flexible seating and cargo arrangements and Active Noise Cancellation technology translate into a quiet, comfortable cabin and excellent ride quality.

The most anticipated part of the ride-and-drive was the off-road sojourn using the 4x4 197 hp/470 Nm 3.2L Duratorq 5-cylinder TDCi variant. Going to the Baan Pang Klang Hill Tribe Village, the 4x4 Everest ran over mud and gravel, moved up and down



hills and effortlessly waded through water crossings, thanks to its 800-mm (or 31.4 inches) water wading ability and 225-mm (about 8.8 inches) ground clearance.

The 4x4 Everest's body-on-frame construction and smart technologies like its Terrain Management System, Electronic Stability Program, traction control, Roll Stability Control, Blind Spot Information System and Cross Traffic Alert take the guesswork out of driving on-road or off-road. For increased control in extreme environments, you can manually lock the transfer case in low-range four-wheel drive mode. Active Park Assist similar to the one of the Focus compact car enables you to parallel park hands-free, requiring only accelerating, shifting and braking on your part.



For in-car connectivity, the Everest has a second-generation Sync head unit (known as Sync 2), which lets you use voice commands to control the car's entertainment system, air-conditioning system and paired mobile devices. Sync 2 also has color-coded corners for easy menu navigation and an integrated subwoofer for accurate and precise sound reproduction.

Summing up, aside from its exceptional on- and off-road capabilities, the all-new Ford Everest's smart features and driver assist technologies make this seven-seater SUV one of the smartest vehicles in its class. **qq**



A diesel-powered duo from Porsche

By Kap Maceda Aguila



DISEL power plants are not quite like they used to be. Auto manufacturers today consider them frugal yet efficient motivators for contemporary vehicles — a fuel variant previously confined to and identified with trucks, jeepneys, and buses. Rather, make that smoke-belching trucks, jeepneys, and buses.

Perhaps with this in mind, Porsche Philippines quietly brought in two diesel-fed variants of its successful SUV marques, Cayenne and Macan.

The 2015 Porsche Cayenne Diesel sports a mid-cycle facelift to go along with a robust 262bhp, 580Nm, three-liter V6 mated to an eight-speed Tiptronic gearbox. Porsche claims it can reach 100kph from standstill in 7.3 seconds, up to an eventual top figure of 221kph. Despite its heft, this diesel-fueled SUV can muster an impressive thirst rate of 12.8 to 13.1 kilometers per liter in the city and about 16 kilometers

per liter on the highway. The front-engine, four-wheel-drive Cayenne offers punchy performance to go with thrifty fuel consumption.

Just like other Porsches, this Cayenne variant is packed with tech candy. Quick access to a sundry of controls, including the CDR audio system, is via a nifty seven-inch touchscreen. The driver is also given his druthers through a multi-function sports steering wheel with gearshift paddles. A tire monitoring system gives realtime feedback on pressure, while the considerable tailgate is automated for enhanced



Cayenne Diesel



Macan S Diesel

convenience. Comfort seats boast eight-way electric adjustment. Along with Bi-Xenon main headlamps, the Cayenne has running lights with four LED spotlights, along with foglights on the front apron.

Meanwhile, as the new entry point into Porsche's highly aspirational lineup, the Macan is a relatively attainable yet no less impressive ride. Well received by Porsche fans all over the world, the compact SUV also has its share of Filipino followers, who will doubtless be interested in the turbocharged S Diesel variant. Under the hood hums the same three-liter V6 of the Cayenne. Porsche reports that the potent engine, working in conjunction with the Porsche Doppelkupplung (PDK), accentuates "the sporty character of the vehicle," allowing for "confident acceleration in every driving situation." The Macan reaches 100kph in but 6.3 seconds, all the way to a ceiling of 230kph.

Porsche optimizes the Macan S Diesel's common rail fuel injection system to yield quiet combustion development as it permits high turbine speeds within the turbocharger. Even at low engine speeds, high boost pressure is created — resulting in increased power and torque.

“Just like other Porsches, this Cayenne variant is packed with tech candy. Quick access to a sundry of controls, including the CDR audio system, is via a nifty seven-inch touchscreen.”

The vehicle's exhaust system helps smash the usual "dirty diesel" image. Compliant with the Euro 6 emissions standard, the Macan S Diesel "features an integrated catalytic converter, in addition to an oxidation catalytic converter and a diesel particle filter."

Aside from the two new diesels, Porsche Philippines also made a couple of other vehicles available for media testing at the Bonifacio Global City. The potent mid-engine, rear-wheel-drive Boxster roadster was one of them.

The base model of Porsche's two seater possesses a 2.7-liter flat-six engine good for 265bhp and 280Nm. Zero to 100kph occurs in less than six seconds; top speed is 262kph with the optional dual-clutch (PDK) transmission.

Porsche additionally achieved a bit of history through a number of honors from JD Power and Associates, the renowned US-based global marketing information services firm, in its latest customer satisfaction survey. For the first time, five Porsche model series reached the top three rankings in their segments.

The iconic 911 finished first for the fourth time in a row in the Midsize Premium Sporty Car category. The JD Power Award was also bestowed the Boxster for the third straight time — winning first place in its Compact Premium Sporty Car segment. As in 2014, it was immediately followed by the Cayman mid-engine coupe on the list.

Additionally, the new Porsche Macan (not included last year for obvious reasons), received the "Highest Initial Quality-Compact Premium SUV" nod, while the Cayenne and the Panamera Gran Turismo each landed third in the Midsize Premium SUV and Large Premium Car segments, respectively. **AQ**

STEERING THE ALL-NEW Mazda 2 SkyActiv

Text and photos by Bess Zamora



I knew I just couldn't pass up the invitation of Mazda Philippines to drive the all-new Mazda 2 sedan and hatchback models around the Southern Tagalog region—even if it meant leaving my comfortable bed early morning, right after arriving from Bangkok the previous night.

Unveiled during the 2015 Manila International Auto Show last April, the Mazda 2 SkyActiv is the fourth generation of the popular nameplate. It is also the fourth model to embrace the *kodo* or "Soul of Motion" design philosophy in Mazda's local lineup.

The officials at Mazda Philippines made available 10 units of the all-new Mazda2 Skyactiv sub-compact sedan and

hatchback through 450-odd kilometers of fast straights and winding countryside roads around the cities and municipalities of Laguna, Quezon, Cavite, and Batangas.

The first logged a total two-day driving distance of 340 kilometers, and covered a run from Santa Rosa to Sampaloc Lake in San Pablo, Los Baños, Canlubang (all in Laguna), and Tagaytay (Cavite).



The second and more challenging route logged 365 kilometers over two days, and took participants up to Liliw (in Laguna) before heading back to Tagaytay via Nagcarlan, Los Baños then Canlubang.

The third and longest route notched over 457 kilometers (kms), and started from Santa Rosa and drove to Ibaan in Batangas via the STAR (Southern Tagalog



Arterial Road) toll way, passing through San Juan (Batangas) before heading to the towns of Candelaria, Tayabas and Lucban in Quezon. Driving through twisty mountain roads around the foot of Mount Banahaw, the finale circled back to Liliw, Nagcarlan and Los Baños before driving back to Tagaytay.

"There's no better way to communicate the above-class quality, design, dynamism and performance of our latest Mazda vehicle than by driving our cars the way they were meant to be driven. The famed Viaje del Sol route around the provinces south of Manila not only offer

but it also allows them to enjoy getting there. We wanted the motoring press to experience the all-new Mazda 2 SkyActiv in varying degrees as it offers the Filipino consumer the full range of practical, everyday usability together with above-class build quality and that unique Zoom-Zoom driving pleasure that only Mazda can deliver," added Tan.

There were two or three drivers assigned in each car who took turns to experience the performance of the Mazda 2. After a designated spot, participants of each route exchanged cars to try out the other Mazda 2 variants. From concrete to

took time to take photos to document our driving experiences and submit as entries for a photography contest for the trip.

From San Pablo City we drove to the uphill Casille-Tagaytay road and visited the abandoned Marcos mansion while driving on dirt. The car's comfortable ergonomics and in-car entertainment system kept the driver and passenger happy and relaxed through the long drive.

From the Nurture Spa stop in Tagaytay, this writer drove another 68 kms of winding uphill and downhill concrete and dirt roads leading to Hamilo Coast, with the Mazda 2 handling tight corners and severe turns



Mazda 2 SkyActiv is the fourth generation of the popular nameplate. It is also the fourth model to embrace the kodo or "Soul of Motion" design philosophy in Mazda's local lineup.



a rich cultural and historical backdrop to any road trip but it also provides some of the most scenic and challenging roads that any driver will thoroughly enjoy," said Berjaya Auto Philippines and Mazda Philippines president and chief executive officer Steven Tan.

"The all-new Mazda 2 SkyActiv not only provides the ideal platform for motorists to get from point A to point B,

rough roads and uphill to downhill zigzag roads, driving the Mazda 2 was a breeze. It was not just driving but the fun part was a stopover at the beautiful Sulyap Gallery Café and Restaurant where delicious Tagalog food was served amid the music from vinyl records of Ric Manrique Jr., Sylvia La Torre and the Mabuhay Singers.

Another stop of note was the idyllic Sampalok Lake in San Pablo City where we

with great ease. I didn't realize that I was leading some eight cars in pitch darkness that night because I was confident of the car's safety features—including wide LED (light emitting diode) headlamps, anti-lock braking and dynamic stability control.

I may not have won the photo contest, but I was a sure winner for having experienced beyond expectations the wonders of the all-new Mazda 2. **QQ**

THE latest 300C iteration from Chrysler is set to be the most technologically advanced sedan of its class. It's been designed with the ideals of balance, elegance, sophistication, performance, and craftsmanship.

Big, bold, and proudly American, the 2015 Chrysler 300C has been built for the masters of the universe, the professionals, and experts in their respective fields.



sculptured LED tail lamps. In the cockpit are an illuminated rotary transmission shifter, larger controls plus Chrysler's new three-spoke steering wheel with die-cast paddle shifters

When designing the new Chrysler 300C, the team incorporated unique design elements and utilized authentic materials to create an interior identity that is comfortable yet beautiful.

The interiors boast of quilted Nappa leather, hand-sanded wood, and ultra-premium Poltrona Frau leather-wrapped instrument panel and console. All-new interior design elements include a standard 7-inch full-color driver information display (DID) and class-exclusive electronic rotary transmission shifter, plus

the road, its chassis features a new sport-tuned suspension with increased damping.

The latest Chrysler sedan features class-exclusive TorqueFlite eight-speed automatic transmission, now standard on every 300C. It balances performance with segment-leading highway fuel efficiency: Best-in-class V6 highway fuel economy with 3.6L Pentastar engine and unsurpassed V6 combined fuel economy.

The new 300C offers more than 80 safety and security features including many that are new for 2015. It highlights the latest driver-assist technology.

The Full-speed Forward Collision Warning-Plus provides autonomous braking and, under certain circumstances, slows or brings the vehicle to a full stop when frontal collision appears imminent.

Drive proud with the new Chrysler 300C



The enhanced improvements – design, luxury, comfort, driving performance, fuel efficiency, and safety and security features – are meant to cater to people who know what they want, and set out to get it.

The 2015 Chrysler 300C delivers more confident looks, expressive materials and excellent execution. At the front of the new 2015 Chrysler 300C, a redesigned fascia features a more sculptured surface, a taller and more prominent grille with its unique dimensional texture, and chrome grille surround.

The grille contains the Chrysler wing badge which appears to float within the dramatic grille texture and highlights the new "face of Chrysler." Nestled below the upper grille is an elegantly drawn chrome Mobius strip, which outlines the lower grille opening and extends outward, surrounding the new LED fog lamps that provide a consistent white illumination at the front.

This new detail reinforces the Chrysler brand's new design direction and provides the Chrysler 300C with even more visual presence. Bi-Xenon High-Intensity Discharge (HID) projector beam headlamps with adaptive forward lighting (AFL) better illuminate road curves ahead, while integrated LED-illuminated daytime running lamps (DRL) form a "C" shape for unmistakable brand identity.

Finishing the new Chrysler 300C sedan's powerful rear stance are new



Chrysler brand's new three-spoke steering wheel with larger vehicle controls and die-cast paddle shifters.

The 2015 Chrysler 300C has platinum-chrome exterior details and 20-inch wheels. In addition, the newest Uconnect systems have been added with the segment's largest 8.4-inch touchscreen display.

The new Chrysler 300C is more capable, athletic-styled, and driver-focused than ever. Instantly transforming its performance and personality is the revised Sport mode. Once engaged, drivers can reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, and firm up the steering feel of the new standard electric power steering (EPS) system.

For even greater V6 performance, the Chrysler 300C increases the standard 3.6L Pentastar engine's output up to 286 horsepower at 6350 rpm and up to 340 N·m at 4650 rpm of torque. It also adds a unique sport-tuned dual exhaust system with a more distinctive sound. To make sure the added power and precision connects the driver to

The Adaptive Cruise Control Plus with Full Stop helps maintain distance from the vehicle in front and, under certain traffic conditions, can bring the vehicle to full stop without driver intervention. New Lane Departure Warning with Lane Keep Assist introduces subtle steering-wheel input to alert the driver of inadvertent lane departure and assist with corrective action.

The standard Keyless Enter 'n Go feature activates interior lighting and enables passive cabin entry and trunk access through the driver's personalized key fob. The new Chrysler 300C also includes a standard ultrasonic security system with an anti-tilt feature, which sounds an alarm if the vehicle is towed or raised on a jack.

The new standard Electric Power Steering (EPS) system provides added efficiency, added driving ease in low-speed situations and when parking, and tuned for added responsiveness during spirited driving.

The all-new cast-aluminum axles and axle housing provide weight savings and help to reduce parasitic friction. 



SIX GENERATIONS. ONE EVOLUTION.

THE BMW 3 Series can look back over an extraordinary career path. Among the key milestones along the way have been its success in pioneering a new vehicle category, establishing itself as the embodiment of the distinct BMW drive in its segment, and becoming the world's top-selling premium car.

As the German automotive giant celebrates the vehicle's heritage and success, its official importer and distributor in the Philippines Asian Carmakers Corporation, launches the BMW 3 Series Anniversary Edition – a fitting homage to 40 years of sheer driving pleasure and the ultimate driver's car.

A MODEL OF ATHLETICISM

A long bonnet and long wheelbase, short overhangs, and set-back passenger compartment represent the underlying character of the BMW 3 Series that endures from generation to generation. While the BMW 3 Series Anniversary Edition reflects these BMW core attributes, it presents a more agile and powerful appearance that sets it apart from models in its range.

The striking front end features twin circular headlights and BMW kidney grille in black gloss finish to complement the sporty look that runs along the flanks of the BMW 3 Series Anniversary Edition. Along the sides, the special automobile dons 18-inch BMW M Performance light alloy wheels in double-spoke style 405M. This is matched by exterior mirrors in carbon fiber housing with integrated turn indicators and automatic anti-dazzle function.

At the rear, the BMW M Performance rear spoiler in body color finish is quick to captivate attention and lends the car an even more dynamic appeal. Signature L-shaped rear lights with LED clusters and a tailpipe in high gloss chrome finish complete the sporty look of the BMW 3 Series Anniversary Edition.



BMW celebrates 40 years of the ultimate driver's car with the 3 Series Anniversary Edition

POISE MEETS VERSATILITY

The BMW 3 Series Anniversary Edition gives the familiar comfort, high-quality materials, and outstanding ergonomics unique to the line-up but goes the extra mile in illustrating the perfect balance of form and function.

Apart from offering a host of storage possibilities, entertainment and connectivity features, such as an Alpine high-fidelity speaker system, adds to the enjoyable usability of the BMW 3 Series Anniversary Edition. For increased safety, the vehicle also includes a BMW Advanced Car Eye on-board camera, a full HD dashboard camera that detects critical situations while driving and offers a better view when parking.

MAKING EVERY KILOMETER COUNT

The first generation of the mid-sized sedan delighted customers with a level of sporty handling joined by an economical engine never before offered in the segment. The commitment to performance and efficiency remains true today as the BMW 3 Series Anniversary Edition runs with a brawny engine combined with balanced weight distribution.

The BMW 3 Series Anniversary Edition BMW TwinPower Turbo engine coupled with BMW's award-winning eight-speed automatic transmission with Steptronic. The diesel-powered sedan sprints from 0 to 100 km/h in under 9 seconds with 143 horsepower and peak torque of 320 Nm. Engineered with BMW's

EfficientDynamics technology, the vehicle's engine also enables minimal fuel consumption to promote smart and sustainable mobility without undermining performance.

PASSION ENSUES

First unveiled at the 1975 International Motor Show (IAA) in Frankfurt, the BMW 3 Series has developed into both the brand's most successful model range and an international bestseller. The history of the BMW 3 Series is a testament to the passion and innovation of the German carmaker in sporting ability, safety, comfort, connectivity, and efficiency.

Through the years, the introduction of trailblazing technological innovations in the BMW 3 Series has broken new ground in the mid-size class. The BMW 3 Series has led the way with new vehicle concepts reflected in the brand's model line-up and injected fresh ideas into the premium automotive segment.

Today, as in 1975, purchasing a BMW 3 Series represents an expression of joy in sporty handling, enthusiasm for innovative technology, and appreciation of premium quality. In the Philippines, the BMW 3 Series has consistently echoed its global success by becoming a popular vehicle choice among discerning Filipino customers.

To know more about the BMW 3 Series Anniversary Edition, log on to the interactive microsite (www.3seriesat40years.com.ph) or the official BMW Philippines Facebook page ([BMW.Philippines](https://www.facebook.com/BMW.Philippines)). 



Kia unveils the all-new Forte

CONSUMERS with different personalities have different ways of expressing themselves.

And different lifestyles create different wants and needs.

As Kia formally launches its newest offering on Philippine shores in the all-new Kia Forte, the merits of being distinctive and having the power to choose were celebrated.

The Korean auto giant introduced the 4-door sedan, 5-door hatchback, and 2-door Koup variants of the Kia Forte, each with its distinct strengths.

Columbian Autocar Corporation (CAC), the exclusive distributor of Kia vehicles in the Philippines, held the grand, public unveiling of the three Forte variants at Newport Mall Atrium.

CAC President, Ginia R. Domingo, spoke confidently of the features that the all-new Forte brings to the table.

"The three Forte variants relate to different markets but at the end of the day, they all carry the renowned Kia name and with it is a guarantee of refreshing interiors, compelling styles, and powerful road performance."

Domingo added, "The all-new Forte truly exudes a dynamic presence on the road and we can't wait for everyone to try a different driving experience aboard any of the three Forte variants."



FINDING YOUR IDEAL FORTE

All three variants of the Kia Forte are expected to make a big and immediate impact to the motoring public with its distinct look and detail-oriented interiors fit for diverse lifestyles and personalities.

The classic elegance and timeless design of the Forte 4-door sedan is complemented by an efficient Gamma 1.6L inline-4 cylinder, DOHC, D-CVVT, 16-valve, MPI engine putting out 130 ps of power at 6,300 RPM and 16 kg•m of torque at 4,850 RPM.

It is a versatile companion for everyday driving that boasts of motor-driven power steering (MDPS) for greater steering feel and quicker response and is equipped with the patented Flex Steer System that allows different levels of steering assistance—Normal, Sport, and Comfort.

Priced at ₱965,000, the Forte 1.6L EX A/T 4-door is Kia's new take on what a traditional sedan should offer. It is available in five vibrant colors: Snow White Pearl, Temptation Red, Aurora Black, Metal Stream, and Planet Blue.

For a lifestyle that demands action and function, the Forte 5-door hatchback provides ample space inside and a polished look outside.

Under the hood, Kia's latest 5-door hatchback is powered by a NU 2.0L inline-4 cylinder, DOHC, D-CVVT, 16-valve, MPI engine with maximum power of 161 ps at 6,500 RPM and maximum torque of 19.8 kg•m at 4,800 RPM. The Forte hatchback is furnished inside with an equally striking leather material for its seats and advanced multimedia capabilities.

Take advantage of limitless possibilities with the Kia Forte 2.0L SX A/T 5-door hatchback, now offered at ₱1,190,000. Get it in one of five distinctive body colors: Racing Red, Planet Blue, Aurora Black, Snow White Pearl, and Metal Stream.

Completing the all-new Forte variants is the 2-door Koup designed with power in mind. Its NU 2.0L inline-4 cylinder, DOHC, D-CVVT, 16-valve, MPI engine with a maximum power output of 161 ps at 6,500 RPM and maximum torque of 19.8 kg•m at 4,800 RPM consistently delivers a powerful and reliable drive.

The Kia Forte 2.0L EX A/T Koup shows off a sleek and sporty vibe that will render passengers and onlookers pleasantly surprised. The frameless doors and 17-inch alloy wheels outside and the interior's convenience features such as the dual zone full auto climate control, MDPS and Flex Steer System, and state-of-the-art entertainment panel with rear view camera make this chic coupe the choice of car lovers everywhere.

Available in a choice of Snow White Pearl, Racing Red, and Aurora Black at ₱1,090,000, the Forte Koup is Kia's newest head-turner.

To discover your perfect Forte, visit a Kia dealership near you or check out the all-new Forte 4-door sedan, 5-door hatchback, and 2-door Koup on www.facebook.com/kiainthephilippines and www.kia.com for more details. **AQ**

A New Era for Pick-Up, Every Inch a Hilux

THIS July, Toyota introduces a more daring and more powerful generation of its premier Pick-up. With an all-new model designed for toughness and comfort, the number one automotive brand in the country finally unveils the new era of Pick-up that is every inch a Hilux. Raising the level in terms of expectations, the all-new Hilux turns to a new age outperforming its previous generations and even competition. True to its name, the brand "HILUX" is a combination of the words "high" and "luxury," to underline the said vehicle's competitive edge across other Pick-Ups.

TOUGH & EMOTIONAL DESIGN

The all-new Hilux boasts a powerful and stylish front design suggesting the look of a "next-generation" Pick-up truck. Its new thick bumper contrasts with the thin grille and headlamps achieving both toughness and refinement. It also now carries the signature Toyota "under-priority and keen look" offering its customers a more appealing shape. Moreover, it displays a wider and more stable stance, as seen in its continuous flow of lines with protruding wheel flares.

Its lower side body is emphasized for a more secure look. Its sleek cabin silhouette also proves that refined features can actually pair well with toughness as seen in the all-new Hilux. The top-of-the-line 4x4 and 4x2 (G Grade) models are equipped with a side step and 17 inch alloy wheels for a sportier look. Its rear design, on the other hand, shows a strong and unified form as seen in its voluminous beltline which continues to the deck and tailgate. Moreover, the Pick-Up's contour of the cabin area seamlessly connects to the deck area exuding an element of strength. Toughness is further embodied as seen in its large rear combination lamps.

As you step inside the vehicle, one can immediately notice the perfect balance of style and function throughout the cabin. The all-new Hilux renders toughness and functionality required for a dependable space combined with ease and convenience enjoyed for private use. The new generation Hilux securely seats up to

5 passengers (including driver.) It offers greater front seat comfort with larger head room and shoulder room. Moreover, its rear seat passengers of the all-new Hilux will enjoy the expanded knee room and rear center armrest. Its new broad shoulder brims and pronounced seatback edges enhance the firmness and security of each passenger seated. Safety is never compromised with Toyota as the all-new Hilux carries *7 standard SRS airbags. (Applies to 4x4 G AT. Other variants have Front (D+P) and Driver Knee – total of 3)

The G grade offers advancement and more as seen in its new 6.5" Capacitive Touch Screen Display Audio with multiple functionalities such as MP3/Bluetooth/USB Capability and Navigation. It also carries an optitron meter with illuminated needles, 2-ring/4-dial meter with silver rings. Moreover, it now has a 4.2-inch color TFT multi-information display that indicates the outside temperature/shift range indicators, information index icons, Eco Meter and odometer. Lastly, a 3-spoke leather steering wheel that is ergonomically designed with "audio and MID" control switches.

SUV-LIKE DRIVING PERFORMANCE & COMFORT

The 8th generation Hilux asserts a newfound driving performance embodied by its new diesel GD engine that can handle any terrain. Gentle yet commanding, its powertrain delivers an exceptional acceleration performance & increased fuel efficiency demonstrating that the Hilux is suited for all purposes depending on the driver's need for it. The all-new Hilux is presented in a 2.8 liter or 2.4 liter 4-cylinder,

16-valve VN Turbo Intercooler diesel GD engines, Toyota's premier Pick-Up provides a maximum output of 174hp/3,400rpm, and maximum torque of 450Nm/1600-2400rpm. Moreover, it is equipped with a 6-speed sequential automatic or 6-speed manual transmission available in the G variant. Aside from performance, the Pick-Up's new engine is considerably more quiet in practical usage conditions – vibrations and road noise are well suppressed even on rough terrain.

Proof that the Hilux is determined to deliver a more innovative vehicle, the Pick-up holds *an Intelligent Manual Transmission system (iMT), created to support smooth shift changes by detecting the driver's operations and automatically controlling the engine speed to match the transmission speed. (*Applies to 4x4 G MT)

The 2015 Hilux also now carries an Anti-Lock Brake System (ABS) with Electronic Brake Force Distribution (EBD.) Aside from just preventing the tires from locking during braking, the EBD is equipped to properly perform brake force distribution between front and rear wheels according to the vehicle condition. The force required to operate the brake pedal is reduced, ensuring good brake performance. Moreover, the Pick-Up has *Vehicle Stability Control (VSC) with *Active Traction Control (A-TRC.) (*Applies to 4x4 G AT.) Whether it be over steering or under steering while the vehicle is turning, the wheel brakes and engine output are automatically controlled ensuring the safety of its passengers. Lastly, Toyota's all-new Pick-Up now has Hill Start Assist Control, when the vehicle is on a slope; it automatically allows brake control to suppress roll back of the vehicle when starting off – this reduces the burden of the driver.

Truly, the All-new Hilux is tougher than you can imagine. Toyota has redefined toughness and comfort as seen in the 8th generation Toyota Pick-Up. **aq**

The All-new Hilux is offered in seven variants with a starting price of ***929,000 PHP.**

	All New Hilux	SRP
4x4	2.8 G Dsl A/T	1,685,000
	2.8 G Dsl M/T	1,555,000
4x2	2.4 G Dsl A/T	1,283,000
	2.4 G Dsl M/T	1,208,000
	2.4 E Dsl M/T	1,033,000
	2.4 J Dsl M/T	929,000
	2.4 Cab & Chassis	776,000





Porsche Philippines General Sales Manager David Gomez

PORSCHE CHAMPIONS INTELLIGENT PERFORMANCE

Fresh from a triumphant stint at the world-famous Le Mans endurance race, Porsche registers as a large blip on the desirability radar these days. That makes the new general sales manager of Porsche Philippines, David Gomez, a very happy man. "It certainly contributes to Porsche's proud racing heritage of more than 30,000 race wins to date. The DNA of a true sports car is embedded in each and every Porsche car," he shared. "The power, efficiency, and everyday usability are reasons why

I love this brand so much. In addition, J.D. Power recently ranked Porsche as the number one brand for the eleventh time in succession. There is no substitute." As for customers, Gomez promised to continue to treat each "like family by giving them "utmost importance and personalized service."

AUDI PROMOTES 'VORSPRUNG DURCH TECHNIK'

Heading the sales effort of Audi Philippines is Paolo Brambilla, who maintained that the Ingolstadt, Germany-based brand is a "perfect choice" for Filipinos as it is a showcase of technology. "To survive in an ever-growing vehicle market, a brand has to be aggressive and stylish," he said. "Filipinos have already been exposed to the premium brands and have experienced for themselves the handling, comfort, and dynamism of European vehicles. I predict aggressive growth for this segment."

Audi Philippines
General Sales Manager
Paolo Brambilla

Relentlessly moving ahead

Porsche, Audi, Lamborghini and Bentley to speed brands forward in the Philippines

SOME of the world's most premium, exclusive and coveted automobile brands—Porsche, Audi, Lamborghini and Bentley—recently announced the appointment of new general sales managers in the Philippines. The move is expected to reinvigorate and further drive local sales efforts for a growing number of owners.



Lamborghini Philippines General Sales Manager Enrique Jarlego II



Bentley Philippines General Sales Manager Rommel Corcuera

LAMBORGHINI IS UNCOMPROMISING IN CUTTING-EDGE VISION

It's hard to argue with Enrique Jarlego II, who opined that owning a Lamborghini is a "statement." The Italian supercar maker has been turning heads, adorning posters, appearing in movies, and winning races during the intervening years since its founding in 1963. Jarlego, now Lamborghini Philippines general sales manager, declared: "Lamborghini is an extraordinary brand guided by its principle to be visionary, cutting edge, and pure. Most wealthy Filipinos appreciate an elevated lifestyle. Owning a Lamborghini embodies that lifestyle."



BENTLEY OFFERS BESPOKE LUXURY AND STERLING PERFORMANCE

The bespoke luxury and sterling performance of Bentley's ultra-premium stable of cars also has a lead prime mover in Rommel Corcuera. The Bentley Philippines general sales manager asserted that as the Crewe, England-based carmaker serves only the most exclusive of segments, "We should exert much more effort to create our own market." Corcuera underscored that it's also all about "factual selling." A Bentley's craftsmanship is incomparable, he said. "Like Filipinos, Bentleys are full of expertise, passion, and pride."

Truly, the already fast and furious stable of brands in PGA Cars now appears poised to fly off the showrooms in an equal rate of pace. ☈

 Sales for the month of June reflected a modest growth of 1.6% compared to 4,535 units that was sold during the same period last year.



Mitsubishi Motors Philippines sets highest monthly sales record in June



MITSUBISHI Motors Philippines Corporation (MMPC) closed the month of June recording its highest monthly sales volume of 4,607 units. Sales for the month of June reflected a modest growth of 1.6% compared to 4,535 units that was sold during the same period last year. Passenger cars sales also increased by 32.3% with 1,499 units sold compared to 1,133 units sold during the same month last year. Sales for Fuso Trucks and Rosa Bus also posted increases. Fuso Trucks' sales improved by 28.9% with 98 units sold while Rosa Bus sales grew by 25%.

Combined sales data from the Chamber of Automotive Manufacturers of the Philippines Inc. and Truck Manufacturers Association for June of 24,185 units was also the highest monthly retail sales for the industry. In addition, first half total sales of 131,465 units is also the highest recorded 6-month sales for the whole industry. The total industry sales for the first half also improved by almost 21% compared to the same period last year.

Mitsubishi Motors Philippines turns over a fleet of all-new Strada pickups to Manila Water

Meanwhile, MMPC closed the first semester of the year with 25,198 units for a slight growth 0.5%. In spite of this modest growth, MMPC was able to keep its number two position in the local automotive industry with a market share of 19.2%.

For the first half of the year, sales of Mitsubishi passenger cars significantly grew by 28.9%. MMPC sold a total of 8,002 units which accounts for 4,673 units of Mirage G4 sedan, 2,834 units of Mirage and 495 units of Lancer EX. With this significant performance, MMPC also managed to become the second bestselling brand in the passenger car category in the first half. With the Mirage and Mirage G4's features offering practicality, fuel efficiency and value for money these sub-compact cars remain attractive to a big market of car buyers looking for an affordable and practical car.

MMPC's performance was also complemented with the recently launched the all new Strada. This new pick up model generated interest from both new pickup buyers and loyal Strada owners and easily catapulted its way to becoming one of favorite pickups in the market given its new styling, spacious and car like cabin, excellent riding comfort and proven performance. MMPC sold a total of 2,495 Strada pickups in the market capturing 18% share of the total pick up segment.

Froilan Dytianquin, MMPC's First Vice President for Marketing Division said that "We are optimistic that sales will still accelerate for the remaining months given upgrades to our core models such as the Mirage, Mirage G4, Montero Sport and Strada. In addition, we will introduce attractive promotions and financing payment schemes making it more affordable for buyers to purchase the Mitsubishi vehicle they've always wanted". With MMPC's aggressive marketing efforts, and expected higher sales trend in the 2nd semester, MMPC will be able to sustain its sales growth and keep abreast with the industry's growth. For 2015 MMPC is aiming to sell a total of 62,000 units accounting for 20% market share. 



MITSUBISHI Motors Philippines Corporation (MMPC) recently turned over a fleet of the all-new Strada pickups to Manila Water Company, Inc. One hundred sixteen (116) units of Strada GL 2WD Manual Transmission were acquired by Manila Water thru MMPC's authorized dealership Diamond Motor Corp. – Quezon Ave. (DMC-QA). Among other available pickups in the market, Manila Water chose the Strada because of its fuel efficiency, improved features, and very competitive price. A thorough evaluation was conducted by Manila Water to determine the best pickup that will fit their requirements. The ceremonial turnover was headed by MMPC's Assistant Vice President for Vehicle Sales Dante Calma, Manila Water's Director for Operations Support Services, Estelita Orodio, and DMC-QA's Vice President/ Branch Head Eduardo Icasiano. With Manila Water's nature of business, the all-new Strada is the perfect workhorse for them.

FOTON's BIG SHOW 2015

UP FOR
THE
CHALLENGE

INTRODUCING
TOPLANDER
4x2 / 4x4

FOTON's BIG SHOW is coming this October 2015

October is fast approaching and so is FOTON's BIG SHOW! On October 2, 3, and 4, 2015, FOTON will once again stage its BIG SHOW where interested buyers of FOTON vehicles are sure to get the best deals! Clients can get BIG discounts when they purchase or reserve vehicles during the show.

Various ALL-IN deals with special freebies are also available to those who reserve their vehicles and apply for their car financing in the BIG SHOW.

FOTON's BIG SHOW has been running for 5 consecutive years and is the venue for FOTON to showcase its wide range of commercial vehicles. This year, interested buyers of vans, pick-ups, light duty trucks, heavy duty trucks and heavy machineries can go to World Trade Center in Pasay City because all these vehicles are available under one roof! Different variants and customization of trucks will be displayed so you can see what vehicle is best suited for your business. This year, the BIG Show will open with the launch of its first ever FOTON SUV, the Toplander. Visitors of this annual event will see the 2 variants that are being offered, the 4x2 and 4x4 variant. These are powered by a 2.8L Cummins Diesel engine, which gives a stunning performance and power for on-road and off-road driving. The BIG SHOW is open from 10:00am to 7:00pm and admission is absolutely free.

To know more about FOTON Vehicles, visit any of the 20 FOTON dealerships all over the Philippines, or call (02) 459-2121 or 0999-999-9998. You may also visit their website at www.foton.com.ph



OUT IN 90 MINUTES!



These days, the automotive industry is so competitive; the fight for consumers, patronage has been taken off the showroom floor and into the service bay. Promos like 45-minute oil changes are becoming increasingly popular among dealers to accommodate clients during their respective lunch breaks; but do they really work? It is one thing to do things fast; another thing to do things thoroughly. As the old saying goes, "haste makes waste". With a growing record for laudable service and customer care, FOTON recently began offering its clients a thorough, 90-minute quick service package, starting with their GMA dealership in Cavite; a key location given the diverse composition of FOTON's SME customers in the area who are into construction and building materials; glass/aluminum supplies, and coconut deliveries. Occupying more than 4,000-plus square-meter area, the FOTON GMA Cavite dealership boasts 12 service bays; two of which are dedicated solely to the 90-minute quick service package. Originally intended for the Tornado series of light commercial vehicles (up to the Tornado 3.5 ton truck) popular in the industrial area, the 90-minute quick service has expanded to include FOTON's pickup trucks and vans. This thorough service includes more than just an oil change; other value-added services bundled into the package are a 30-point checkup and complete body bolt tightening – a must for commercial vehicles that see high-mileage use from day to day.

Apart from the two bays dedicated to the 90-minute quick service package; a specially-trained, full-time technician is assigned to the service station; while tools, lubes and other expected consumables are located on each station's work table to ensure uninterrupted service flow. The 90-minute service clock begins as soon as the vehicle is docked in the service pit, and ends when the vehicle is driven out. Additional work not included in the 90-minute quick service package will be clocked and charged separately.

To assure the seamless flow of the 90-minute quick service, clients must book an appointment at least two days before their desired service schedule. This will ensure that the day's customers do not overlap on the service advisor's list, and guarantees the customer of prompt attention upon arrival.

Customers who arrive too early for their appointments – as well as those who request for additional service beyond the scope of the 90-minute quick service – can have coffee or work on their laptops while waiting in comfort at FOTON GMA Cavite relaxing customer's lounge. Currently, FOTON GMA Cavite offers four schedules; two in the morning (9:00AM – 11:00AM) and two in the afternoon (1:00PM – 3:00PM), averaging two vehicles every day. In the event that more than one vehicle is scheduled for the same time block, another mechanic is pulled from the regular pool for immediate service. Depending on the choice of lubes and other fluids

inclusive of labor. At the end of the service, each customer is given a survey form to address any weaknesses in the service; or continue with the current program if it is deemed satisfactory.

One customer, Ms. Eliza Layson of Layson Enterprises, a contractual forwarding company that transports goods from GMA, Cavite to any point of Luzon, praised FOTON's 90-minute quick service, saying, "Maganda po yung service ng FOTON, mabilis, kumpleto at madalas hindi inaabot ng 90 minutes. Kaya yung dalawa kong Tornado truck, dinagdagan ko pa ng dalawa pa kasi tiwala ako sa alagang FOTON". The 90-minute quick service program is now available at Cavite, Balintawak, Pampanga, and Calamba. It will be soon available at other FOTON dealerships nationwide.

To know more about the 90-minute quick service program, please call FOTON Philippines at (02) 459-2121 or 0999-9999998, or visit their website at www.foton.com.ph





Hyundai Motor Wins Multiple Cannes Lions Awards For 'A Message to Space' Campaign



- Hyundai Motor's Guinness World Records-breaking video campaign honored at the Cannes Lions International Festival of Creativity 2015
- Innovative campaign honored in Film Craft, Direct and Outdoor categories at top global creative communications awards
- Video of daughter's note to astronaut father seen by more than 65 million viewers online

HYUNDAI Motor's pioneering 'A Message to Space' campaign has won three Bronze Lions in the Film Craft, Direct, and Outdoor categories at the 2015 Cannes Lions International Festival of Creativity. The global event is the world's greatest celebration of creative work that changes the communications landscape.

Since launching on April 13 this year, the Hyundai Motor campaign has been center of attention on social media around the world. The ground-breaking film has taken the internet by storm, attracting more than 65 million views on YouTube (<https://youtu.be/3EOAXrTrsOE>), with Ad Week ranking the film number one in its chart of the 10 most watched ads on YouTube in April.

In addition, the video was aired more than 800 times on US national TV channels such as ABC, FoxTV, and NBC, in addition to being covered by numerous high-profile print and online media including TIME, People and Forbes. The Lions award follows last month's Third Prize Award in the 'Film: Use of Medium' category at the 2015 New York Festivals World's Best Advertising awards.

The innovative campaign tells the story of how Hyundai Motor sent a message from

a 13-year-old girl to her astronaut father. In the video, 11 Genesis cars write a huge message, covering about 5.55 km², on the Delamar Dry Lake, Nevada—an image the girl's father was able to capture from the International Space Station. In a unique extension to the concept, Hyundai Motor invited viewers to create their own virtual message to share with loved ones, an opportunity taken up by more than 85,000 people around the world.

Now in its 62nd year, the Lions International Festival of Creativity recognizes excellence in brand communications across 17 categories, covering everything from traditional print and film to technology and product design. The week-long event in Cannes, France, attracts more than 10,000 delegates from 90 countries and this year received over 37,000 entries. 





SUZUKI PHILIPPINES DEBUTS ALL-NEW CELERIO

SUZUKI, one of the leading makers of compact cars, launches its all-new and improved Celerio model in the Philippines featuring an A+ compact build — a concept that steps up on the strengths and exceeds the limits of the A segment car by implementing the “small on the outside, big on the inside” idea. It sports the same dynamic and easy-to-maneuver design, which Suzuki compact cars are

known for, while offering spacious room for passengers and relatively huge luggage capacity.

Equipped with electric power steering and electronic-controlled door lock and windows, the new Celerio model also provides above-standard safety and security features with its Anti-lock Brake System (ABS), dual airbags, collapsible steering column, side impact

beams, Suzuki’s patented TECT design, as well as the high mount stop lamp and defogger.

The new Celerio variant sports an improved K10B three-cylinder engine that produces a maximum output of 67 hp @6,000 rpm and 90 Nm @3,500 rpm for excellent fuel efficiency to meet the practicality and sophisticated taste of modern Filipinos. **AQ**



Chevron celebrates going 80 years and further with Delo

CHEVRON Lubricants, maker of the Delo brand of technologically advanced engine oils, lubricants and coolants, celebrated its 80th year of Delo brand.

Delo (Diesel Engine Lubricating Oil) has been established since 1935. In the 1950s, the Delo brand pioneered the first successful multi-grade engine oil and delivered one of the first two oils approved for Caterpillar Series 3 – RPM Delo Supercharged-3 Oil.

In 1971, Chevron Delo 400 was introduced and became the first product in the industry to meet the diesel and gasoline service applications. In 1984, Chevron introduced the first all-hydro processed base oils, which set the standard for performance in the base oil industry. Later in the decade, Chevron was the first to extend a big diesel engine (CAT 3406B) life to 1.6 million kilometers without overhaul.

Chevron introduced Delo with ISOSYNTM Technology based on our ISODEWAXING process, resulting in mineral base oils with synthetic-like capabilities in 1993. In 1996, Delo became the first brand to demonstrate 1.6 million kilometers to overhaul in Detroit Diesel Series 60, Cummins NTC400/N-14 and Caterpillar 3406B engines and the first to meet the oil performance requirements of PC-7 (which later became API CH-4) without having to reformulate. Delo 400

Multigrade SAE 15W-40 became the first heavy duty diesel engine oil to meet the API CH-4, Cummins CES 20076 and Mack EO-M Plus extended drain specifications in 1998.

Today, Chevron's Delo product family includes lubricants, coolants and greases. Delo products are found in all major industries including commercial transportation, construction, mining, agriculture and power generation. These performance benefits can be seen through the experiences of our customers in a variety of markets.

“We are truly proud of Delo for successfully and continuously providing supreme protection to diesel engines for 80 years now. Like what we always say, we want smooth and worry-free drive and operation for our clients that's why we constantly find ways to improve our products in order to deliver that promise,” shared Michelle Sayat, Chevron Philippines Marketing Manager for Lubricants. “We've done it for the last eight decades, and we will go further than that. We're looking forward to servicing the Philippines for the next 80 years and more.”

Delo is a global brand, distributed by Chevron under Caltex master brand in Asia Pacific.

More information on Delo products can be found at: www.DeloPerformance.com **AQ**



CHEVROLET Philippines celebrates its Truck Month with the launch of the Colorado Tracker and Tracker Pro editions that combine off-road truck capability, crossover refinement and best-in-class performance features.

Born to be strong and ready to haul or tow anything with ease, the Colorado Tracker variants are powered by a class-leading second-generation Duramax diesel engine producing 200 horsepower and 500 Newton-meters of torque. These translate to superior driving performance compared to other locally available pick-up trucks in its class. In addition, the Colorado Tracker's 1-ton hauling capacity and the 3.5-ton towing capacity plus a 6,000-lb tow hitch with electrical receiver makes for a very able-bodied road companion.

The Tracker Pro is especially equipped with a standard 12,000-pound integrated power winch with recovery equipment package—critical equipment for serious thrill-seekers enabling the Tracker Pro to free itself from deep mud, sand or gravel or for climbing steep, slippery slopes.

Both the Tracker and Tracker Pro editions feature the Chromatic Rear View Mirror with 4.3-inch LCD backup monitor equipped with an overview sensing monitor as standard. To further enhance the Tracker Pro, Chevrolet equipped it with a tire pressure monitoring system that warns the driver if one or more tires are significantly under-inflated. A dash camera with 32GB memory card has also been integrated into the rear-view mirror of the Tracker Pro, enabling continuous recording of forward view when the vehicle is in operation.

WHEN THE GOING GETS TOUGH, CHEVY GETS TOUGHER

Developed to be a go-anywhere vehicle, the Colorado has a game-changing combination of power, capability and right-size configuration. Built like a rock, it can face any road challenge—from floodwaters to shallow rapids, off-road jungles to scaling



Chevrolet Colorado powers in with the Tracker and Tracker Pro

steep inclines—this all-terrain-capable 4x4 is a must-have for any adventure.

With the Tracker and Tracker Pro, finding new roads are made even easier with a choice between 6-speed manual and automatic transmissions. The truck's 8-crossmember ladder chassis configuration enables the vehicle to withstand high torture torsional stress whenever you go off-road. The Tracker's suspension has an added 2-inch lift that affords increased ground clearance and offers 880mm (about 34.6 inches) water wading capability while the built-in snorkel intake reduces risk of water intrusion into the engine. These 4x4 variants also feature aesthetic upgrades that enhance its unique and sporty stance. The brawnier looking in the Colorado bunch, the Trackers look tougher with 17-inch gunmetal gray wheels with all-terrain

tires and aluminum skid plate that not only add to its very capable appeal, but more importantly, protect components from rocks and debris.

Chevrolet also offers industry-leading warranty coverage for pick-up trucks. The bowtie brand is the only automaker in the local midsize pick-up segment that offers a 5-year warranty as standard. The Chevrolet Colorado offers a special warranty that covers the vehicle for 3 years plus a 2-year extended warranty for the powertrain or 100,000 kilometers (whichever comes first). Chevrolet also provides new clients with free three-year 24/7 roadside assistance.

The Chevrolet Colorado is available in seven exterior colors: Summit White, Black Sapphire, Sizzled Red, Auburn Brown, Moroccan Blue, Royal Grey and Switchblade Silver. 



PRICES ARE AS FOLLOWS:

2.5 Liter 6-Speed Manual Transmission (4x2 LT)	P1,148,888
2.8 Liter 6-Speed Manual Transmission (4x4 LTZ)	P1,468,888
2.8 Liter 6-Speed Automatic Transmission (4x4 LTZ)	P1,538,888

CHEVROLET COLORADO TRACKER

2.8 Liter 6-Speed Manual Transmission (4x4 MT Tracker Edition)	P1,468,888
2.8 Liter 6-Speed Automatic Transmission (4x4 AT Tracker Edition)	P1,538,888

CHEVROLET COLORADO TRACKER PRO

2.8 Liter 6-Speed Manual Transmission (4x4 MT Tracker Pro)	P1,528,888
2.8 Liter 6-Speed Automatic Transmission (4x4 AT Tracker Pro)	P1,598,888

Peugeot PH introduces the 2008

LOOKING for a vehicle that combines an accomplished driving experience with a stylish design and practical advantages? The Peugeot 2008 could be the answer to your needs.

The new Peugeot 2008 offers a rich and varied experience in the B-segment. At just 4.16m long, the 2008 innovates by uniquely combining the driving characteristics of a hatchback and the strength of a mini SUV with an onboard area, which invites you to enjoy and relish each and every moment inside the vehicle. With a higher driving position, the new Peugeot 2008 has pronounced wheel arches that give it an appealing road presence and stance. The black bumpers and body sills serve to protect it from abrasions with the addition of front and rear body protection and side moldings in stainless steel.

The car's fascia adopts the latest Peugeot style codes. Finely sculpted, the bonnet lines infer both lightness and

strength, while the floating grille face—a current signature feature in Peugeot's latest line of vehicles—harnesses aerodynamic performance and efficiency. The innovative headlamps are both sharp and precise, acting in congruence with the car's bodywork to give an outline of a cat's pupils. This look is emphasized further by LED daytime running lamps.

Inside, the dynamic and elegant movement continues as Peugeot's innovative driver's seat concept, the i-Cockpit, asserts itself confidently to give the 2008's driver a commanding view of the road. Composed of a compact steering wheel, head-up dials so that you can read information without taking your eyes off the road, an impressive high central console and a huge touch-screen entertainment interface, the i-Cockpit is a feature unique to Peugeot. The 2008's panoramic "Cielo" roof, adorned by mood-inducing LED running lights, also add a flavor of sophistication.



The new Peugeot 2008 urban mini-crossover rounds out the package with a 1.6-liter petrol engine that delivers 120 hp while providing the best emission numbers in its class.

The new Peugeot 2008 urban mini-crossover is available in Peugeot dealerships nationwide at an introductory price of P1,390,000. **AQ**



Asianbrands Motors Corporation Launches Mahindra Dealer Expansion Program

ASIANBRANDS Motors Corporation recently launched its aggressive expansion program in the country with three new dealerships in Luzon, namely Quirino Ave., Las Piñas, and Pasay in Metro Manila. Complementing the Luzon network will be three more dealerships namely, Cebu in the Visayas region, plus Cagayan de Oro and Butuan in Mindanao, which will be opening in the next two months. All three Mahindra dealerships in Luzon are now open to cater the needs of the market. With its continuously expanding dealer network, which offers high-quality standards in sales, service, and spare parts, Mahindra is set to increase its market coverage in the country.

Mahindra's new dealerships boast of state-of-the-art facilities, proficient service technicians, and highly knowledgeable sales consultants. Mahindra's complete lineup is now set for viewing, while spare parts, accessories, general repairs, and preventive maintenance services are easily available to ensure a worry-free Mahindra ownership.

"We are very pleased with how Mahindra has rapidly expanded its dealer network here [in the Philippines.] In the months and years to come, it is our vision to further expand and strengthen the presence of Mahindra in the Philippine automotive market," said Mr. Pravin Shah, President & Chief Executive – Automotive Division & Member of the Group Executive Board, Mahindra & Mahindra Limited.



From right MR. JOYDIP MOITRA - Head-International Sales Automotive Sector, Mahindra & Mahindra Ltd.; Mr. Johnny T. Hernandez – Chairman, Asianbrands Motors Corporation; Mr. Shri Lalduhthlana Ralte - INDIAN ambassador to the Philippines; MR. PRAVIN SHAH - President & Chief Executive, Automotive, Mahindra & Mahindra Ltd; Mr. AUGUSTO CAMACHO - President, Autocirculo Corp. and Mr. Felix J. Mabilog, Jr. – President, Asianbrands Motors Corporation

"We are looking forward to seeing more and more Mahindra vehicles in the country. With a growing dealership network, our customers can rest assured that their Mahindra vehicles will always be in tip top condition," said Felix Mabilog, Jr., President, Asianbrands Motors Corporation.

With the growing needs of the Philippine market today, Mahindra, through its continuously expanding dealer network, will be bringing in its products that are best fit for the aspiring Filipino. Renown for its rugged, versatile, and dependable workhorses, Mahindra is the perfect vehicle for Filipino businessmen and entrepreneurs to address the needs of their emerging businesses. **AQ**



Isuzu NPS and NPR Display



ICI President, Mr. Emmanuel Aligada with the Isuzu EXR Tractor Head



(from Left) Isuzu Cebu Inc. Chairman, Mr. Emmanuel Aligada, Ayala Automotive Holdings Corp. Chairman and President, Mr. John Philip Orbeta, Isuzu Philippines Corp. President, Mr. Hajime Koso, Isuzu Philippines Corp. Executive Vice President, Mr. Takashi Tomita

Isuzu opens 'bigger' Cebu City branch with truck fest

In a bid to serve its customers better in Cebu, the local arm of Japanese carmaker Isuzu opened its latest and newest showroom in the Queen City of the South.

On August 7, Isuzu Philippines Corporation (IPC)—through its dealership Isuzu Cebu Inc. (ICI)—opened its relocated Cebu City branch. The ribbon-cutting ceremony was attended by IPC President Hajime Koso, ICI Chairman Emmanuel Aligada and Ayala Automotive Holdings Corp. Chairman John Philip Orbeta.

The new Isuzu Cebu Branch Office—located at A. Soriano Avenue, North Reclamation Area, Cebu City—is situated alongside other Ayala-owned car dealerships.

Koso noted that the new Cebu City branch will be Isuzu's biggest showroom in Cebu. He also mentioned that even with the current branch relocation, IPC will be

maintaining the main dealership in Mandaue and the satellite office in Talisay.

For his part, Aligada said they are eyeing better sales output with this new facility coupling it with ICI's new marketing strategy. "We have been planning this relocation a few years back to gain a wider audience, by increasing our visibility in Cebu City, which could yield into better sales output," Aligada said.

According to Koso, the relocation "gave our well-loved Cebuanos a bigger and better view of the Isuzu vehicles that they have trusted over the years. This branch has a big floor area as well as better service facilities." he said.

Both Koso and Aligada expressed optimism that the current relocation would generate an increase in the number of walk-in customers as well as vehicle servicing.

ISUZU TRUCK FEST

In line with the opening of its new branch, IPC conducted its 2015 Isuzu Truck Fest Cebu with Isuzu Cebu branch hosting the event. From August 8-14, ICI showcased seven Isuzu trucks—light, medium and heavy-duty trucks.

This year's display featured the NHR with i-VAN body option, NHR with Flexi Truck Body, NKR71 Palletized body, NPS Cab & Chassis, FVM Gullwing van, EXR Tractor head, and EXZ Tractor Head.

"We know for a fact that Cebuanos love big festivities and that they are hardworking, so we are opening this dealership with our own brand of heavyweights. Showcasing our options on the trucks section would be one of the countless ways we can show them that Isuzu can be their reliable partner—may it be for business or leisure," Koso explained. **aq**

Honda sustains strong performance in 2015, sales up by 48% from 2014



HONDA Cars Philippines, Inc. (HCPI) starts the second half of 2015 strong, attaining exceptional sales and outstanding after-sales service performance.

To date, HCPI records a total of 10,467 vehicle sales from January 2015, 48% more than its retail sales for the same period in 2014. During the month of July, Honda recorded 1,732 vehicle sales, a 28% increase as against the same month last year.

Among the Honda vehicles in HCPI's lineup, the New City remains to be the company's best seller, contributing half of Honda's average monthly sales. The 4th Generation City which debuted last year has been updated with a built-in navigation system that addresses customers' need for a more convenient drive.

Also contributing to the significant increase in vehicle sales are Honda's recently launched models, the All-New Mobilio, and the All-New HR-V.

The All-New Mobilio is Honda's first seven-seater Multi-purpose Utility Vehicle (MUV) offering that caters to the needs and expectations of Filipinos in an affordable family vehicle. Since its launch in April, the All-New Mobilio has been well-received by Filipinos with more than 3,000 reservations in just three months.

The All-New HR-V on the other hand was launched together with the New City last June. The letters HR-V stands for Hip and Smart Runabout Vehicle that was designed to match the needs of customers who blend and balance career with an active lifestyle. To date, over 700 reservations were already gathered.

HCPI's aggressive line-up expansion has enabled the company to cater to the needs and desires of the Filipino customers apart from increasing its market presence.

Furthermore, Honda ranked the highest in overall customer satisfaction with after-sales service among all the automotive brands in the Philippines. This is based on the study conducted by J.D Power Asia Pacific 2015 Philippines Customer Service Index (CSI). This demonstrates Honda's commitment in providing new and quality products as well as ensuring the delivery of excellent service to its customers.

More information about Honda's latest products, low cash out and all-in bundle promotions for the City, Brio, and Brio Amaze, and services are available at www.hondaphil.com. Customers are invited to visit any authorized Honda car dealerships nationwide to test drive any Honda model and experience the Honda advantage. **aq**

PETRON VALUE CARD

Special Bonus Points



PETRON Corporation, the country's leading oil company, is giving its loyal Petron Value Card holders even more reasons to smile with the introduction of special bonus points. Normally, fueling up with Petron Blaze 100 Euro 4, Petron XCS, Petron Xtra Advance, Petron Super Xtra Gasoline, Petron Turbo Diesel or Petron Diesel Max allows you to earn one value point for every P250-worth of fuel spent. You can also earn value points when you purchase Petron engine oils and Petron Gasul from participating service stations.



Frequent Visit Bonus Points

Now, frequent visits to Petron allow you to earn points faster. How?

On every 5th visit-day, your total accumulated purchases give you bonus points as follows:

Accumulated Purchase	Bonus Points
P5,000 and above	25
P4,000 to P4,999	20
P3,000 to P3,999	15
P2,000 to P2,999	10
P1,000 to P1,999	5
P500 to P999	3

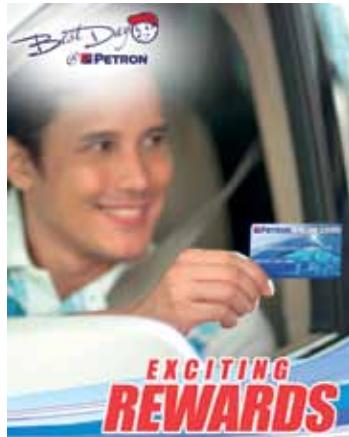


Birthday Bonus Points

Petron Value Card holders get a special treat when they fuel up within five days of their birthday, with the following bonus points:

Purchase Amount	Bonus Points
P1,000 and above	30
P500 to P999	15
P100 to P499	5

And, you can also convert your points for to load your mobile phone, with available prepaid credits of P20, P50, and P100 from Smart, Globe, and Sun.



Where Can I Use My Points?

That's a question many Petron Value Card holders ask. First, you can use your points to pay for your fuel purchases at participating Petron stations nationwide. Each point is worth P1, so the more points you have, the more cash you can save.

You can convert your PVC points to PAL miles, so your fuel-ups can actually help you fly!

Partner Establishments

Beyond your fuel needs, your Petron Value Card also gives you special benefits at partner establishments. Just show your card to enjoy as much as 50% discount from a wide range of dining partners, travel and leisure, health and wellness, retail, and automotive establishments.

Keep track of special offers at partner establishments through the free Petron Value Card app on both iOS and Android smartphones.

Petron Value Card App

You need to register to activate the app, after which you can get real-time updates on your Value Points, plus the details of your last 2 transactions. The Station Finder helps you locate the Petron stations near you, while the Promos button brings up the mechanics of the latest promos so you're sure to never miss out on free goodies. The Service button provides access to towing services, personal accident insurance, weather information, LTO registration assistance, etc.

Don't miss out on all these exciting rewards and benefits. Sign up and get your Petron Value Card at participating Petron service stations nationwide. Always present your Petron Value Card every time you gas up to keep earning points. And when you fuel up, pay with peso points, save your cash!

PETRON TAKES INDUSTRY LEAD WITH PRODUCTION OF EURO-4 GASOLINES

MARKET leader Petron Corporation achieved an industry first as it announced today all gasoline variants produced at its Bataan refinery are now Euro-4 compliant. The Euro-4 gasoline products are now available in Petron service stations in Mega Manila and will soon be available nationwide, meeting the government's mandate ahead of schedule.

Petron, which pioneered the first locally-produced Euro-4 premium plus gasoline in the Philippines, Blaze 100 Euro-4, is also the first company to locally produce a full line-up of gasoline variants that meet Euro-4 standards. This is six months ahead of the government mandate to make available Euro-4 fuels by January 2016.

Petron has four gasoline variants – the most extensive in the industry – namely Blaze 100 Euro 4 (RON 100), XCS (RON 95), Xtra Advance (RON 93), and Super Xtra (RON 91). All Petron Euro-4 gasolines, with world-class additives, ensure engine cleanliness and efficient combustion for optimum engine performance and improved fuel economy.

Euro-4 is a globally-accepted European emission standard for vehicles, which require fuel with significantly low amounts of sulfur (0.005% or 50 parts per million) and benzene (maximum of 1% by volume). Reduced sulfur and benzene content in gasoline makes fuels more environment-friendly, as vehicles release less harmful emissions.

The Company added that Blaze 100 Euro 4 even exceed Euro-4 global standards. Introduced in July 2013, two-and-a-half years ahead of the mandate, this premium gasoline has a sulfur content of less than 35 parts per million and 1% benzene content, superior than the Euro-4 standard.

"The local production of various gasoline grades under this global fuel standard is another milestone in the oil industry. These products are proudly Philippine-made," Petron President and Chief Executive Officer Ramon S. Ang said. "As the pacesetter in the industry, we hope that this encourages other players to follow suit."

"More importantly, our launch of a complete line-up of Euro 4 gasoline products affirms our commitment to introduce fuels relevant to consumers while reducing our environmental footprint," Mr. Ang added.

Petron's early compliance was made possible by its massive US\$2-billion upgrade at its Bataan refinery which increases its local production of gasoline, diesel, and petrochemicals and also allows the production of Euro-4 fuels.

The Company said it will start the domestic production of Euro-4 compliant diesel products soon. 



THE iconic Lotus Cars have finally reached the local shores and made a successful arrival in Manila just recently. The launch event, which happened at the newly opened Lotus showroom located in Greenhills, San Juan City on August 6, 2015, became a significant meeting of car aficionados who had all anticipated the coming of this prestigious automobile brand. It was a whole night of partying that eventually kicked off the grandest sports car event of the year.

The Lotus showroom was transformed into a mini club highlighting the hottest sports cars in town. Willy Tee Ten, president of the Autohub Group, welcomed the guests with a short speech on their recent milestones and some plans.

"We're pleased to announce this newest and another milestone for Autohub Group, and it is with great pleasure that we're given the chance to be part of this revolution to keep pace with the increasing customer demand and deliver the unique Lotus Pure Driving Experience here in the Philippines. So expect more big things to happen in the near future," Tee Ten said..

The unveiling of four of the Lotus cars, Elise S Club Racer, Elise 220 Cup, Exige S Roadster, and Evora S Sport Racer, was the highlight of the night. Senator JV Ejercito, San Juan City Mayor Guia Gomez, Willy Tee Ten, Autohub Group Chairwoman Benita Tee Ten, Lotus Cars Manila Board of Directors members Jessie Tan and Eric Yap, and Lotus Cars Manila General Manager Miguelito Jose graced this momentous event.

Lotus Cars enjoys a world renowned philosophy that represents intense passion, tremendous individuality, a sense of fun and gritty determination. Yet, it has never lost sight of its primary aim of achieving the ultimate lightness, embodied sturdily, with a well-defined performance edge.

The three main selling points of Lotus namely speed, handling and sophistication make it a superb stand-out among its competitors. Lotus Cars are the ultimate luxury automobiles for every businessman's need for speed while complementing his upgraded lifestyle.

Lotus Cars Manila General Manager Miguelito Jose revealed some exciting details on the much-anticipated Evora 400. "In the coming months, the new Lotus models Exige S automatic and Evora

400 will be added to the current product offer available to our customers in the Philippines."

Lotus Cars is the newest brand being managed by the automotive giant Autohub Group, spearheaded by its president, Willy Tee Ten. Other brands include Rolls-Royce Motor Cars Manila, MINI, Ford, Nissan, Mazda, Hyundai and Piaggio. The Group is also into car leasing and rental under the brand name Click, and also sells accessories under the trade name ACCS and distributes V-Kool heat rejection tints.

Over the last decade, Autohub Group has lived up to its reputation as "Your One-Stop Auto Shop" and now is considered as the fastest growing automotive group in the Philippines. As part of Autohub Group's ultimate goal to offer the best "value for money" to its clients, the Group continuously innovates and synergizes to offer new products, exclusive offerings and quality service.

With all the announcements, sports car enthusiasts can't really contain all the excitement and anticipation that Lotus has brought in Manila.

Visit and book a test drive at the newly opened Lotus Cars Manila Showroom located at 324 Ortigas Ave., North Greenhills, San Juan Metro Manila or visit lotuscarsmanila.com. 

AAP MEMBERSHIP APPLICATION FORM

PERSONAL INFORMATION					
<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	MOTORSPORTS		
<input type="checkbox"/> 3-YEAR REGULAR	<input type="checkbox"/> 3-YEAR ASSOCIATE INDIVIDUAL	NO. OF CARS	GOLF AUTOCROSS STREET AUTOCROSS RALLY AUTOCROSS DRAG RACING DRIFTING		
MEMBERSHIP FEES					
ANNUAL FEE	P2,000	P2,500	P4,500	P1,200	P6,000 (for 3 yrs)
3-YEAR FEE	P5,000	P6,000	P3,750	N/A	P9,000 (International)
PAYMENT MODE					
Paid in PHP <input type="checkbox"/> Cash Payment <input type="checkbox"/> Credit Card <input type="checkbox"/> BPI's check free payments Visit www.bpicexpressonline.com or call 89-100 <input type="checkbox"/> Pay through Banco de Oro (Institution code #0136) Upon teller's validation, BDO payment slip serves as your official receipt <input type="checkbox"/> Check Payment (payable to Automobile Association Philippines) Date _____ Bank _____ Account No. _____ <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"/> JRS <input type="checkbox"/> RDL <input type="checkbox"/> PDP <input type="checkbox"/> SALCE	BRANCH: _____	OTHERS: _____	AMOUNT PAID: _____
API ID: NO. _____	INSURANCE NO. _____	DR. NO. _____	DR. 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)



#PetronBestDay

Best Day
@ PETRON



EXCITING REWARDS

ENJOY THESE BENEFITS FROM **PETRON VALUE CARD**



BONUS Peso Points
on your 5th day visit



BONUS Peso Points
on your Birthday



REDEEM
Cellphone Load



EARN Points
On Fuel Purchase



FREE Towing &
Roadside Assistance



FREE Personal
Accident Insurance



FREEbies & Discounts

Download the Petron Value Card app for more details.

INTELLI-SENSE

Mazda ALH and the amazing dragonfly eyes

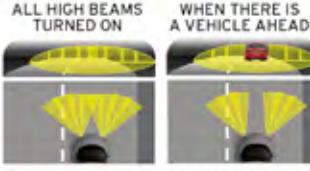


The eyes of the dragonfly are among the most amazing in the world. Like many insects, they have compound eyes divided into what is called ommatidia, each with a lens and a series of light-sensitive cells. They are like facets that collect views from different directions, all at the same time. Visual information is sent to the dragonfly's motor center, allowing it to react in a fraction of a second. Like the dragonfly eyes, Mazda's Adaptive LED Headlamps (ALH) divides its LED high beam light source into multiple matrix that individually switches on and off, depending on the information transmitted by the forward facing camera that detects lights from cars ahead. It keeps approaching drivers from getting dazzled, but keeps everything else lit at a maximum for enhanced safety.

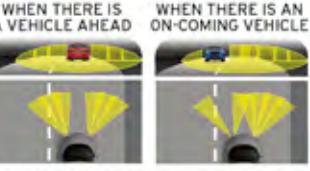
VISUAL INFORMATION
COLLECTED FROM ALL DIRECTIONS
DRAGONFLY'S
EYE



ALL HIGH BEAMS
TURNED ON



WHEN THERE IS
A VEHICLE AHEAD



WHEN THERE IS AN
ON-COMING VEHICLE

MAZDA ALH

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