

VOLUME 2 • ISSUE 4



aq

THE QUARTERLY MAGAZINE OF THE AUTOMOBILE ASSOCIATION PHILIPPINES

THE YEAR
THAT WAS
& THE YEAR
TO COME



BYE & HELLO

AAP, BPI
Partner for
Road Safety

All New
FORD
EXPLORER

MIKA
HAKKINEN
Never Drink
and Drive

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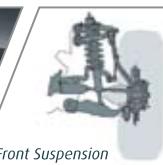
D-4D
WT-i



Bolder Exterior



Sophisticated Interior



Front Suspension



Rear Suspension

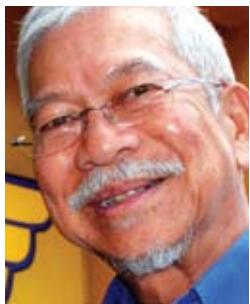
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**Gus Lagman
AAP PRESIDENT**

United for road safety

AS this issue of AQ goes to press, your friends at the Automobile Association Philippines (AAP) are scheduled to go to Ilocos Norte for the third AAP Drive Tourism Caravan. Though the primary goal of the caravan is to encourage tourism through driving, the Ilocos Norte Caravan is also serving as a vehicle to promote road safety.

Lined up as part of the tour are visits to the municipal government of Lingayen and the provincial governments of La Union and Ilocos Norte for the signing of the Road Safety Pledge which the AAP is actively promoting.

You see, road safety is a major concern of the AAP. Since its inception in 1931 as the Philippine Motor Association (PMA), your club has always considered road safety a priority.

But road safety is far from being our monopoly. Road safety is a huge problem that concerns us all. All efforts – big or small – do contribute to making our roads safer. We, therefore, welcome all efforts of other groups to promote it in their own way and through their own sphere of influence.

As our last issue for the year, allow me to seize the opportunity to recognize in this column some of the groups that have made a mark as far as the campaign to make our roads safer is concerned.

INSURANCE FIRMS

One of the most zealous in preventing road accidents is the insurance industry. They are the ones who pay for the cars that get damaged or the people who get hurt or killed in road mishaps. It is just logical that they invest on road safety.

Mapfre Insular Philippines, a joint venture of Mapfre insurance company of Spain and Insular Life of the Philippines, came up with education materials that are being distributed in public schools to serve as teaching aids on road safety for elementary pupils.

Pampanga-based Corporate Guarantee and Insurance Company, meanwhile, makes use of its connection with the TV and radio stations owned by its principals to promote road safety. Its advertisements usually touch on tips on how to avoid accidents on the road.

LOCAL GOVERNMENT UNITS

Last November 20, the provincial government of Negros observed the World Day of Remembrance for Road Traffic Victims. This event is actually a United Nations (UN) and World Health Organization (WHO) project that marks the third Sunday of November as a day of giving

recognition to victims of road traffic crashes and the plight of their relatives.

As part of the observance, thousands of people joined a 'peoplecade' on the streets of Bacolod and released 1,200 lighted lanterns in memory of the victims of road accidents.

MOTORCYCLE GROUP

One of the most vulnerable on our roads today are motorcycle riders. We are very glad to know that there are motorcycle groups that have taken the lead in promoting safety among their ranks.

One of these groups is the Motorcycle Philippines Federation. Taking a cue from the Decade of Action for Road Safety which AAP launched this year, the MPF came up with its Decade of Action for Motorcycle Safety in partnership with the Department of Transportation and Communications (DOTC) and the Land Transportation Office (LTO). The group is giving orange Decade of Action dog tags and organizing conventions to promote road safety.

LAWMAKERS

And finally, I would like to mention the efforts of various senators and congressmen in promoting road safety.

Sen. Ramon "Bong" Revilla Jr. has filed Senate Bill 24 or known as the Road Safety Act to institutionalize road safety in the country. His bill is now with the committees on public services and finance.

Sen. Miriam Defensor Santiago, for her part, has filed Senate Bill 1817 which seeks to make traffic education compulsory for Grade 6 and fourth year students. It is now with the committee on education.

The most recent piece of legislation on road safety is Senate Bill 2329 filed only last August by Sen. Ferdinand Marcos Jr. It seeks to criminalize road rage and provide penalties for it.

In the House of Representatives, the Committee on Transportation is teeming with bills on road safety. Among the notables are the ones filed by Tarlac Rep. Susan Yap that seek to regulate mobile phone use while driving and ensure the safety of children when riding motor vehicles. Also noteworthy is the bill filed by former President now Pampanga Rep. Gloria Macapagal Arroyo that seeks to penalize persons driving under the influence of alcohol. And I would like to mention also the bill filed by Camiguin Rep. Pedro Romualdo that seeks to amend the antiquated Republic Act 4136 or what is more popularly known as the Traffic Code.

These lawmakers belong to different political parties. But as you can see, when it comes to road safety, they are all united and moving as one.

May we all join hands in making road safety not only a national issue but a personal issue. Let us all be road safety advocates, united by a single cause – to prevent injuries and deaths on our own roads.

Be safe always, my friends! 

Road safety is a huge problem that concerns us all. All efforts – big or small – do contribute to making our roads safer.

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AQ is published every quarter by the Automobile Association Philippines (AAP), a non-profit, non-tax, non-governmental organization dedicated to serving and promoting the interests of the motoring public.

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Aida Sevilla Mendoza
EDITOR-IN-CHIEF



BEYOND 2012 An Electric Car Future

NEXT year, you may still see on Philippine roads some locally made, rudimentary electric vehicles such as electric jeepneys in Makati and electric tricycles in Mandaluyong. But looking beyond 2012 at First World countries where cutting-edge, world-class electric vehicles are being developed, produced and/or sold, opinions vary as to how many clean-tech cars will be on the road by the year 2020. A study released in October 2010 by J.D. Power and Associates, a market research group based in California, said that combined sales of hybrid vehicles and all-electric ones would total just 7.3 percent of the nearly 71 million passenger vehicles sold in 2020. But early this year, the IHS, a leading information company based in New York, forecast that pure battery electric vehicles will account for 12 percent of global new vehicle sales in 2020 and 32 percent in 2030.

This optimism is shared by Nissan Motor Co., CEO Carlos Ghosn, who has said that by 2020, the demand for electric vehicles (EVs), such as the Nissan Leaf, could amount to as much as 10 percent of global demand for cars and other light vehicles. Less bullish is Daimler (Mercedes-Benz) AG chief executive Dieter Zetsche, who has said that demand for all-electric cars and plug-in hybrids is most likely to reach only 1 percent to 5 percent of total vehicle demand globally by 2020.

EXPAND

Meanwhile, next year Nissan plans to expand global production of the Leaf, its all-electric compact car, to 500,000 units. The Chevrolet Volt, General Motors' plug-in hybrid, entered the U.S. market in December 2010, preceded in Japan by the Mitsubishi i-MiEV battery-electric subcompact several years ago. (Incidentally, after the massive earthquake and tsunami knocked out oil refineries and cut off gasoline supply in Sendai, 400 km northeast of Tokyo last March, the i-MiEVs proved useful in ferrying supplies to refugee centers, schools and hospitals and taking doctors, city workers and volunteers on their rounds.) The latest to join the mass market electric car race is the Chevy Spark EV.

Pessimism about the future of EVs as a popular mode of transportation is based on the high acquisition cost, "range anxiety" or the fear of running out of electricity and getting stranded because all-electric cars cannot go as far as conventional ones (the Nissan Leaf can travel about 160 kilometers on one charge); questions about where the car can be recharged, the speed of recharging and the price of charging the car at a commercial charging station. To address range anxiety and promote public acceptance of EVs, the U.S. Department of Energy is funding private business companies to build a national network of charging stations. But ultimately, analysts expect that most charging will be done at home, probably at night, with the public infrastructure providing a means to ease range anxiety.

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“ Nonetheless, auto industry analysts admit that EVs are not going to be suitable for everyone.”

QUESTIONS

There are also questions about the energy density, safety and life span of the lithium-ion batteries used in EVs. Last month (November 2011), Reuters reported that U.S. safety regulators were examining lithium-ion batteries used in EVs because a Chevrolet Volt caught fire three weeks after it underwent a crash test. The National Highway Traffic Safety Administration is working with all automakers to develop post-crash procedures to keep occupants of EVs and emergency personnel who respond to crash scenes safer. But U.S. officials said they had no reason at this time to view the Volt as unsafe. GM defended it as a safe car and claimed the fire would not have occurred if GM's protocols for deactivating the battery after the crash had been followed.

The concerns and issues raised about EVs are counterbalanced by their advantages. Aside from reducing dependence on imported oil and producing zero emissions, EVs require fewer repairs because their engines are less complex, according to carmakers. Tesla Motors points out that Tesla EVs like its famous Roadster have no routine oil changes, muffler or exhaust systems, spark plugs, pistons, or other parts associated with the internal combustion engine. Moreover, owners of EVs receive a lot of perks, the most important of which are tax incentives that will reduce the price tag, as much as \$7,500 for an EV from the U.S. government and 5,000 pounds (\$8,000) in Britain, for example. Some places may offer car pool-lane privileges and priority parking for EVs.

ENGINES

Nonetheless, auto industry analysts admit that EVs are not going to be suitable for everyone. Many think that internal combustion engines are still likely to dominate the industry for the next 20 to 30 years, particularly now that auto manufacturers are improving gasoline engines' efficiency while making them smaller and more powerful. Given the limited range of EVs, people who often drive long distances will probably have a second vehicle, one with a conventional engine, on hand. EVs are fine for city dwellers who drive less than 50 km in a typical day from their home to place of business, the gym, the supermarket, shopping mall, etc.

The three biggest automotive producers in the world – the U.S., Japan and China – are all promoting EVs. The

Obama Administration's Recovery Act and Advanced Vehicle loan program have infused a combined \$5 billion into vehicle electrification – to build battery manufacturing plants, nurture EV startups and improve EV technology through research and development. Other programs fund research on new battery technologies and seek to strengthen the electrical grid. In California, the California Air Resources Board (CARB), as a follow-through of its aggressive promotion of zero-emission vehicles (ZEVs) for two decades, is requiring at least 7,500 vehicles with no tailpipe emissions to be sold in the state between 2012 and 2014. Major carmakers are scrambling to supply this new order since California is the largest auto market in the U.S. and CARB will require more ZEVs in subsequent years.

POWERFUL ROLE

In Japan, before the twin disasters hit its northern region, large and established companies played a more powerful role in developing and deploying EVs. These companies have the capital, research abilities and manufacturing expertise to develop cutting-edge, world-class clean-tech cars on a commercial scale as proven by the Nissan Leaf and Toyota Prius.. The government supports electricity in vehicles, both hybrids and pure EVs vis-a-vis a \$9,000 consumer subsidy while the Tokyo Electric Power Company has formed a consortium to develop a technology standard for fast charging batteries.

In China, the central government will spend at least \$15 billion on EV programs over the next decade. Aside from Beijing's \$9,000 incentive, many of China's cities grant large tax incentives to EV owners and producers. China's central government has pulled 16 large state-owned companies together – including its three major oil companies and critical stakeholders in the electric power, automotive and aerospace sections – to build a comprehensive and competitive body of EV technology. Although China lags behind the West and Japan in automotive technology, it is determined to become an EV leader. Its ambitious projects such as its high-speed rail network have shown China's ability to leapfrog mature economies, which is exactly its goal for EVs.

Whoever takes the lead in EV technology and marketing, the global ecosystem and consumers all over the world will benefit. That is something to look forward to beyond 2012. **asq**

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The Future of Motorsports

Mandy Eduque
COLUMNIST



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Does motorsports have a future? The answer to that question is a resounding "YES". Thanks largely to Formula 1, motorsports is today a truly global sport (or should I say, spectacle), having spread from its traditional bastion in Europe to the Americas, Asia and the Middle East -- truly to all four corners of the earth. In fact, motorsports will have by now dislodged football as the most widely viewed sport on the planet. So, yes, the future of motorsports worldwide has never been brighter. The same can be said of motorsports in this country. Never have there been as many motorsports participants and enthusiasts as there are today in this country and the number of motorsport disciplines they are competing in has likewise grown in diversity. Touring cars, drag racing, karting, slalom, rallycross, 4WD -- you name it, we run it.

So what can we expect in the next few years from the wide, wide world of motorsports? First, let us consider the wider view, from a global perspective, and then survey the local terrain.

Firstly, the Federation Internationale d'Automobile (FIA), the governing body of motorsports worldwide, has clearly delineated the future direction of motorsports -- environment-friendly, safe and global. Engines will be smaller and more efficient and therefore consume less energy and emit less pollutants. Formula 1 has downsized from V10 3.5-liter to the present V6 2.4-liter engines; by 2013, F1 engines will be downsized again to 1.6-liter turbocharged engines. These same changes have already been applied to rallycar engines which are now 1.6-liter turbocharged engines from the previous 2.0-liter engines. Due to the ability of engineers to extract more and more horsepower from increasingly smaller engines, these smaller race engines will be able to produce virtually as much power as the larger engines they will supersede. They will, however, be more efficient in that they will use up significantly less fuel to produce the same amount of power.

There are today motorsports events -- such as the Le Mans Series -- where prizes are awarded for fuel efficiency, won by racing cars which consume the least amount of fuel during a race. Rallies are being run today where rally cars are hybrids or powered by natural gas or even LPG. This technology of increased efficiency will, in due course, find its way into passenger cars and this

"The quest to make motorsports safer will continue while it will always be impossible to make motorsports 100 percent risk-free, motorsports today is significantly safer than it was just a few decades ago when a Grand Prix driver's death was a monthly occurrence."

exemplifies what is perhaps motorsport's greatest contribution to society. By developing the technology to eventually make passenger cars more efficient, these will be less wasteful of the earth's dwindling reserves of fossil fuel. As the adage goes, what they race today, we drive tomorrow.

Aside from consuming less energy, race engines will be mandated to be increasingly cleaner, to emit less pollutants. Even noise pollution is controlled by limiting the decibels that race engines produce during an event. Innovations which convert waste energy from racing engines into hybrid electric power -- such as the Kinetic Energy Recovery System, or KERS as it is more familiarly known to F1 fans -- also serve to reduce pollution. Again, many of these innovations have found their way into passenger cars.

Equally, if not more, important, the quest to make motorsports safer will continue unabated. While it will always be impossible to make motorsports 100 percent risk-free -- as the recent death of driver Dan Wheldon proves only too clearly -- motorsports today is significantly safer than it was just a few decades ago when a Grand Prix driver's death was a monthly occurrence. Advances in safety helmet design, fire retardation, impact survival and cockpit design, such as those emanating from the FIA Institute, can be expected in the next few years.

We can also expect more internationalization or globalization of motorsport events. In Formula 1, for example, two more venues in the United States (Austin, Texas) and Russia (Sochi) are on the calendar for 2012 and an event in New Jersey, USA will be added in 2013. Given the logistical limitation on the maximum number of F1 races that can be run in a single year, some of the existing venues will have to be either dropped from the calendar or a system of alternating venues may be adopted. What is clear is that international motorsports will seek to bring the sport to everyone's living room in the years to come.

Closer to home, local motorsports will seek to emulate the template set by the FIA. AAP will continue to be vigilant and seek to maintain, if not improve, strict safety standards -- of venue, vehicle and competitor -- in the events it sanctions and supervises. Smaller, cleaner engines will be the engines of choice for AAP-governed motorsport events -- in particular, the Philippine Touring Car Championship Series. Noise levels will be regulated at all events, not just in PTCC events.

We can also expect to see more and more young drivers joining motorsports in the coming years. In 2011, AAP joined forces with JP Tuason of TRS Racing to promote a less expensive Cadet Class karting series as an entry level for aspiring youngsters. The results from this project have been most encouraging and AAP will expand this program over the next three years to ensure the future growth of Philippine motorsports. **AQ**

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Christmas party time

THANK the Almighty, not only on His birthday, for making fools more numerous than wise men. Alas, I am not that lucky to have more fools for friends than wise men. Perhaps, my good fortune is that I won't have to suffer fools too often for too long as I really don't suffer fools gladly.

But once in a while, I do come up with SMS text messages, often forwarded to me by my honest and truthful wife, letting me know that so and so would want to know what I want for Christmas. Not being greedy, I usually start off with either a Chopard Mille Miglia or any large face IWC. Of course, even the fools wizen up, so you will never see me wear a gift watch of that kind or any of their ilk from those noble (and wise) Swiss gnomes. But then things start to happen when I start texting the size of my feet (7), the model (Yukon) and color (dark brown to match a Franciscan monk's tunic) for my favorite CROCs sandals. Imagine the one Christmas time that I had loads of them and you can see that I do have plenty of wise friends.

Still the best gift that I got was unsolicited: a VOLVO pack of car care stuff, full of big microtex rags of all kinds and nanotechnology lotions and potions for leather, plastic, paint and tires. And to think I don't own a Volvo save for a 7-year-old used Peugeot that Volvo takes good care of.

Though what you get for Christmas may or may not depend on what you say, the moment you say yes and commit to a Christmas party, especially in this Christmas-crazy country of ours, you literally take your life into your hands. And I'm am not talking about how hopeless we really are behind a karaoke mic as we continue to be tone deaf even to our favorite theme song.

What I mean here is that we can always say "NO". Just like the anti-drug campaign, we can say no to alcohol anytime during party time. Or one can take the California PC approach and say, "Sorry, I am the designated driver." KJ! Take note that I have to say this as I write for this magazine which is a staunch advocate of zero alcohol tolerance. If you don't believe me, look at all the drafts pending in Congress

"The trick is to behave as a regular Filipino as you normally do as on an ordinary work day, you know, the kind that takes up 60 percent of the year. The kind that is the non-Christmas part of the calendar."



which had AAP inputs. If the ensuing law reads like it was a copy of Scandinavian country zero-acquavit tolerance, then you know what I mean. Find out where AAP has been donating handheld breathalyzers and you know that it's no joke here at AAP and with what you will read next will mean I am treading on thin ice. So if you don't read "A sheep at the wheel" next issue, your guess is as as good as mine.

I do enjoy a tipple or two. And with public transportation here as dangerous to life, limb and property as drunk driving, I am not surprised while people elect to take their lives into their own hands. The trick is to behave as a regular Filipino as you normally do as on an ordinary work day, you know, the kind that takes up 60 percent of the year. The kind that is the non-Christmas part of the calendar.

Let's say you have a series of parties to attend to. Everyone knows that the traffic is horrendous as everybody else has Christmas errands and Christmas party errands to attend to. So everyone should accept that you will be late. Even late at night, when you go home from your last party, to your wife, presumably, in the wee hours. This is one time when our impunctual ways can actually save lives on the road.

Very simple. Pace yourself. Enjoy the food. Eat in between swigs of beer or scotch or whatever tipple. If tiredness and sleep overtake you, all that noisy karaoke won't stop you from taking a few winks. Just don't do the binge drinking that you've grown up with and practiced ever since your school dorm days away from Papa, Mama and Lola. I've seen Chinese auto executives down liters of deadly Mao Tai at dinner banquets. Then they relax at the hotel bar to dilute their alcohol content before they drive home. And they do pass the police breathalyzer checkpoints that are always up around hotels in the industrial parks of China. After an all-night after-office boozing, the Japanese Sarariman dozes off in the train after a bowl of cold soba and fried gyoza, which makes them fit and hale for the next morning.

Yes you'll be late for the next party. And the next. But when did being late become a crime in this culture? Besides, you will arrive alive and won't be the cause of someone losing life and limb on the way to getting there. I lived through many a Christmas season, enjoying the food, and yes, even the drink, without harming anyone in my way. I intend to live out more Christmases wearing out the CROCs I get and waiting for the Chopard or IWC. Any fools out there? **qq**

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Aside from visiting any of the 184 Mail and More outlets, you may call the DOS-1 Hotline 459 2122. Visit the AAP website www.aap.org.ph for the list of Mail and More outlets. Bring the following requirements when applying for AAP membership or PIDP:

AAP MEMBERSHIP REQUIREMENTS:

1. One (1) copy of your latest 1x1 ID photo with white background
2. Photocopy of your car's LTO Certificate of Registration and Official Receipt.

PIDP REQUIREMENTS:

1. Original and photocopy of Philippine driver's license valid for at least one more year
2. Two (2) copies of your latest 2x2 color ID photo with white background. (The personal appearance of the applicant is not required to get a PIDP; however, the applicant's representative must present an authorization letter and any valid ID and submit its photocopy along with requirements no. 1 and 2.)
3. Foreign nationals in the Philippines must present their passport plus photocopies of pages showing identification and date of last arrival. If you are a permanent resident, present your passport and/or Alien Certificate Registration along with requirements no. 1 and 2. Foreigners applying for a PIDP must be in the Philippines.



UPHOLDING ROAD SAFETY. BFSB VP and Head of Product Marketing Herbert Tuason, BFSB SVP and Head of Auto and Motorcycle Loans Division David Sarmiento Jr., BFSB President Jose Teodoro Limcaoco, AAP President Augusto Lagman, AAP Treasurer Jacinto Mantaring, AAP VP and Chairman of the AAP Road Safety Committee Juan B. Angeles take the Decade of Action for Road Safety pledge.

AAP and BPI Family Savings Bank team up to promote Road Safety Pledge

BPI Family Savings Bank (BFSB) has found a cause worthy of its employees' voluntary effort: Road Safety, the primary advocacy of the Automobile Association Philippines (AAP).

The BFSB has taken note that the World Health Organization (WHO) is concerned about the rapid increase of road traffic casualties and injuries worldwide. According to the WHO, over 1.2 million people die each year on the world's roads, and between 20 and 50 million are injured. The WHO warns that unless immediate action is taken, road crashes will soar to become the fifth leading cause of death by 2030, resulting in an estimated 2.4 million fatalities per year.

Last May 11, the Decade of Action for Road Safety 2011-2020 campaign was launched worldwide by the Federation Internationale de l'Automobile (FIA) Foundation together with the WHO under a resolution approved by the United Nations with the aim of reducing road fatalities globally by 50 percent by 2020. AAP, as the only FIA member club in the Philippines and chair of the Philippine Global Road Safety Partnership (PGRSP) is leading the Decade of Action campaign in the country.

United by this common cause, a new alliance between AAP and the BFSB through BPI Bayan, its volunteerism arm, was signed recently. The partnership will strengthen the two organizations' efforts to make our roads safe in the years to come through their "Spread the Pledge Campaign." The campaign will gather signatures of people who pledge to be responsible road users as an effective reminder that road discipline are important. Upon signing the pledge, they will receive a Decade of Action on Road Safety tag which is expected to become a globally recognized icon. **aq**

AAP Makati Satellite Office moving to Malugay, Bel Air

THE Automobile Association Philippines (AAP) is moving its Makati Satellite Office to Bel-Air, Makati City for the greater convenience of its members. The new address and contact details are:

- ✉ 201 Makati Golf Club,
7232 Malugay Street, Bel Air, Makati City
- ☎ Tel: (632) 814 0584
- ✉ Telefax: (632) 817 9758

AAP expects to complete the transfer on November 30, 2011. But members can already visit the new office as it is open and accepting transactions such as Philippine International Driving Permit (PIDP), AAP membership, LTO car registration assistance and others.

The new office is slightly larger and provides a better working environment that would encourage productivity and efficiency among AAP employees. It is also more accessible to motorists and offers a bigger parking space for their vehicles.

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AAP members can still avail of AAA complimentary services in North America

SINCE the American Automobile Association (AAA) is no longer affiliated with the Federation International de l'Automobile (FIA), it has provided a bilateral agreement with FIA-affiliated clubs including the Automobile Association Philippines (AAP) so that AAP members can still avail of AAA's complimentary services when visiting the United States and/or Canada.

AAP members who visit and drive in the United States and/or Canada can avail of the following complimentary services courtesy of AAA:

- Basic Roadside Assistance (as defined for AAA's classic membership)
- Access to AAA online travel tools, including TripTik® Travel Planner which includes digital maps, personalized itineraries, and all the contents of AAA's TourBooks®, as well as car and hotel reservations. If desired, AAA will also provide AAP with a link where AAP can place its website. AAA will be offering this service to members of interested clubs by January 2012.

The Basic Road Assistance that AAA offers consists of Emergency Road Service (if not in a rental car) for towing up to three miles, lock-out service, and battery service if the visitor is in an AAA territory that offers the service to its own members. If the visitor is driving a rental car, the rental car company is supposed to provide emergency road service. Visitors are advised to verify the rental company's road service policy at the time of rental. Recreation vehicles (RVs) and motorcycles are not covered by AAA's Basic Road Assistance.

The phone number to call within the US and Canada for AAA's Emergency Road Service is 1-800-AAA-HELP (1-800-222-4357). The visiting member's call will be routed to the appropriate territory based on where the call is coming from or where the visitor is located. Visiting AAP members must have their current AAP membership card with them at all times in order to obtain assistance from AAA. 



AAP Treasurer Jacinto Mantaring (left) and Cynthia Reyes of the AAP road safety committee with OAA Director Salim Ali Khalifa Al-Maskiry

Oman AA Director visits AAP

On a trip to Manila recently, Oman Automobile Association (OAA) Director Salim Ali Khalifa Al-Maskiry dropped by the Automobile Association Philippines (AAP) main office at 28 EDSA, Greenhills.

During his brief visit, Al-Maskiry was entertained by AAP Treasurer Jacinto Mantaring who told him about some of AAP's advocacy campaigns and projects, particularly the Decade of Action for Road Safety pledge. Al-Maskiry, who is a general in Oman, was pleased to sign the pledge and put on the Decade of Action tag. Al-Maskiry was given copies of AAP's publications and the coffee table book on the history of Philippine motorsports which he said he would treasure for a lifetime.

The OAA office is located at CPO Seeb, Sultanate of Oman and is also affiliated with the Federation Internationale de l'Automobile (FIA). 

Toyota leads the Phil. Auto Industry with Record Breaking Sales

Based on the most recent CAMPI report, Toyota continues to lead the local automotive industry with record breaking monthly sales level since the start of its operations in the Philippines. Fresh from achieving the 700,000 unit sales milestone, Toyota Motor Philippines (TMP) further strengthened its hold on the No. 1 position with a total of 5,895 units sold last October. In the PC segment, Toyota remains on top garnering 51.5% of the market with sales of 1,957 units. In addition to this, Toyota continues to widen its lead in the CV category registering its highest ever commercial vehicle sales of 3,938 units sold in a single month taking a 40.6% share of the market.

The Toyota Vios continues to be the no.1 selling vehicle in the country with total sales of 1,466 units for the month. In addition to this, the Innova further increased its sales from previous month of September and maintained its position as the number one selling Commercial Vehicle for the month of October with 1,317 units sold.

On a year to date basis, Toyota is on top with sales of 45,316 grabbing 38.0% of the total market. Toyota leads both the PC and CV segments taking the automotive leader another step closer to securing its 10th consecutive triple crown with no. 1 sales in the Passenger Car segment, Commercial Vehicle segment and over all vehicle sales.

In a statement, TMP President Mr. Michinobu Sugata said "We at Toyota express our sincerest gratitude to all our customers. This would not be possible without their continued support. We shall continue to dedicate our efforts to further improving our products and services for our patrons." 



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Volvo Car Corporation first with next-generation hybrids - the V60 Plug-in Hybrid is three cars in one

HOW about integrating the very best properties from three different car types into one, single attractive sports wagon? By simply pressing a button you can choose which car you want to drive:

- An electric car with a range of up to 50 kilometers.
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Allow us to present the world's first diesel plug-in hybrid. Volvo V60 Plug-in Hybrid will reach the showrooms 2012.

"The second-generation hybrid is the perfect choice for the uncompromising buyer who wants a superbly carbon dioxide-lean car packed with driving pleasure," says Stefan Jacoby, President and CEO of Volvo Cars.

The front wheels of the V60 Plug-in Hybrid will be driven by a five-cylinder 2.4-liter five-cylinder turbodiesel, which produces 215 horsepower and maximum torque of 440Nm. The car features a six-speed automatic transmission.

The rear axle is powered by an electric motor producing 70 horsepower. The electric motor receives its power from a 12kWh lithium-ion battery pack, located under the load floor. The sophisticated and exceptionally compact battery pack consists of 10 modules with 20 cells in each module. It has an integrated computer that monitors and compares the temperature and charge level in each of the 200 cells. The battery pack also has an integrated water-cooling system, which is connected to the car's climate control unit.

THREE DRIVING MODES - THREE CARS IN ONE

The driver chooses the preferred driving mode via three buttons on the instrument panel: Pure, Hybrid or Power. The interaction between diesel and electric power is handled via a control system.

"In order to get true car enthusiasts to think green, you have to offer them the opportunity to drive with low carbon dioxide emissions without taking away the adrenaline rush that promotes genuine driving pleasure. The V60 Plug-in Hybrid has all the traditional properties of a genuine sportswagon. What we've done is to spice it up with spearhead technology that allows the driver to choose: zero emissions, high-efficiency hybrid or full-on performance. Just select the mode that suits best," says Stefan Jacoby.

THE DIFFERENT TEMPERAMENTS

The Pure, Hybrid and Power driving modes give the V60 Plug-in Hybrid three different temperaments:

- In Pure the car runs only on its electric motor as much as possible. If the battery has been recharged using electricity from a renewable source, the driving range is up to 50km with zero emissions of carbon dioxide. Battery range varies with terrain, climate



and driving style.

- Hybrid is the default mode whenever the car is started. The diesel engine and electric motor interact to provide the optimal balance between driving pleasure and low environmental impact. Emissions of CO2 (NEDC, Combined driving cycle for certification) are 49g/km, corresponding to diesel fuel consumption of 1.9L/100 km. The car's total range is up to 1200km. The driver has the possibility to key in the planned route's distance (short, medium or long) in the car setup menu. The control system calculates the balance between diesel and electric power to obtain the lowest possible CO2 emissions for the given distance.

and the High Voltage Generator maintains a sufficient charge level on the battery pack that feeds the motor on the rear axle with power.

Since the electrical All Wheel Drive is active on driver demand only it is more fuel efficient than a conventional, permanent AWD system

SAVE BATTERY POWER FOR LATER

The V60 Plug-in Hybrid offers the driver the option to save battery capacity in order to have enough charge for driving on clean electricity later, for instance in an urban low emission zone. When Save For Later is activated, the car makes sure that the battery has a sufficient charge level for another pure drive. If necessary, the High Voltage Generator recharges the battery in order to maintain a sufficient charge level for another "Pure" drive. The aim is that the Save For Later mode should secure enough battery capacity for approximately 20 kilometer drive on pure electricity.

TWO-STEP BRAKING SYSTEM

The two-step braking system is another intelligent feature in the Volvo V60 Plug-in Hybrid. When the driver pushes the brake pedal, the system initially brakes the car by controlling the rear axle motor. This braking energy is used to regenerate the car's battery pack.

The mechanical brakes are only activated when the situation requires more braking power than the rear axle can handle.

RECHARGING AT HOME

The Volvo V60 Plug-in Hybrid is recharged via a regular power socket (230V/6A, 10A or 16A) at home or in a parking lot. The charging time depends on the level of the current. A full 10A charge takes 4.5 hours. The time is shortened to 3.5 hours with 16A, while a charge in a 6A socket takes 7.5 hours.

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REVOLUTIONARY

2011 Ford Explorer

By VINCE PORNELOS



FORGET everything you know about the Ford Explorer.

I say that because the only things this new Explorer shares with the old one is the brand, the name, and the fact that it seats seven people. And to be completely honest with you, it's an entire revolution ahead.

About a month ago, people gasped when the new Explorer was revealed... well, at least those who don't really look at auto websites and don't know what the new one looked like. To me, the Explorer looks very much like that stunning concept car; the strange thing is, that concept wasn't from Ford but from Land Rover LRX (now in production as the Evoque). By that alone, you can be sure it looks damn good.

Okay, so technically Land Rover was owned by Ford (who in turn had the Explorer America concept), but either way its great to see concept cars become drivable cars everyday. The front end of the new Explorer looks positively bulbous as a proper SUV should. Those headlights, that grille, the huge polished wheels and those blacked out A, B and D pillars all create a car that looks very stylish no matter what neighborhood you're in.

Opening that door, and again you're greeted by a truly cool interior. The steering wheel feels great, the leather seats are supple, and the controls have that distinct upper class feel. Over the old model, the cabin does feel a bit smaller, especially when it comes to second row legroom. Ditto for third row legroom. Then again, however, the rear rows in most SUVs are really meant for smaller people, so if you're a group comprised of seven going to the beach, you may need to negotiate a bit as to who gets to sit in front.

Looking around the cabin, there are some nifty storage compartments; all of them rather large. There's the large center box, decent glove box, cupholders and bottle holders galore. A pleasant surprise was the boot space even with the third row occupied. Again, if you're heading to the beach fully loaded, there's plenty of room for seven people's luggage. What's cool is that the way you fold the third row is actually a neat party trick to show your friends: push a button to fold, push another one to stow, and this can be done independently of the opposite seat.

And then, of course, there are the features. There are, of course, the standard features like the power windows, steering, mirrors and central locks. And then there are the not-so-standard features like the huge panoramic moonroof, the power seats, the power tailgate and the aforementioned power folding third row. They've powered everything, and because of the fact that this thing has so many power sockets, including a 110-volt household power outlet, they (almost) literally did.

The key is a transponder unit that detects if you're nearby so you can just start up the car with the push of a button. The climate control has pretty cool touch-sensitive buttons, but I do wish it had a "hold" function (like on your iPod) to prevent accidentally turning up the fan or shutting off the compressor should your hand wander.

I have to admit, this is one car that you shouldn't start up and drive away the moment you're given the keys... for the simple reason that it's very easy to get overwhelmed with the buttons at your disposal. There are buttons on the steering wheel, touch-sensitive buttons for the climate control and even the LCD at the center of the dash is also a touch screen affair. This thing is already putting my hand/eye coordination to the test, and I haven't even moved from the parking slot yet.

Starting with the gauge cluster, well, there's really only one "actual" gauge there: the speedometer. Flanking it are two LCD screens: the left for driving info like fuel economy, a digital tach and other vehicle settings, while the one on the right is for everything else like the entertainment system, climate control, Bluetooth connectivity and the like. Both LCDs are controlled by your thumb the directional hat buttons on the respective sides of the steering wheel (buttons on the left control the left LCD,

buttons on the right control the other one). I have a feeling that someone from Sony's Playstation ergonomics department worked this out, and again, that's a good thing as after about five minutes of messing about with it, I've already gotten the hang of the LCD controls.

At the center of the dash is Ford's very latest gadget: the MyFord Touch system. This system unifies all of the vehicle's auxiliary functions like the Sony audio system, Bluetooth, climate and other settings into one touchscreen unit. It sounds good, and indeed it is. Plugging your iPod into the USB is easy, and getting your phone set up is the same. There are even controls for changing what mood lighting color you want in the cabin.

There are no issues with the functionality, but I do have an issue with the response time (lag) between the time I push/touch a button on the screen and when the function actually works. It can get a little frustrating on the go, even if you're the one sitting in the passenger seat. Same goes for actually being able to pick a playlist out of your iPod quickly. Mixed feelings about the MyFord Touch system then, though Ford (USA) has just released their update for the system in the States, so hopefully that makes its way here ASAP.

After getting everything set (finally), I pull out of the parking lot and onto the open road. Behind that handsome front end is a new 3.5 liter V6 from Ford. Floor the throttle and the heavy Explorer lunges forward willingly to the tune of 294 horsepower; which, when you think about it, nearly matches the 310 horsepower in the 5.4 liter V8 thanks to the use of modern valvetrain (DOHC, 4-valves per cylinder, Ti-VCT variable timing) compared to the V8's antiquated arrangement (SOHC, 3-valves per cylinder). The engine is also matched with a superbly smooth 6-speed automatic transmission which, oddly enough, has the +/- buttons for the manual mode on the side of the shift knob.

Still, 3.5 liters is still a relatively big engine, so in city limits be prepared for around 5 kilometers per liter in moderate traffic. On the highway it's not that bad, as a light right foot can get you upwards of 10.3 kilometers per liter... even more in the right traffic conditions. What we really want, and what Explorer owners might need considering today's fuel prices, is the even newer 4-cylinder

SPECIFICATIONS

| | |
|----------------------|------------------------------------|
| MAKE: | Ford |
| MODEL: | Explorer V6 |
| ENGINE: | 3.5-liter DOHC 24-valve V-6 Ti-VCT |
| MAX POWER: | 294 PS @ 6500 rpm |
| MAX TORQUE: | 345 Nm @ 4000 rpm |
| TRANSMISSION: | 6-speed A/T |
| PERFORMANCE: | 8 |
| DESIGN: | 10 |
| HANDLING: | 8 |
| COMFORT: | 8 |
| VALUE: | 10 |
| OVERALL: | 9 |



turbocharged EcoBoost engines that can still outperform the old Explorer V6 and still retain an EPA estimated 28 mpg, or 11.9 km/l.

Out of town and into the provinces, the Explorer is performing much better than expected... and by that, I mean in the handling department. It weighs over 2 metric tons, yet it confidently deals with the weight in the corners; relatively speaking of course. For the first time, the Explorer does not come from the classic SUV construction manual, using a unibody (read: crossover) framework over the classic body-on-frame of yesteryear's Explorers. Based on what I remember from driving the Explorer's two competitors, the comfortable Hyundai Veracruz and the light-on-its-feet Mazda CX-9, the Explorer strikes the middle ground, and again, that's a great place to be in.

Sadly, I didn't have the opportunity to try it out on a mild offroad trail, but on dirt roads there's plenty of traction for the

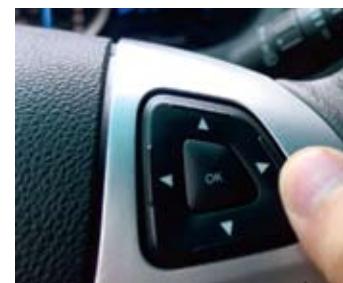
all-wheel drive system and the traction control system to play with. There's also a small wheel just aft of the shift knob for the terrain management system (like Land Rover's Terrain Response). There are settings for normal driving, sand, mud and even snow. Good luck on finding a place in the tropics to use the last mode, though.

Now comes the hard part: pricing the Explorer. The CX-9 is undoubtedly one of the best value cars in this class at PhP 2.362 million thanks to JPEPA. Same goes for the Mitsubishi Pajero's price at PhP 2.55M under the same trade agreement. The Veracruz is at the high end of the spectrum at PhP 2.808M. The Explorer looks better, feels better, feels of a higher caliber, is loaded with even more features than all of them and travels a whole ocean just to get into this country, so you would think PhP 2.9 million or even PhP 3 million are justifiable prices to ask for.

Well, it's PhP 2.35 million.

Game, set, match to the Ford Explorer.

"This is one car that you shouldn't start up and drive away the moment you're given the keys..."



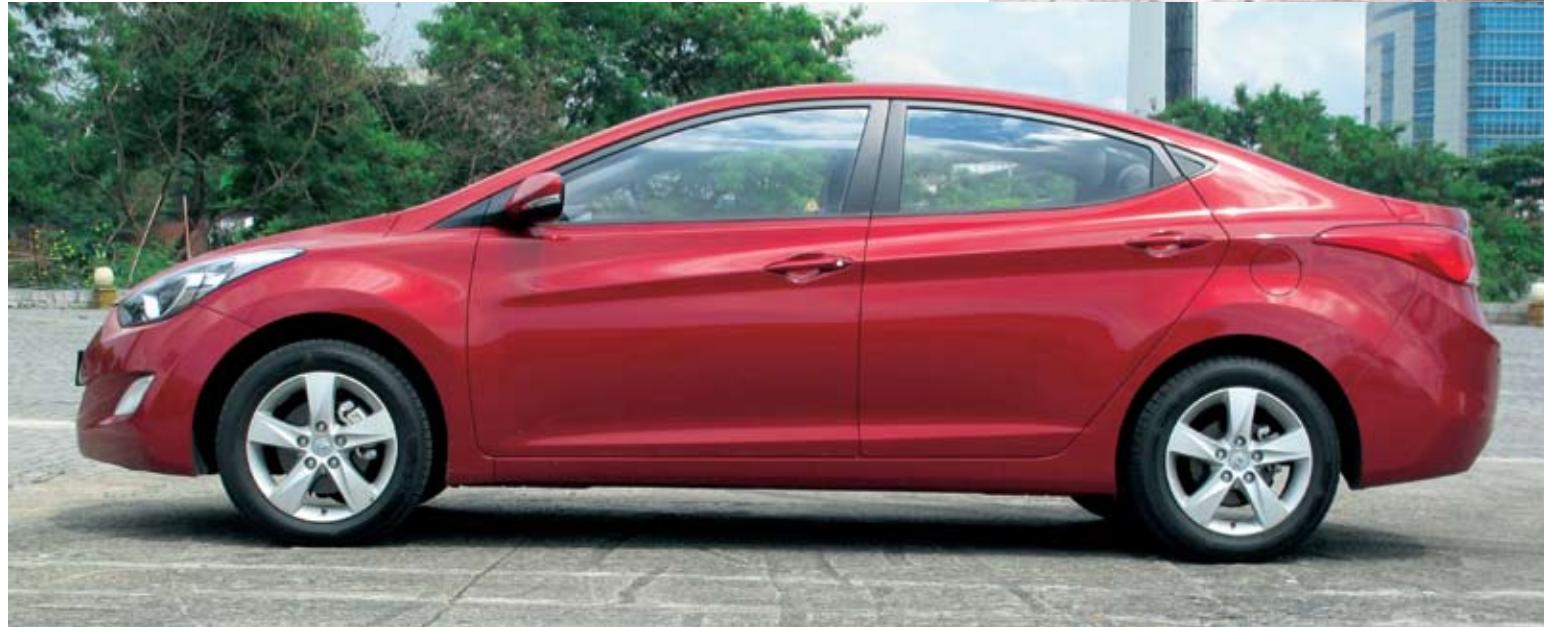
If there is one auto company in the country that has enjoyed a phenomenal rise in the last five years, it's Hyundai. The brand has been relentless in coming out with new, more stylish, more practical, more affordable, more efficient, and more powerful products every year. And the market has taken notice.

Now Hyundai has given us the new Elantra, just four years after the last generation model with the 1.6 CRDI model. That car four years ago never really took off. This one is different. Very different.

For one, there's a brand new look. The new Elantra now follows the same design theme, Fluidic Sculpture, as the rest of Hyundai's new line up like the Accent, Tucson and Sonata. From the front, there's the new Hyundai family face with that hexagonal grille. The headlights and taillights have to be some of the longest I've seen, wrapping around the front end and rear end, respectively. The profile is definitely more coupe-like, and lined with plenty of design features and details.

Inside, it's the same story. Once again, the application of the design gives me the feeling that I'm in a more expensive car. There's plenty of plastic, but the application gives a much better feeling of class. The surfaces give a good feel of quality, and a closer scrutiny yields none of the niggles of old Elantras like the gaps in between panels, trim and accent panels.

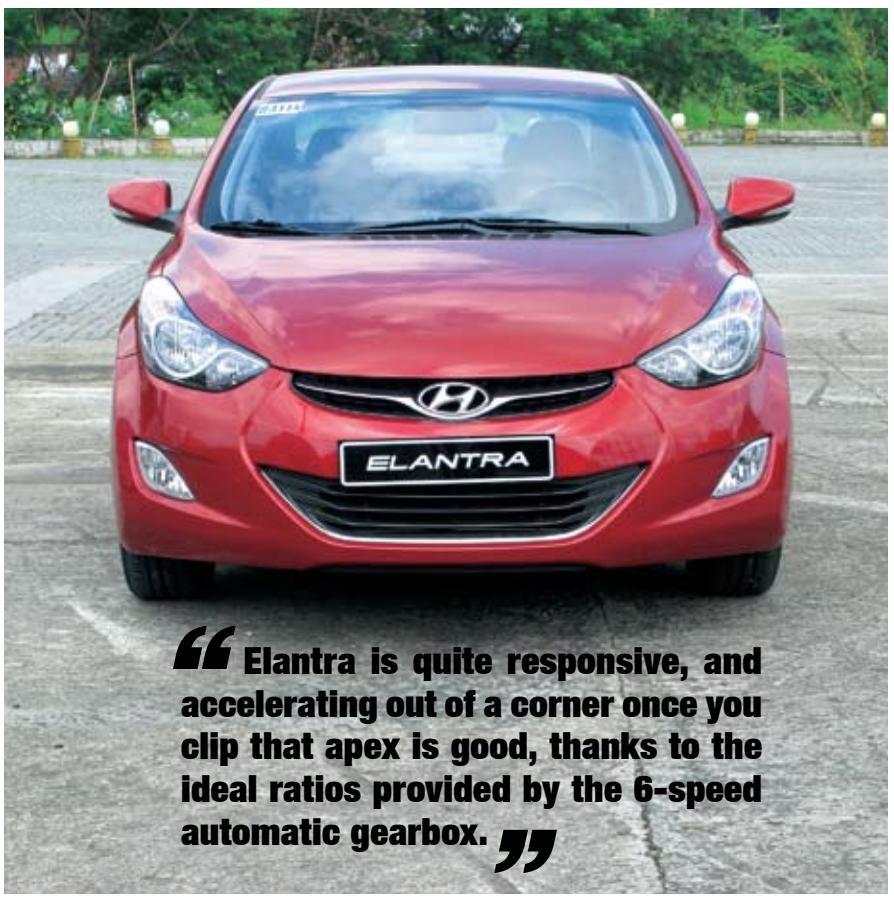
It has all the right features. Power features are pretty much standard in this top of the line model, with electric power steering, windows, mirrors and other things. There's a fully integrated audio system with full iPod connectivity. The aircon, while not a full auto climate control system, is powerful and comfortable, though I wish the vents in the middle were positioned a little higher. There are also steering wheel controls for the audio system, as well as buttons for the multi-information LCD system.



COMING FULL CIRCLE

2011 Hyundai Elantra

By VINCE PORNELOS



“ Elantra is quite responsive, and accelerating out of a corner once you clip that apex is good, thanks to the ideal ratios provided by the 6-speed automatic gearbox. ”

For space, there's plenty of it. Elbow room is good for the front. Ditto for rear legroom. The glove box has that “slow” effect when it opens, and there's a big center armrest compartment too. The trunk is quite huge and fits a set of golf clubs with ease.

Firing up the engine and taking it for a spin, everything feels right. The leather steering wheel feels great on your fingertips. Likewise for the numerous controls and switchgear. The gate type automatic shifter feels great, and even the pedals are perfect for both placement and feel.

The engine is a 1.8-liter motor with dual continuously variable valve timing and produces 150 horsepower. Putting that in perspective, most 2-liters in the market today produce 150-155 horsepower. Driving it in eco mode, the Elantra maximizes its transmission well, returning about 8 kilometers per liter in the city and 11.5 on the highway, both in moderate traffic.

Out of economy mode and into the fun stuff, the Elantra GLS does not disappoint. In fact, it surprises. Handling is very well balanced. The car is light on its feet and doesn't get skittish under heavy braking (when the rear unloads its weight on the front). On turn in the Elantra is quite responsive, and accelerating out of a corner once you clip that apex is good, thanks to the ideal ratios provided by the 6-speed automatic gearbox.

I only found two glitches with the Elantra. First is the relatively heavy self-centering of the steering. It's a trait of their MDPS (motor driven power steering), though I guess by now it's not an anomaly but more of how they engineered it to be. Once you get used to it, it's not a problem. Another is the ride when going over bad tarmac or rutted concrete. These kinds of roads don't seem to agree too much with the suspension as there's a noticeable increase in interior noise and vibration; a little bit more when compared to other cars. It's a minor glitch, but it does merit a bit of work in the suspension department when it comes to rougher-than-usual roads.

Nevertheless, Hyundai seems to have a homerun with their new Elantra. Looks, comfort, value (it's priced at PhP 938,000 for this top of the line variant), economy and performance. Not surprising, given how they've wowed us with their most recent models, but they were just new additions to the line up.

With this new 2011 Elantra, however, the Hyundai brand has really come full circle. **AQ**

| SPECIFICATIONS | |
|----------------|--------------------------------------------|
| MAKE: | Hyundai |
| MODEL: | Elantra GLS |
| ENGINE: | 1.8-liter DOHC 16-valve Inline-4 D-CVVT |
| MAX POWER: | 150 PS @ 6500 rpm |
| MAX TORQUE: | 179 Nm @ 4700 rpm |
| TRANSMISSION: | 6-speed A/T |
| | |
| PERFORMANCE: | 8 |
| DESIGN: | 7 |
| HANDLING: | 10 |
| COMFORT: | 8 |
| VALUE: | 9 |
| OVERALL: | 9 |

YES! I would like to apply for AAP Membership

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LAST NAME, FIRST NAME, MIDDLE NAME

BIRTHDAY _____ BIRTHPLACE _____

SEX MALE
 FEMALE

CIVIL STATUS _____

AGE _____

CITIZENSHIP _____

OCCUPATION _____

HIGHEST EDUCATIONAL ATTAINMENT _____

CONTACT INFORMATION

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NAME OF BUSINESS _____

OFFICE ADDRESS _____

HOME PHONE _____

CELL PHONE _____

OFFICE PHONE _____

FAX NO. _____

EMAIL ADDRESS _____

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|-----|------|-------|------|-------|--------------|
| 1st | | | | | |
| 2nd | | | | | |

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

TYPE OF MEMBERSHIP

REGULAR ASSOCIATE THREE-YEAR REGULAR THREE-YEAR ASSOCIATE

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

AAP members enjoy premium benefits such as:

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- LTO Vehicle Registration Assistance
- Free Personal Accident Insurance
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- Car/Non-Motor Insurance Discounts
- International Reciprocity
- Discounts from Partner Establishments
- AQ quarterly magazine

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The Year That's Past and the Year to Come

2011 to 2012

By Iñigo S. Roces

ANOTHER year has passed and more miles have been added to our odometer. Looking back at 2011, we've had our fair share of celebrations and calamities. Nevertheless, our love for motoring is far from faded and as we look forward to the year to come, we take this opportunity to look back at what has transpired.

★2011★



NEW BRANDS

Motorists were certainly spoiled for choice with new cars and brands that have come in. Chinese brands Geely and DFSK made their entry in the market via the Manila Auto Salon, simultaneously unveiling their small and compact car offerings. Perhaps one of the most anticipated announcements was that of Lamborghini coming to the Philippines under the growing roster of brands held by PGA Cars Inc.

NEW CARS

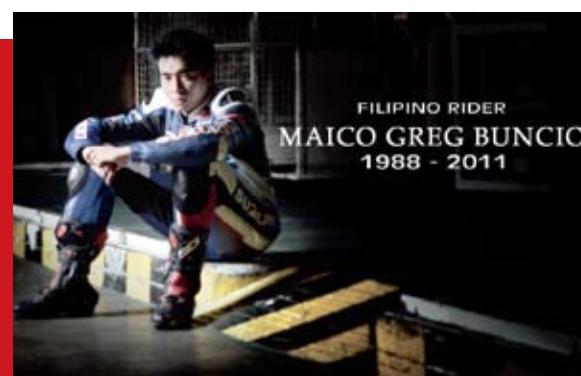
Aside from new brands, new cars also made their debut. This year saw the introduction of the Jeep Grand Cherokee, a large luxury SUV. Mini's first crossover model came to be known as the Countryman and was unveiled in a Wild, Wild West-themed event. Finally, Ford breathed new life into the aging Explorer with a much more hi-tech 2011 model.

Sporty coupe sedans seemed to be the trend of the year as Audi, BMW and Mercedes-Benz each unveiled their take on the new segment to take the car world by storm. Audi's answer was the A7 sportback based on the A8 sedan. As for BMW, it was the 5 Series Gran Turismo, a hatchback derivative of their popular midsize luxury car. Mercedes-Benz drew the covers off their latest CLS, an all-new version of the sports sedan first launched some years ago.

MILESTONES

2011 also seemed to be a milestone year, giving two brands reason to celebrate. To begin with, it was Mercedes-Benz's 125th year anniversary and quite coincidentally, Mercedes-Benz Philippines' 60th year as well. Their celebration served as a poignant reminder that the automobile as we know it is already 125 years old. The other celebrant this year is Chevrolet that turns a century old. Founded by William Durant and Louis Chevrolet in 1911, the car company is now one of the largest in the world.

Much closer to home, an institution we're more familiar with celebrated a milestone year as well. In honor of its 20th staging, the Trans Sport Show, merged with the Manila Sports Car Club's



Concours d'Elegance to create a super car show. Held at the SMX convention center, the double bill event featured not just the best setup modern cars, but finely restored historical classics as well as 13 of the past Best of Show winners.

MOTORSPORTS

Speaking of competition, over in F1, Sebastian Vettel, the youngest Formula 1 driver to win a world Driver's Championship claimed the coveted title a second time. His run to the second title seemed unchallenged with eleven successive top two finishes. This lead to an early commanding lead and an the title trophy in the bag with races left in the season.

In stark contrast, our country lost a promising young racer in an unfortunate accident. The Four-time national superbike champion lost his life after sustaining serious injuries from a back crash during time trials for an upcoming race in the Clark Speedway. His exploits earning him a Golden Wheel Driver of the Year laurel as he set his eyes on competing internationally with Team Suzuki Pilipinas for the Asian Road Racing Championship.

TRAGEDIES

The automotive industry took quite a blow as well following the effects of the Tohoku earthquake and tsunami. A 9.0 magnitude earthquake off the East coast of Japan rocked the country while

the tsunamis it triggered aggravated the damage. The quake had claimed close to 16,000 lives and cost billions of US dollars in damage. Aside from seriously damaging and triggering meltdowns at the Fukushima Nuclear Power Plant, several automobile parts factories had been affected, limiting worldwide supply as a result.

PROGRESS

In spite of all these tragedies, Japan as well as the Philippine auto industry continue to move forward. As of October this year, the Chamber of Automotive Manufacturers of the Philippines reports only a 3.5% decline over the past year.

As for progress on the roads, the MMA's CCTV coverage over the capital's major thoroughfares has caught its fair share of incidents and altercations. The world's deadliest highway, Commonwealth avenue received a strict 60 km/h speed limit. It also gained a Motorcycle lane as well in efforts to keep motorists disciplined along the wide road.

The past year may have been quite a roller coaster for car aficionados but that's not to say that the next year could be any less spectacular. All throughout the year, the rumor mills have been buzzing. No doubt, you've heard a few of these tidbits. Some are still up in the air, while others seem more of a certainty. For now, we can only present you speculation and hope that these will prove to be true in 2012.

★2012★

NEW BRANDS

Perhaps among the most anticipated events of the coming year is the arrival of three new brands to the roster. Heading the line-up is the rumoured re-entry of Peugeot. Indeed the brand was present in the market some years ago but pulled out after lackluster market reception. The new licensed distributors, Columbian Auto Car, distributors of Kia, are a little more optimistic this time around.

Not content with their current broad line-up of cars, CATS Motors seems to be planning to expand their offerings even further. Following Fiat's recent acquisition of the Chrysler group, it seems CATS, the current distributor of Chrysler brands, is in the ideal position to bring in some Fiat brands as well. The most likely Fiat though the possibility of Alfa Romeo returning is not far off either.

Finally, perhaps the surest of all, is the arrival of Bentley. Being the most prestigious brand under the Volkswagen group, it's not surprising PGA Cars, already the distributor of several of the group's brands like Audi, Porsche and Lamborghini, are planning to bring in this luxury marque. PGA Cars is already proving that the luxury car scene is right for the picking with Audis and Porsches selling fairly well, their success likely emboldening them.



NEW CARS

Despite the lofty expectations, many of the new cars expected to arrive next year will be far more affordable to the average motorists. It seems there's a pick-up war brewing as 2012 will be the year the brand new Ford Ranger, Chevrolet Colorado and Isuzu D-Max are due to arrive.

First launched last year at the Bangkok International Motor Show, both the Ranger and Colorado vied for visitors' attention, each touting attractive new designs and even more powerful engines. No surprise that, some months after, Isuzu announced its plans for a brand new D-max.

Aside from pickups cars to anticipate next year include compact staples, the Ford Focus and Honda Civic. The all-new focus boasts of more aggressive design with a larger lower air intake bisected by what look like fangs. In the rear, the broad shoulder is accented by light the stretch forward. Inside, the Focus will have the MyTouch system, similar to the Explorer's with steering mounted controls that let you display the information you want without letting go of the wheel.

The Civic, by contrast, features milder but still appealing design. Clean lines reveal a more aerodynamic shape, a hint

of subtle shoulders, and a more majestic grille. Inside, Honda improves on the two-tiered instrument cluster with the i-MID system that allows the driver to display his information of choice through a directional pad on the steering wheel. In addition, a new Econ button instantly puts the car into a frugal driving mode to save fuel and reduce emissions every time it is pressed.

Indeed the year that's transpired had its own ups and downs, yet through it all, we've still managed to come out on top. It's all the more reason to look forward to the next, with so many new brands and new cars to look forward to, the coming year is certainly shaping up to be another landmark year.



HOT OFF THE (STEEL) PRESSES

By VINCE PORNELOS

THE challenges the industry has faced in 2011 are done, and those in store for 2012 are about to begin. We take a look at what new car models the Philippines can look forward to over the next 12 months.



BENTLEY

THE cat is out of the bag for PGA Cars, as the company known for bringing in premium (Audi) and sports cars (Porsche) is already confirmed to bring in ultra-luxury brand Bentley... one of only two brands that can rival Rolls-Royce for luxury (the other one being Maybach, Mercedes's ultra-luxury arm).

Bentley Philippines' line up is still unconfirmed, though currently the British carmaker is manufacturing six distinct models, all hand-assembled. For saloons, Bentley has the 6.0-liter, W12-engined

Continental Flying Spur and the 6.75-liter V8 Mulsanne.

Bentley also has two coupes with the Brooklands Coupe (limited to just 550 units) and the Continental GT and GTC, both of which are powered by a 6.0 liter W12 engine.

Last on the list is the Bentley Azure, a 2-door grand touring convertible driven by a 6.75-liter turbocharged V8.

When Bentley arrives, their cars will undoubtedly be the most luxurious, officially available cars in the local auto market.



Judging by the models that are scheduled (and/or rumored) to arrive next year, 2012 is looking good for the Philippine auto industry.

There are some all new nameplates, some next generation models, some new variants, facelifts and upgrades, but generally speaking, the car buying public will have plenty more to choose from if they're in the market for a new ride... regardless of what market segment they're shopping in.

Here's the rundown (alphabetical, by brand) of what you can expect for 2012 in the auto industry. Some are speculative, while others really are ready to take the wraps off and head for a showroom near you.

If you're not excited, well, you should be.



CHRYSLER'S presence in the Philippines, courtesy of CATS Motors, Inc., is ready to bring the latest generation of their flagship model, the Chrysler 300, to showrooms.

Already the dealerships have reportedly begun to sell the new 300 to customers, though they have yet to formally launch the car. The new Chrysler 300 features a range of improvements with a new design, new features, and a list of new engines including Chrysler's new Pentastar 3.5-liter V6 engine that is capable of 292 horsepower and is matched with an 8-speed automatic. Other variants get a 5.7-liter HEMI V8 while the SRT8 gets a 6.4-liter V8 with 465 horsepower.

For Dodge, they are releasing the 2nd generation of the Charger sedan, and is being headlined by Chrysler's Pentastar V6 (with the 8-speed auto) as well as a new SRT8 version; both with the same outputs as their Chrysler 300 counterparts.

Another Dodge that will be taking its wraps off (internationally) will be the next generation Viper muscle car. Past editions of the Viper were powered by V10 engines able to generate upwards of 600 horsepower from the showroom. The new model will reportedly have even more aggressive styling with similar proportions: long hood, rearward cabin.



reviews from all over the world, it's looking good for Chevy's new up-and-comer in the b-segment.

Also, Chevrolet will be re-entering the pick up market to compete with the Strada, Navara, Ranger (also to be a new model in 2012), and Hilux with the Colorado. The new truck is currently being produced in Thailand, though we are still uncertain about possible delays because of the recent (and ongoing) Thai floods.

Another possible Chevy for the local market in 2012 is the all-new Chevrolet Malibu. Chevy, even in the form of the now defunct GM Philippines, was never keen on big sedans, as evidenced by the Lumina that they brought in before. The Malibu has quite a bit of a promise, following the Cruze's new style statement, and is also to be assembled in Korea. The Malibu gets a 2.5-liter inline-4 engine that is good for 182 horsepower and matched with a 6-speed automatic transmission.



CHEVROLET has really bounced back, releasing one successful model after another. For 2012, Chevy, after having just celebrated 100 years, is again out to bring the latest models to showrooms around the world.

One such car is the Chevy Sonic, a subcompact car slated to replace the current model Aveo, a model that hasn't done much to win hearts and minds over to the brand. The new car does not share a single component with the outgoing model, and is powered by a range of new low-displacement engines at around 1.4 liters. Foreign models even include a 1.8- and a 1.4-liter turbo, though we doubt that those versions will be coming here.

It is still unclear as to whether the Aveo name will be dropped locally (we hope so), but with favorable



FORD

THE blue oval brand is definitely on the rise in the local market, with sales driven by new model launches including the Fiesta (now the bestselling hatchback in the country) and the Explorer. The year 2012 is also looking very good for Ford, as they will be headlining it with two new models -- the all-new Ranger and the all-new Focus.

The Ranger has only begun to roll off the lines and already has one accolade to its name: the first pickup truck to ever get a 5-star safety rating from Euro NCAP. The new model is larger, wider, more stylish and more efficient than the outgoing model. We assume that both local variants will be diesel, and will come as either the 2.2-liter Duratorq or 3.2-liter Duratorq engines with 6-speed manual and 6-speed automatics.

The Ranger pickup is currently being manufactured at Ford's plant in Thailand, but again, it is still unclear how much they were affected by the ongoing Thai floods. The launch of the new Ranger is slated for December 2011 in the Philippines.

As for the Focus, we've had to wait a while for the Philippine market, but 2012 is the year that our wait is supposed to end... for the car I mean.

The new 3rd generation Focus is reportedly better on all fronts, with a new range of engines including the new line of EcoBoost (turbo gas direct injection) as well as a (possibly) improved 2-liter TDCI motor. For regular petrol engines, the Focus gets the new Ti-VCT valve timing system. It is also possible that the top-of-the-line models could have the same MyFord Touch system in the Explorer, though hopefully it's already the improved version.



LAMBORGHINI

WELL, for the first time, Lamborghini will officially be in the country courtesy of PGA Cars Inc., the same company behind Porsche and Audi in the Philippines. The new Lamborghini showroom and dealership will be at Bonifacio Global City, right next to the Audi dealership.

Lamborghini Manila will be led by the Italian sportscar maker's two models -- the V10-powered Gallardo and the new V12 Aventador supercar. In Lambo's tradition, both cars are named after famous fighting bulls,

with the Gallardo being in production since 2003 and the Aventador being a new 2011 model for the brand.

The Aventador is as supercar as can be. It features the signature wedge shape of the Lamborghini brand, a shape that has been pioneered by the Countach of the '70s and '80s. The new car gets a 6.5-liter V12 engine mounted amidship and drives all four wheels. The engine is capable of 700 horsepower, making it the most powerful car officially sold in the country when the dealership opens.

MAZDA

WELL, well. Mazda is about to get their zoom-zoom back as the Japanese automaker (locally under Ford Group Philippines) is set to release two all-new models: the Mazda3 and the CX-5.

Like with the upcoming Ford Focus and even the Fiesta, we've had to wait a while (about 2 years) to get our own crack at the next generation Mazda3. In terms of platforms, it's the same as the first generation model (C1 platform) but has a long list of improvements in design, engines and features.

What we will most likely get is the upcoming facelifted and updated Mazda3 which is rumored to arrive with SkyActiv technology for improved all-around fuel efficiency.

Another one will be the all new Mazda CX-5. If you remember the Tribute crossover, well, the CX-5 is reported to be a very different car altogether. It's a small crossover for five people, but gets a long list of high-tech improvements which is headlined by SkyActiv. The car is styled around Mazda's Kodo, or soul of motion, design language and is powered by either a 2.2-liter turbodiesel or the 2.0 liter gasoline engine with 162 horsepower, the latter petrol engine being the most likely one to arrive.



MERCEDES-BENZ

FROM the tristar brand comes the roadster version of their modern reinterpretation of the classic (not to mention iconic) gullwing 300 SL, with the SLS AMG Roadster.

Of course, being a convertible, the new SLS AMG Roadster doesn't have the signature gullwing doors, having gone with the conventional mechanisms. The SLS Roadster will also be powered by the same engine in the SLS coupe: a 6.2-liter V8 that outputs 571 horsepower.

Also on the list for Mercedes will be the new B-Class, an all new model that was revealed at the Frankfurt Auto Show in September 2011. The new B-Class has been thoroughly improved, and gets a variety of engines that run on diesel or gasoline and range from 1.6- to 1.8-liters in displacement.

Mercedes's lineup has already been fully updated internationally, and the list continues with the M-Class, which has been refined and restyled further to reflect the brand's new design language.

Expect more updated and upgraded models from the tri-star brand.



MINI

In 2011, MINI departed from their conventional 3-door hatch form factor and built their first ever 5-door "mini" SUV with the Countryman. For 2012, we can expect that MINI will continue to try new things as British United Automobiles, the local distributors of the MINI brand, are slated to release their new MINI Coupe.

The MINI Coupe is the first car for the brand to have a 3-box design (the front end being 1 box, the passenger compartment another, and one more as the trunk). The roof is lower than usual, and the tailgate (as with the 2-box, 3-door version) has been replaced with MINI's first trunklid. The rear seats are also gone, making this a true 2-seater coupe.

The engine will be a 1.6-liter turbocharged motor for the S model, while the JCW, or John Cooper Works models will be the fastest production MINIs to date with 208 horsepower and a top speed of 240 km/h.

**PORSCHE**

PORSCHE have just released their latest 911 at the recently concluded Frankfurt Auto Show. The new generation 911, the Type 991, comes with a long list of technical improvements in handling, rigidity, power and efficiency. The 991 is actually an all-new platform for the 911 line, being only the 3rd all new platform since the original model nearly 50 years ago.

The car is now longer with its wheelbase extended by 100 millimeters, but the height of the vehicle has been reduced. The all-new, lightweight body is an intelligent aluminum-steel construction giving a significant proportion of the weight reduction of up to 45 kg.

To complement the new exterior design, the Porsche designers created an interior inspired by the Porsche Carrera GT, with more driver oriented details and touches.

A new range of engines, both more powerful and more efficient, find their way into the 911 line. The 911 Carrera gets a 350-horsepower, 3.4-liter, flat-six engine which, when mated to the PDK dual clutch transmission, consumes just 8.2 liters per 100 kilometers on the NEDC format. The 911 Carrera S variants get a more powerful 400-horsepower, flat-six, and can accelerate to 100 kph in just 4.3 seconds for the PDK variant.

**SUBARU**

SUBARU is expected to go full throttle in 2012, as the Japanese niche automaker, represented locally by Motor Image, could be out with three new models.

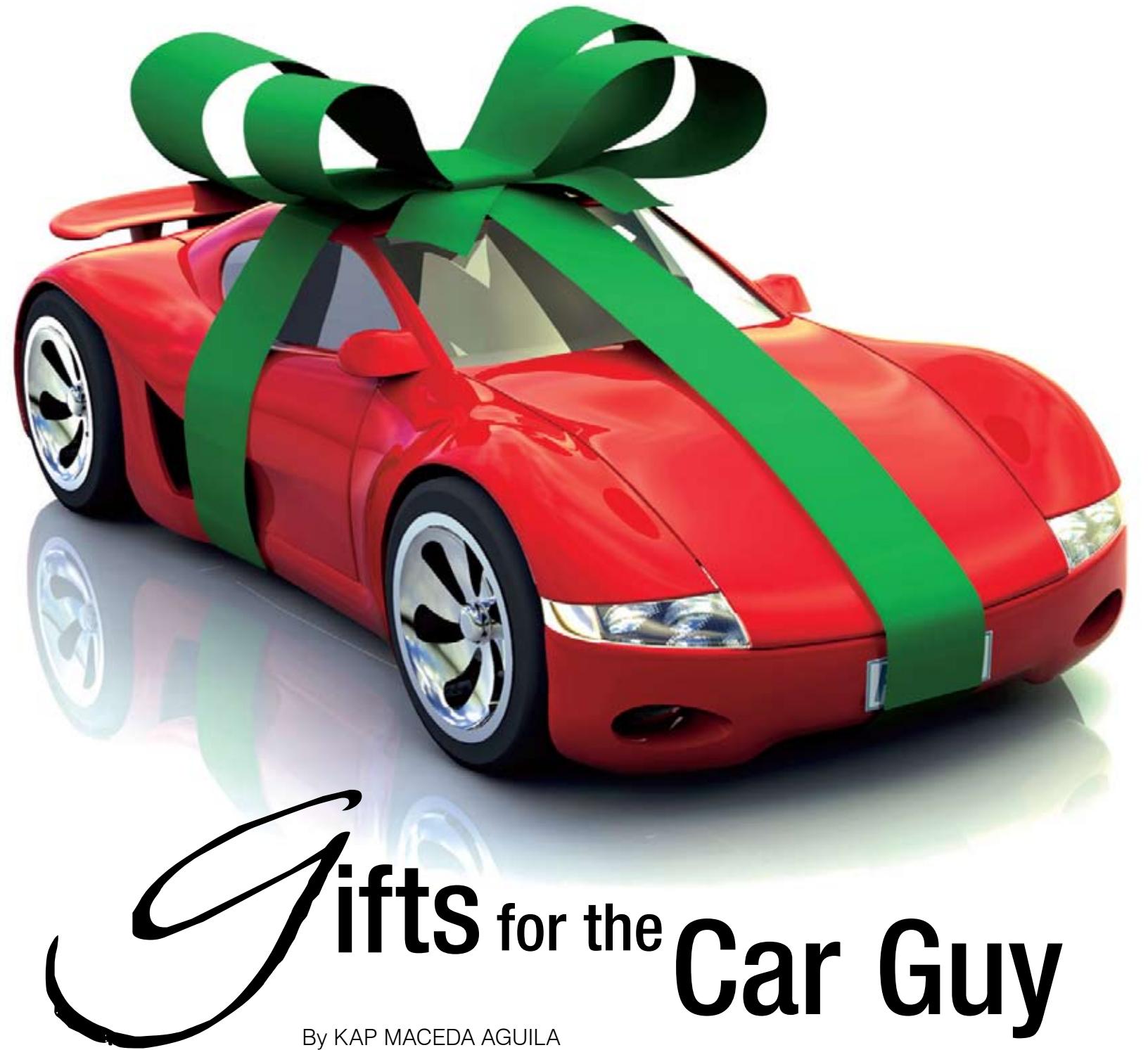
First up is the all new Impreza. Revealed at the 2011 New York Auto Show, the 4th generation Impreza now gets a bold new look as well as an all new powertrain, combining for a claimed fuel efficiency improvement of up to 30 percent compared to the outgoing model. The all new Subaru Impreza is powered by an all-new 148-hp, 2.0-liter Boxer engine, and comes with a choice of a five-speed manual transmission or a second-generation Lineartronic CVT (continuously variable transmission).

More recently, Subaru released the new XV compact crossover at the Frankfurt Auto Show. The new XV

crossover is geared for what Subaru calls an "Urban Adventure". The compact SUV gets a stylish design, both inside and out, as well as a new generation of Boxer engines that come as either a 1.6 or a 2.0 liter, both of which are matched with a Lineartronic CVT. The XV also comes with an Auto Start-Stop System for better fuel efficiency.

Last for Subaru is the BRZ, a compact sportscar developed with Toyota. The car is a pure coupe, and will be a front-engine, rear-wheel drive layout, and will be getting Subaru's Boxer engines. As of presstime, the BRZ is currently being readied for its production model debut at the Tokyo Motor Show. STI, or Subaru Tecnica International (the brand's tuning arm) is already starting work on a high performance variant.





By KAP MACEDA AGUILA

THE smell of roasting chestnuts, the sight of towering trees (artificial and otherwise) bedecked with decor and lights, the endless tiangge and insane sales. Yup, yuletide's here all right. Long live Christmas!

Of course, this is a great time to be a child – or child at heart, for that matter. Big boys with the big toys (cars) are no exception. 'Tis the season to delight in what we can get for our other love. While we're at it, auto executives chorus that this is the best time to buy a new ride -- what with the absolutely scrumptious dealership packages and offers this time of the year as people scramble to meet their sales quotas. But don't tell them we told you that, okay?

So with that, here are gift suggestions for a car lover you may happen to know (me included, of course). No nodding dogs, please.

- **Air freshener.** What self-respecting car lover would be caught driving without one (or two, or three) of this? The car lover would appreciate a refill pack or a brand-new one. However, do check what product he or she uses. Don't get any weird scent (adobo, perchance?) and go with what works. Also, liquid fragrance formulas (or even the standard "pine") are better than the gel type which has a nasty reputation of clogging up your air-conditioning.
- **Mat.** As we know that stock mats have a reputation for quick wear and tear, third-party products are de rigueur these days. Choose one that is slip-resistant and won't potentially get in the way of the accelerator or brake pedal.
- **Sun visor/shade.** If your friend or loved one covers his dashboard with a ratty-looking, sorry piece of cardboard he calls his sun visor, then please get him a spiffy new one. Light-colored or reflective ones are always best (dark colors will absorb rather than repel heat), and make sure it's the correct size.
- **Clip-on rearview mirrors.** These mirrors greatly extend the driver's view of what's going on behind him. Remember to get ones of good construction and quality.
- **Detailing.** Surprise your loved one with a trip to the detailing shop to freshen up the finish of his car's paint via some professional buffing.
- **Car stereo.** A stereo head unit is not a particularly expensive piece of equipment (except for exotically named high-end brands), so if your loved one still has a four-track, maybe you should put that stereo out of its misery. Get something with an auxiliary input and is USB-ready. Ensure that the car will accommodate the size of the unit you're getting.
- **Air-conditioning cleaning.** Surprise your husband or dad by taking the car out to the shop and getting the air-conditioning system fixed (and recharged with coolant, if necessary). You'd be surprised how much gunk is in there, and your loved one will love you more once he sees and feels the results of the cleaning.
- **Oil.** Lubricants are costly, so a gift of a gallon of oil will be much appreciated. This kind of gift is tricky, of course. You have to check on the kind of oil your recipient goes for. Yes, we car lovers are kind of crazy that way.
- **Wipers.** I was surprised how much better my wipers flicked the rain away when the shop replaced them. Yes, nifty gift idea indeed!
- **Load for electronic tags.** Enough said, although your money wouldn't really go that far these days with the insane toll fees. But that's another story.
- **A USB pre-loaded with songs.** Isn't this so extra sweet? You'll have him at hello.



All-New Ford Ranger Gets Into Deep Water



- Ranger can go deeper than any other pickups in its segment with a best-in-class water-wading capability of up to 800 mm
- The 4x4 and 4x2 Hi-Rider models can wade through deep water even while carrying a full load
- Engineers found strategic locations for key electrical components and air inlets to deliver the class-leading attribute

COME flood or high water, all-new Ford Ranger confidently takes it all in its durable stride, buoyed by its best-in-class water-wading capability of 800 mm. The 4x4 and 4x2 Hi-Rider models can wade through deep water even while carrying a full load.

During the extensive water testing, Ford's latest global compact pickup was loaded to gross vehicle mass –as heavy as it possibly could be – so that Ranger was riding at the lowest possible height. Most customers would not be carrying so much weight when fording rivers or floods but Ranger's ability to do so provides additional peace of mind.

Engineers tested Ranger over a variety of water depths and speeds. For example, they drove Ranger through 50 mm of water at 30 km/h, 50 km/h and 65 km/h to simulate going through big long puddles on the ground. They then increased the depth at 50-mm intervals until they got to 800 mm, at which the engineers were driving through the water bath at 7 km/h, or approximately walking pace.

The water bath is 50 m long and has angled sides to replicate the bow wave that forms at the front of the vehicle as it pushes through the water. This closely simulates what happens in real life when Ranger has to wade through deep water.

"When we go through the water bath, we're looking out for every possible functional failure in the vehicle. The most critical one would be if water was sucked

through the air intake into the engine, resulting in hydro-lock, which can bend the piston's connecting rods and potentially destroy the entire engine," said Tom Dohrmann, the development engineer in charge of Ranger's water management.

"We have to protect against such failures so that our customers can go deeper without causing catastrophic damage to their engines."

ACHIEVING 800 MM

To deliver a very capable Ranger that can go deeper than any of its competitors, the engineers concentrated on finding strategic positions for key components, especially the air intake. They finally positioned it above the water line in the right fender above the wheel arch liner. The transmission breather hoses were also placed above the water line.

In the early stages of Ranger's development, the engineers found that the alternator was too low in the Duratorq diesel engine for the 800-mm water-wading capability target. They proposed moving the alternator up high, as it would also be good for the component's durability since dust or stones are less likely to get thrown at it during off-road driving. The change was made for Ranger and ended up in other Ford vehicles programs too because the Duratorq diesel engine is a global Ford engine.

For components that had to be below the water line, such as fuel tanks and rear

parking sensors, they had to be suitably waterproofed to ensure they would do their job even when wet. Considering the height of the water line changes depending on whether the vehicle is moving or stationary – the water line starts higher at the front and slopes down towards the rear of the pickup when it's moving due to changing pressure of the water – the biggest challenge for the engineers was in finding a place for all the components.

"We did it in the end, and we're very proud of how deep the Ranger can go," said Dohrmann. "When faced with a water crossing, you'll be able to drive it into the water deeper than the competition can, through the water, out of the water and onto safe ground."

ALL-NEW RANGER IN THE PHILIPPINES

Based on Ford's new global compact pickup truck platform, the all-new Ford Ranger will be sold on five continents, in over 180 markets. And in the Philippines, the All-New Ranger is set to please adventure seekers with its new rugged and bold design, advanced engines delivering more power, torque and stamina, smart technologies for a more confident drive and uncompromised comfort, convenience and connectivity enhancing the overall driving experience in both work and recreational activities.

The All-New Ranger will be available in the local market by the first quarter of 2012. **AQ**

Mitsubishi gives more reasons to enjoy the ride with the 2012 Mitsubishi Montero Sport

WHO says that this best selling Sport Utility Vehicle in the country can't get any better? Mitsubishi Motors Philippines Corp. (MMPC) is bringing more excitement with the release of the 2012 Montero Sport. The 2012 model offers more refinements and technological advancements to make the ride more enjoyable.

The 2012 Montero Sport GLS V 4x2 automatic is now equipped with the 5-Speed INVECS-II automatic transmission with Sportronic mode and Magnesium Alloy paddle shifters for better fuel efficiency and on demand shift action during spirited driving. The rear brakes have also been revised to feature ventilated discs for those fade-free stops. Going inside the 2012 Montero Sport, cooling efficiency has been improved as it now features overhead aircon vents for both second and third row passengers. Cruise Control is also an added standard feature of the Montero Sport GLS V 2WD and 4WD and GTV variants. The cruise control provides convenience and relaxed driving specially on highways and long stretches.

Early this year, MMPC introduced the VGT technology for the automatic variants of the Montero Sport and the Strada. The Variable Geometry Turbo technology reduces the lag time and increases overall efficiency across the entire RPM range. Aside from being powerful, durable and dependable, this engine has been noted to be, responsive and economical. It is because of the VGT that made the 4D56 2.5 liter 4 In-line DOHC 16-Valve Turbocharged and Intercooled Direct Injection Diesel produces 178PS and 350 Nm of torque. Now for 2012, the manual transmission variants of the Montero Sport gets VGT but the news gets even better: 178PS and 400Nm of torque.

The Montero Sport is also the first in its class to feature a fully-integrated Multimedia and Multi-Information System in a very convenient and user-friendly package. The dealer option entertainment system features 1-DIN In-Dash 7 inch Liquid Crystal Display (LCD) monitor with touch screen interface, DVD/CD/ MP3 AAC/WMA/ WAV/ Tuner with preset stations. The Multimedia Entertainment System also ensures versatility in function for any media you use it with whether playing DVDs/ VCDs/CDs, iPod or iPhone, or USB devices. Accessing the vehicle's vital information such as Fuel Consumption, Speed, Range, Direction (Compass), Outside Temperature, Outside Pressure, Elevation, and Periodic Service Maintenance reminder is now made easier with just a touch

Safety is also top of mind with the Montero Sport as it is made using the RISE technology. RISE or Reinforced Impact Safety Evolution makes the passenger cabin very



THE Montero Sport is available in eight colors: Gemstone Grey Mica, Cool Silver, Sedona Red, Savanna White, Pyrenees Black, Claysoil Beige, Lorenz Blue Mica, and Quartz Brown. Mitsubishi Motors Philippines will back it up with a 3-year or 100,000 kilometer warranty. Suggested Retail Price for the 2012 Montero Sport 2.5 GTV 4WD is P1,708,000, GLS V 4WD is P 1,530,000, GLS V 2WD is P 1,448,000 and P1,330,000 for the GLX V Limited 2WD.



safe in the event of an accident by absorbing the impact and providing a safety cocoon for the passengers. Other standard safety features are dual front SRS airbags and Anti-lock Braking System (ABS) that works in tandem with the Electronic Brakeforce Distribution (EBD).

For the 4x4 variants, Montero Sport GTV and GLS V are equipped with the Super Select 4WD system which is the same type found on the current Pajero. The secret of this system is its synchronized free-wheel front differential which lets the driver switch from 2WD to high-range 4WD even at speeds up to 100 km/h – and back at any speed with just a movement of the lever. The Montero Sport GTV is also equipped with a hybrid type limited slip differential which provides additional assurance that power will be transmitted as positive traction to all wheels. **AQ**



Premyo na, may pa-raffle pa!
For every P1000 worth of Petron fuel
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BUNOT BOX
Pick a Raffle Coupon
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FREE 1 LITER FUEL

DOBLE GRAND DRAWS
1st Grand Draw - Dec 20, 2011
2nd Grand Draw - Feb 14, 2012
LUZON, VISAYAS AND MINDANAO will have
separate draws. Prizes to be won:
Mitsubishi Montero Sport
Toyota Hi-Lux (3)
Honda Civic (3)
Yamaha Mio Soul motorcycle (3), 47-inch
LG LED TV (6); Samsung Galaxy Tab (6), Apple iPad 2 - 32GB
(9), and Petron E-Fuel Card worth P10,000 each (48).

CARS, MOTORCYCLES AT STAKE IN PETRON DOBLE PANALO PROMO

PETRON, the country's leading oil company, recently announced its biggest marketing promotion for the year with the Petron Doble-Panalo promo. Starting 01 November 2011 to 31 January 2012, Petron customers have two chances to win prizes from Petron stations nationwide.

First, with every P1,000 single or accumulated purchase of Petron fuels — Petron Xtra, Petron XCS, Petron Blaze, Petron DieselMax and Petron Turbo Diesel — a customer is entitled to "Pick a Raffle Coupon" with an instant prize from the bunot box. Instant giveaways include: free 1-liter fuel, Petron t-shirt, Petron sticker, San Mig 3-in-1 coffee, and Petron 2012 calendar.

The same Raffle Coupon can then be used to participate in the Doble Grand Draws, which will have separate draws and separate winners of same set of prizes for Luzon, Visayas and Mindanao. The First Grand Draw to be held on 20 December 2011, will have the following prizes at stake: Toyota Hi-Lux (3), Honda Civic (3), Yamaha Mio Soul motorcycle (3), 47-inch LG LED TV (6); Samsung Galaxy Tab (6), Apple iPad 2 - 32GB (9), and Petron E-Fuel Card worth P10,000 each (48).

The Second Grand Draw, for entries submitted by 31 January 2012, will be held on 14 February 2012. Grand prizes include: Mitsubishi Montero Sport (3), Yamaha Mio Soul motorcycle (3), 47-inch LG LED TV (6), Samsung Galaxy Tab (6), Apple iPad 2 - 32GB (9), and Petron E-Fuel Card worth P10,000 each (48). **AQ**

BOSCH feted for excellence in product quality

Conferred by National Product Quality Excellence body



- Award Body commends Bosch Spark Plugs, Windshield Wipers and Automotive Batteries for superior quality
- Merits company for value pricing, customer satisfaction and truth in advertising

MANILA, Philippines, — Based on a survey conducted among respondents from both motoring associations and private vehicle owners, Bosch won on the merits of product durability, which renders its products free from service defects.

Bosch automotive products were also found to provide high value vis-à-vis customer cost, adding credence to advertising truthfulness on lower cost per kilometre travelled – brand attributes that reflect bottom line customer satisfaction and which ultimately satisfy needs and gain customer trust.

Bosch spark plugs and batteries are proclaimed this year's winners in their respective categories, while Bosch windshield wipers is on a category of its own which the federation introduced for this year's awards.

"The National Product Quality Excellence Award comes at an opportune time for Bosch as we mark the company's 125th anniversary," said Joseph Hong, Managing Director of Robert Bosch Inc. (Philippines) and concurrent General Manager of Automotive Aftermarket Division.

"This definitely adds significance and is testament to the company's tradition of uncompromised quality and continuous innovation," he added.

CLASS-LEADING TECHNOLOGY

Platinum and Iridium, the best of two technologies, are combined in the flagship Bosch Platinum-Iridium Fusion spark plug, providing optimum engine performance without increasing voltage requirement. Its yttrium-enhanced ground electrodes also ensure maximum power and an exceptionally long service life, which lasts up to 10 times longer than other competitors.

The Bosch S5 Mega Power Silver Battery, on the other hand, is specifically designed for the high energy requirements of modern vehicles that come with a large number of electrical devices. The new OEM-quality (Original Equipment Manufacturer) batteries have also proven to have increased service life and faster current intake through the use of the Bosch Silver Technology.

Finally, the Bosch Aerotwin windshield wiper is a new generation of bracket-less wiper blade that lasts 20 percent longer than conventional wipers. Its form, function and aerodynamic design ensure maximum performance and noise reduction even at high speeds and rainy weather.

125 YEARS OF GROUNDBREAKING AUTOMOTIVE INNOVATIONS

Company founder Robert Bosch established his "Workshop for Precision Mechanics and Electrical Engineering" in Stuttgart, Germany on 15 November 1886. His invention of a low-voltage magneto device for vehicle engines paved the way for a long list of groundbreaking Bosch innovations and its competence for clean, efficient combustion. **AQ**

A STRONGER GLOBAL VISION: New Brand Identity Unveiled at the FOTON's Big Show



TOWARDS A STRONGER GLOBAL PRESENCE. FOTON Motor Philippines' (FMP) Executive Vice President Mr. Jorge Judan reveals FOTON's new brand identity and vision before thousands of guests, press people, and distinguished government partners at the FOTON's Big Show.

DOING WHAT WE LOVE TO DO. FOTON Motor Philippines (FMP) President and CEO Mr. Rommel Sytin sums up what his thriving and visionary company is all about – "to ultimately serve you better all the time."

WITH a big leap, FOTON sets out to embody a new, global direction.

FOTON Motor Philippines (FMP) shares a new passion towards reaching higher and growing further. One of the country's leading commercial vehicle brands, FOTON gathers thousands of guests and distinguished government officials as they launch their new brand identity. This momentous unveiling took place at the FOTON's Big Show held last October 20-23, 2011 at the PICC Forum 2, Pasay City.

The new logo is characterized by a round rim circling three brands that form a sterling diamond. "Nature's hardest mineral, the diamond is the core of FOTON's brand design," says Mr. Jorge Judan, Executive Vice President of FOTON Motor Philippines.

"FOTON's 'Blazing Diamond' new logo radiates eternal Brand value, symbolizing its pursuit for diamond quality perfection thru technological innovations as its basic driving force for creating breakthroughs and new energy product," explains Mr. Judan.

He then explains about the bright halo that circles the diamond, which symbolizes, "FOTON Motor brand's holistic pursuit for excellence and perfection."

"It also represents perfect circular elements embracing the comprehensive customer care of FOTON Motor to its clients. [It] also stands for FOTON's aim to create the perfect value experience, ensuring the harmonious equilibrium among man, vehicle, and nature," Mr. Judan closes.

Designed by world-renowned design team headed by Erik Spiekermann and Wang Min, the new brand identity envelops FOTON's vision for the company of becoming acknowledged as one of the Top 10 vehicle manufacturers in the world by the year 2020. One great example of this big leap is FOTON's Big Show—an exhibition and trade-in event that features FOTON's complete line-up and welcomes its new line of heavy equipment and construction machineries. With this even more extensive product array, FOTON truly gears up for greater things as a solid, globally competitive brand. **AQ**



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FOTON Bares Big New Line-up at the FOTON's Big Show

ALL the big wheels come together at FOTON's grandest exhibition and trade-in event to date.

Thousands of guests and distinguished government officials flock to PICC Forum 2, Pasay City as FOTON Motor Philippines (FMP) launches its bigger and more extensive line-up of commercial vehicles and machineries. Joining FOTON's wide array of passenger vehicles and trucks are the brand's new heavy equipment and construction machineries, all making their market debut at the FOTON's Big Show held last October 20-23, 2011.

With FOTON's new wheel loaders, excavators, backhoe loaders, rollers, and forklifts now uniting with the brand's line-up, FOTON is definitely ready to cater to all industries in the spectrum, shares Mr. Rommel L. Sytin, FMP's President and CEO.

"Now FOTON has the Sole Brand Distinction in the Philippines of having the full product profile" he adds, "from passenger vehicles to light or heavy duty trucks, to special duty trucks and tractor heads, all the way to excavators, wheel loaders, even bulldozers, and forklifts—under a single brand name."

With its successful launching at FOTON's Big Show, this big new line-up is now ready to hit the market. FOTON even makes all these more reachable through the event's Palitan Fest 2, a trade-in activity wherein guests exchange their old vehicles for brand new FOTON. Within minutes, participants get to drive home with their pick of any FOTON among the new line up.

The new line-up definitely brings a bigger promise for FOTON as a competitive brand. As the man behind the success of a thriving and growing name, Mr. Sytin expresses his excitement in finally serving "the full range of equipment requirement of SMEs and Strategic Enterprise Operations such as logistics, construction, and mining industries."

"Despite the great work and challenges ahead of us," he closes, "let me assure you that we love what we do at FOTON—that is, to ultimately serve you better all the time." **AQ**



KIA MOTORS LAUNCHES NEW GLOBAL BRAND CAMPAIGN

SEOUL – Kia Motors launched its new global brand campaign called ‘Inspired by What You Like. Kia, the Power to Surprise.’ The campaign aims to increase awareness and understanding of Kia’s core brand beliefs – ‘Challenger’, ‘Human-driven’ and ‘Spirited’ – through TV commercials and digital media in key sales markets.

In addition to large-scale traditional media exposure, Kia plans to provide an engaging digital experience to create a more intimate bond with consumers. To achieve this objective, the digital campaign will be focused on social media platforms where users can participate and share their experience with peers, which is in line with the core message of the TV commercials.

The campaign teaser TV commercial, which first aired on 27 October, features Kia’s global brand ambassador, tennis sensation Rafael Nadal, showing the audience what he likes. In the main follow-up campaign commercial, Kia’s brand beliefs will be communicated by showing which customer ‘likes’ are valued by Kia as a brand.

Leveraging Kia’s partnership with Facebook, the world’s largest social media platform, the digital campaign will be rolled out in three phases on Kia’s worldwide Facebook page and will include a social media quiz, a CSR program and a state-of-the-art semantic interactive social movie. To bring the brand closer to consumers worldwide, the campaign is being launched in seven different languages and seeks to harness the power of social networks to communicate the campaign theme, “Inspired by What You Like. Kia, the Power to Surprise.”

FACEBOOK AT THE CENTER OF DIGITAL CAMPAIGN

Focusing on the Facebook “Like” button, one of the most recognizable icons on the Internet today, the campaign’s elements are designed to engage consumers directly to find out what they enjoy and appreciate in life.

PHASE ONE: GUESS WHAT NADAL LIKES

At the time of launch, Kia’s Facebook fans will be able to play a simple, social media quiz called “Guess What Nadal Likes.” Kia will select two winners among those who submit the most correct answers and award them with a trip for two to the 2012 Australian Open tennis tournament. The correct answers along with the winners will be revealed on 10 December.

DRIVE AND FLY:

KIA announces “KIA Lucky Drive to Australia” winners

THE recently concluded AutoFocus Motor Show gave the guests more than just a great event with numerous car brands showcasing their best vehicles. It also set the stage for the final raffle draw of the KIA Lucky Drive to Australia. The promo mechanics were simple. All test drive participants got 1 raffle entry and a chance to win Samsung mobile phones, a Lenovo IdeaPad notebook, and the grand prize, a trip for two to Australia to watch the 2012 Australian Open. This one month promo of Columbian Autocar Corporation (the exclusive distributor of KIA in the Philippines) resulted in numerous test drives since its launch at a 3-day event in Cagayan de Oro last October 13. After a week, the event pushed through to Davao and Cebu, which produced fantastic results, as there was a huge increase in test-drives, and vehicles being sold.

The Manila leg of the promo was by far the biggest of all the test drive events as it was held during one of the

PHASE TWO: KIA LIKES CARING

During phase two, the company will team up with a globally renowned environmental advocacy organization to drive awareness and to support the brand’s commitment to sustainability by sharing its values with Facebook fans. Driven by the theme “Inspired by What You Like,” Kia will ask fans to place a badge on their profile pictures representing their support for the environment. In response to the level of support generated on Facebook, Kia will donate vehicles to the organization for use in their daily efforts aimed at assisting developing countries in implementing environmentally sound policies and practices. The Kia Likes Caring CSR program starts on 8 November and is expected to conclude on 31 January next year.

PHASE THREE: LIKE LAB

Set to launch on 18 November, Kia will introduce the ‘Like Lab’ as the third phase of its digital brand campaign. Like Lab is a state-of-the-art semantic social movie that will allow users to control the content of the story to reflect what they like. The story unfolds with a scene inside Kia’s secret agency called Like Lab where agents and researchers study various “likes” from users to create the best designs and quality for their cars.

- New campaign to communicate Kia’s brand slogan and beliefs through TV and social media by leveraging strategic partnership with Facebook
- Three-phase social media campaign: a quiz featuring Rafael Nadal, an environment awareness themed CSR program and a state-of-the-art semantic interactive social movie
- Targets Kia’s Facebook fans worldwide, with content available in seven languages

“We are extremely excited to take part in Kia’s latest global brand campaign,” says Stephen Chun, Director, Asia Pacific of Facebook, Inc. “Kia’s forward-thinking approach to introducing creative ways of communicating with its audiences is a perfect fit with Facebook’s platform, and we expect our first project together as partners will create a strong and lasting relationship going forward.”

Tae-Hyun (Thomas) Oh, Senior Executive VP and COO of Kia Motors adds, “Through our new global brand campaign, we want to pay tribute to our fans around the world for the strong interest and loyal support they have shown in the Kia brand and our cars. We are truly inspired by them, and their voices motivate us to challenge the norm and drive innovation. We want what they like to be reflected not only in our products but in the way we do business.”

The digital campaign on Kia’s worldwide Facebook page will run from today until 31 January, 2012, with content available in English, French, German, Italian, Spanish, Portuguese, and Arabic. **AQ**



really turning out to be very successful.” he added.

There were other great prizes aside from the trip for 2 to Australia, 5 lucky winners were drawn by Roel Gener of the Philippine Azkals. Each of them won Samsung GT-E1080F phones. Among these winners were Ernesto Katigbak from Pasig, Silverio Ramon Salunson of Tarlac, James Israel Panganiban of Bulacan, Arnel Deliva from Cagayan de Oro, and Mary Greth Pilar of Las Piñas City. Mr. Boying Soriano also drew one winner of a Lenovo netbook on Sunday and it was Raul Mariano who took home the prize. The biggest prize of the night, though, the trip for 2 to Australia was drawn by Mr. Dodie Gañac. Out of the entries, Oliver Manalang of Pasay city will be going to Australia to watch the 2012 Australian Open for free. **AQ**

The All-New Chevrolet Traverse Crossover to Luxury

THE Chevrolet Traverse has arrived from garnering top marks from American critics, a market that is decidedly discerning when it comes to their SUVs and Consumer’s Digest considers it the best buy of 2011. The Kelly Book Consumer Reviews even dishes out an almost perfect 4.6 rating out of 5 for this Chevrolet make that combines value, reliability, performance, and comfort in one stylish ride.

What exactly is the Philippine market to expect of a Chevrolet Traverse? The Covenant Car Company, Inc., exclusive distributor of Chevrolet automobiles, parts and accessories in the Philippines breaks it down:

To start off, the Chevrolet Traverse packs a punch with its 3.6L V6 engine with direct injection technology and variable valve timing mated with a 6-speed automatic transmission. Essentially, it allows for enough power to inspire confidence in driving through busy highway traffic that is so familiar in Philippine urban settings. What’s more, the smooth acceleration provided for by this engine is also ideal in giving you the best results in fuel economy, allowing you to stretch your peso further and get more out of each trip to the filling station.

Some of the things that make the Traverse so attractive to the market become evident in its security features. The thought that went into each safety measure utilized in the vehicle earns it a 5-star overall safety rating in its segment from the New Car Assessment Program (NCAP). Atypical to the regular safety features that its competitors offer, Chevrolet Traverse has Six (6) air bags around which includes head-curtain side-impact air bags that help protect all three rows in cases of collision, there is also a Stabilitrak (Stability Control with Traction Control), Cruise Control and blind spot mirrors that prove invaluable in avoiding road mishaps in the first place. Other details that are no less important to ensuring your family’s safety includes the addition of Child Safety Latch Systems, Theft Deterrent Systems and a system in place for Remote Keyless Entry.

All this comes in a package that includes such features like angular tail lamps, a



dual-port grill and twenty (20) inch machined aluminum wheels that ultimately lend the Traverse its distinctive classy look. It also has the Driver Information System that keeps track of your kilometers to empty, the average fuel consumption, Tire Pressure Monitoring System and Stop Watch and Trip Odometer. The interior is a triumph in itself. Chevrolet prides itself in offering up a model that is this spacious. So spacious that it is revered to being the most spacious luxury SUV in the market to date. To ensure the most hassle-free 3rd row in history, Chevrolet engineering and design team added a Smart Slide 2nd row feature to facilitate getting in and out of the 3rd row much easier than it has ever been before.

Watch out for the launch of the Chevrolet Traverse when it arrives at the Chevrolet dealerships this October. Learn more about the Chevrolet and its plans by logging on to www.chevrolet.com.ph. **AQ**

Grand Fiesta Manila 2011 The Grandest Holiday Revelry



chorale groups perform carols Sundays to Wednesdays from December 1 until Christmas eve.

To celebrate Pinoy local culture, RWM gives homage to its trusty and colorful mode of transport, the jeepney, with Biyaheng Makulay from December 4 to 9. Artists and celebrities showcase their take on the iconic passenger vehicle as they dress up miniature jeepney models.

RWM presents an amazing showcase of Filipino talent as the Newport Mall becomes a hub of fun entertainment, with performances from champion school dance teams, acrobats, and magicians as they strut their stuff at The Plaza Thursdays to Sundays, from December 1 to 25.

Families will enjoy as street performers of all kinds – stilt walkers, jugglers, unicyclists, cosplayers, magicians, mimes and clowns, perform at the Newport Mall on weekends of December.

Naughtier than nice, funnyman Rex Navarette will have you in stitches with his spot-on wisecracks on December 2 at Genting Club.

And what would a Filipino fiesta be without an exhibition of musical talents? Former child singing contestant and current international musical star Charice starts off the season with a Christmas concert on December 2 at the Newport Performing Arts Theater. The Christmas spirit then continues to soar as groups from different schools sing off in A Night of Carols Chorale Competition on December 19.

Filipino fashion meets folklore with Pintadas on December 17 at Genting Club, a body-paint show where

some of the country’s top fashion designers, namely, Randy Ortiz, Rhett Eala, Rajo Laurel and Tweetie De Leon, putting their creations directly on models in a unique retelling of the country’s traditional legends and stories.

The sweetest minds then meet in a challenge to create the best cake design, with well-known Pastry Chefs as judges in the mouth-watering and eye-catching event on December 18 at The Plaza, Newport Mall.

An astonishing display of colors and wonders provides concrete proofs to the richness of Filipino culture. In the Fiestas Filipinas parades on December 3, 10 and 17, the halls of Resorts World Manila become a colorful promenade as dancers and percussionists in festive costumes parade in a display of various feasts from the different regions of the country.

As an added holiday treat, guests shopping, dining, playing and relaxing at RWM can join Day and Night Raffle Delight 2, where they could get the chance to bring home a brand new Mercedes-Benz and other exciting prizes.

Those who are looking for someplace special to take the family on Christmas day itself should definitely come to Resorts World Manila, where a Christmas high mass will be held on December 25. Celebrate the reason for the season, and then follow it up with a nice family lunch or dinner in the country’s new favorite hangout.

To cap off the year, Resorts World Manila will present three simultaneous New Year’s Eve Countdown parties in three different areas on December 31, with some of the country’s best performers to kick off the New Year. **AQ**



MAKE A PACT

**with Mika Häkkinen
not to drink and drive**

By KAP MACEDA AGUILA

Add to this distinguished list Mika Häkkinen, who held the world championship trophy twice ('98 and '99) before retiring from F1 at the end of the 2001 season. If the soft-spoken Häkkinen had McQueen's temerity, he would have declared: "I am speed and control." That isn't fictional, either.

The "Flying Finn" was recently in town as a very effective drumbeater for a message worth retelling: Do not drink and drive. In fact, Häkkinen has gone to more than 30 countries across four continents trying to get people to make a "pact" with him to never get behind the wheel after imbibing alcohol.

There's nothing novel about this idea, of course. But consider that there is no shortage of drunk driving-related accidents throughout the year and throughout the world. As "responsible drinking ambassador" for whisky giant Johnnie Walker, Mika thus wants us to keep off the booze or keep off the wheel.

Truthfully, it seems highly suspect (and incredible) for an alcohol company to actually devote time and money to, well, curb alcohol consumption, but Diageo (Johnnie Walker's parent company) insisted in a press release that the company has always adhered to a "long-standing commitment to ensure that (its) products are enjoyed responsibly or not at all." Responsible drinking is at the heart of the Johnnie Walker sponsorship of winning F1 team Vodafone McLaren Mercedes, the release continued.

"Join the Pact," the monicker of its present program, is merely the latest iteration in the evolution of the company's continuous advocacy against drinking and driving. In tandem with the successful and popular F1 team, Johnnie Walker has "collected nearly one million signatures" from people who have vowed never to drink and drive.

Diageo further steps up by committing a good one percent of its annual operating profit in responsible drinking programs and other community-based initiatives.

So when the company approached Mika to be the face of its campaign, the champion driver jumped aboard quickly. "It's a great campaign because if you drink and drive you're not in control. You will hurt yourself and you will hurt innocent people," Häkkinen simply quipped in an interview with this writer. "I think that the limits must be zero," he continued, maintaining that individual tolerance varies from person to person.

"I've been racing for so many years, and I've had so many amazing (incidents

THE enduring, exciting sport of Formula One racing is about two things – speed and control. Success cannot be had without both. Consider that even as that cartoon car Lightning McQueen brashly declared "I am speed," his exploits have shown that pure speed is nothing without control. Real-life F1 legends Ayrton Senna, Michael Schumacher, and Alain Prost are but a few greats that displayed a mastery of both.

or crashes) with a racing car – sometimes (because I went) too fast, or because of a technical problem," he narrated, emphasizing that he has never gotten into an incident both on and off the track on account of driving intoxicated.

"If someone drinks and drives and causes an accident on the road, I think it's really stupid and horrible," Häkkinen declared. "If you lose somebody, you don't get them back. I have three children and it's horrible to even think of something bad happening to them." That's part of what motivates Mika to soldier on. One of things he learned in F1 – particularly his 1995 crash in the Australian Grand Prix (where he was nearly killed during practice) is how fragile life is.

Conversely, Diageo sees the popular sport and the Vodafone McLaren Mercedes team as a powerful platform to spread the "never drink and drive" message.

"Through this relationship we have access to its F1 drivers who are influential role models for our core target audience and we have the ability to reach out to F1 fans, giving us wider reach than ever before," the company said.

Mika Häkkinen first got behind the wheel of a go-kart when he was six, and has never looked back at racing – a sport that he has been so successful in and to this day continues to be gracious to him.

Still, even after his numerous successes as a young karter, Mika insisted that F1 "was so very far away."

"I could never believe I could ever be in that position. I didn't think I was going to be in Formula One," he remembers.

Skill and humility are certainly the traits that endeared Mika to multitudes – among them his archrival Michael Schumacher. The F1 veteran was quoted to have said that of all his rivals in the sport, he respected Mika the most.

"Definitely, Michael and me, we never went to war with words," Häkkinen said. "On the racetrack we were fighting very hard, but we never did have – well sometimes, but not often (laughs) – collisions. So, we showed respect."

He continued: "If I look at Michael and his rivals before and after me, there were always some verbal fights in the media. I never did go into that; I didn't need to go into that. There is no victory with that. Let's fight on the track; it's better."

And always without alcohol.

Your turn. Make the pact at www.jointhepact.com.



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