



Philippines Sweeps Championship Trophies at International Gymkhana Competition

New IDP Highlighted During FIA Region II Workshop

AAP Conducts Road Safety Seminar at Carmudi

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THE QUARTERLY MAGAZINE OF THE AUTOMOBILE ASSOCIATION PHILIPPINES



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SEPTEMBER 2017



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Gus Lagman
AAPPRESIDENT

Revisiting The “Number-Coding” Scheme

MAGINE that you are in the logistics business and that to support your large operations, you had to purchase some 100 delivery vehicles. Imagine further that over the years, you have gained such wide experience in running the company, that you have made it very efficient.

Despite the long turn-around times caused by the horrible Metro Manila traffic, you have figured out the right number of vehicles that could deliver packages within the day, or at the latest, within twenty-four hours. You also have enough back-up vehicles, in the event that one or several of your regular vehicles are incapacitated. Bottom line is that your customers are happy and you are happy because the business nets for you a good profit.

And then one day, the government announced that it is implementing a “number-coding” scheme. All of a sudden, your 100 delivery vehicles are no longer enough. On the average, 20% of them have to be grounded each day of the week. Fortunately for you, the last number of the plates of your vehicles are more or less distributed evenly over the ten digits. But it's not perfect. After going through a series of computations and simulations, you finally arrive at the number of additional vehicles that you have to purchase in order to maintain the same service level as before. The magic figure came out to 25%, or 25 vehicles more than you have to add to your fleet.

Obviously, this unprogrammed expense and additional investment caused a reduction in your profits and in your retained earnings. To recover these, you have to either increase your prices or bear the reduction in profits. You decided on the latter.

But there's something else that has made your business life miserable. It's not just losing profits. Everyday, you pass by your parking lot and you see some twenty or so vehicles that

are not moving, that are not producing revenues for you because they are “number-coded”. And by the way, you also had to expand your parking lot to accommodate those additional vehicles. Double-trouble!

Because you had no choice, after a while, you actually learned to live with the lower profits and the miserable business life.

But traffic became worse. And that put more pressure on the government to do something about the situation. One of the options it announced was the possibility of adding another “coding day” to vehicles. That was when you suffered your first heart attack! But fortunately, the government recalled the idea and somehow you managed to recover from your ailment, albeit with some permanent “cracks” in your previously healthy body.

There are probably hundreds of logistics companies in the country, most of them operating from Metro Manila. These companies deploy thousands of delivery vehicles. Each day, roughly 20-25% of them are idle. What a waste!

But it's not only the companies that provide logistics services that waste money. Add to them the manufacturing and distribution companies, which have fleets of not only delivery vehicles, but vehicles used by salesmen and “detailmen”, as well, like the pharmaceutical companies, the beverage companies, the soap and detergent companies.

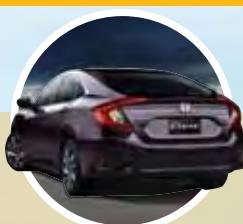
I am not suggesting that the government remove the “number-coding” scheme – unless an effective alternate solution to the traffic problem can be implemented. But perhaps the government can be a bit more careful in formulating solutions that might make matters worse for some critical industries.

The root of the problem is, as we all know, the worsening traffic situation in Metro Manila. Sadly, we cannot expand the road network anymore. There's just no more space. We can only go UP – and here we have very high hopes on the connector project between SLEX and NLEX that is currently under construction and which promises to be a good major channel for those who have to traverse Metro Manila – and/or DOWN, meaning, a subway system that can move people very efficiently. On the latter, we hope we can start now. ☺

“ I am not suggesting that the government remove the number-coding scheme – unless an effective alternate solution to the traffic problem can be implemented. ”

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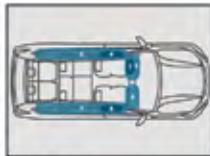
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Aida Sevilla Mendoza
EDITOR-IN-CHIEF

The Wisdom of Commuting

FOR many of us, there was a time when driving in Metro Manila and its environs was enjoyable. You could more or less estimate how much time had to be allowed for traffic, the prevailing weather, and more often than not, except for unforeseen circumstances like an accident or a plane skidding onto the south expressway (yes, this happened once), you reached your destination on time.

Moreover, the weather was more agreeable at that time before global warming and climate change wreaked havoc on our comfort zones and mobility.

Urban smog already enveloped the city mostly due to the diesel-fueled public utility vehicles, but it was tolerable.

All that was long ago before the daytime population of Metro Manila ballooned to over 15 million, the number of new vehicles sold surged to nearly 390,000 in 2016, PUVs both legal and illegal kept multiplying, and the Metro Rail Transit began to break down frequently due to overloading, extreme wear and tear and sloppy maintenance.

The result of all these is that driving in Metro Manila has become a nightmare. It exhausts you, saps your energy, makes you irritable and raises your blood pressure.

The only alternative is to commute – until you get to experience the grossly inadequate and inefficient public transport system.

During peak hours, the long lines of people standing under the sun and rain waiting to board the MRT and commuters desperately rushing out into the street to get on a jeepney or a bus or call a taxicab, convince you that commuting is also a hassle.

Trying to get a taxi is particularly stressful since taxi drivers usually ask you first your destination before allowing you to board. If the driver doesn't like your destination for some reason or other, he will just abandon you.

Another option for commuters going to work is the UV Express which has set routes and destinations with set drop-off points. But the van is packed with passengers, like a can of sardines.

So it was like a blessing from heaven when ride-hailing service offered by Uber and Grab entered the picture.

Now, you can get a ride at your own convenience by simply tapping the Uber or Grab app on your smartphone. (The app is offered free.)

You will be asked your

destination, your mode of payment (cash or credit), then the nearest available car is located for you.

Once an available ride is found, the driver's name and photo appear on your touchscreen, also info like the make and model of car, license plate number, the fare and how many minutes it will take for him to reach you.

So there's no possibility of the driver suddenly increasing the fare or asking for a tip, which some taxi drivers do.

After you reach your destination, you will be sent an official receipt with all the details and asked to comment, if you so wish, on the quality of service that you got.

Uber or Grab cars are new, not more than three years old, clean and air-conditioned. What a difference from the average rundown, unkempt, smelly taxicab!

The wisdom of commuting is that you not only save fuel and wear and tear on your car, you also help to reduce traffic volume and air pollution by not driving your car.

Aside from Uber and Grab, the Premium Point-to-Point (P2P) buses make commuting comfortable and a wise choice.

By paying P80 fare one-way, you can travel in freezing luxury, ensconced in an extremely comfortable captain's seat, from Alabang Town Center to Greenbelt 1 in Makati, where you can take an Uber or Grab car to your final destination. Wi-Fi is free on the bus.

If you live in Alabang and take the P2P bus to Makati, you not only save gas but also avoid paying the Skyway toll (P164 one way) and parking fee in Makati (P45 for the first three hours.)

That's a big bargain, when you also consider that you save yourself from the hassle of driving and looking for a parking slot.

The current P2P routes are Trinoma to Glorietta 5, Makati/Centris to Glorietta; Robinsons Galleria to Park Square Makati; Alabang to Greenbelt 1; SM North Edsa to SM Megamall; Fairview to Makati; Alabang to Ortigas; Starmall Alabang-Vista Mall, Daang Hari, Bacoor; Vista Mall Bacoor – Dasmarinas.

The P2P bus service operates from 6:00 a.m. to 8 p.m., departing every 15 minutes during peak hours and every 30 minutes during non-peak hours, whether or not the bus is full.

Did you know that the P2P bus service is a joint project of Ayala Land and the Department of Transportation? The DOTR is one government agency that has done something to make commuting pleasant, unlike the Land Transportation Franchising and Regulatory Board (LTFRB) which is making commuting more unpleasant by restricting ride-hailing services. **aq**

“ The wisdom of commuting is that you not only save fuel and wear and tear on your car, you also help to reduce traffic volume and air pollution by not driving your car. ”



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New IDP Highlighted During FIA Region II Workshop

WITH many versions of the international driving permit (IDP) currently available, the Fédération Internationale de l'Automobile (FIA) introduced a singular international driving permit format and unified standards last June 22 to 23 at this year's FIA Region II International Documents Workshop.

Over 30 representatives from various FIA Region II automobile associations (AA's), including Automobile Association Philippines membership services executive assistant Melvin Pingal, attended the two-day workshop held in Singapore.

The proposal for the enhanced IDP has been presented to the United Nations Economic Commission for Europe (UNECE) and the International Organization for Standardization (ISO) which also includes the re-branding of the IDP into IDL.

"The FIA is pushing to harmonize the format of the IDPs to eliminate the discrepancies between the 1949 and 1968 road traffic convention IDP standards," Pingal said,



In September, as part of a pilot project, the Automobile & Touring Club of the United Arab Emirates will roll out this enhanced (international driving license) IDL, bearing the coded hologram as an added safety feature.

ADDED SECURITY IN ENHANCED IDL

FIA Tourism Head Maria-Luz Martinez said that among the enhanced features of the IDL is the solvent sensitive ink used to print the personal details of the license holder. Also, the license number will be applied with a foil and then sealed with a film patch.

According to Pingal's report to AAP, the new IDL will have United Nations International Civil Aviation Organization 2008 3rd edition machine readable travel documents, sewn secure, plastic overlay, luminescent logos under ultraviolet light, chemical-reactive paper to prevent manipulation and a coded hologram.

Dr. Sean O'Connor, Director of Strategy for the Automobile & Touring Club of the United Arab Emirates (ATC UAE) added that "the coded hologram is located on the first page of the license as added security feature so that automobile associations, traffic authorities, police or car rental companies can now distinguish genuine IDL's from fake IDL's just by scanning the coded hologram."

The ATC UAE will roll out the enhanced IDL to its members in September. The UAE Pilot Project will run for a year before other AA's will be given the chance to roll out the enhanced IDLs on a voluntary basis.

AAP'S IDP PROCESSING TIME CITED

During the workshop, IDP issues such as the IDP processing times of the various FIA Region II clubs was discussed. AAP and AA Singapore were cited for being among the fastest clubs to process the IDP. Other clubs take 3 to 5 days while it only takes AAP about an hour.

Several AA's indicated that the lengthy processing period is due to the fact that the IDP they issue is handwritten and that they manually glue the applicant's photo on the license.

Pingal noted that "AA New Zealand and AA Australia took notice of our process, particularly how we only put the film patch on top of the details of the IDP holder and how we do not laminate the whole document which saves us a lot of time." 



The international driving permit (IDP) that AAP currently issues is shown above. At right, the proposed enhanced passport-type international driving license (IDL).



Participants at the June 22-23, 2017 FIA Region II International Documents Workshop in Singapore.

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Carmudi Philippines PR and Marketing Head Kris Lim (first from left, 3rd row), AAP advocacies manager Cynthia Reyes (first from left, 4th row) and Carmudi Philippines Chief Operating Officer Cholo Syquia (3rd from right, front row) with the faculty and students of Cebu Doctors' University.

AAP Conducts Road Safety Seminar at Carmudi

LAST August 4, the Automobile Association Philippines (AAP) conducted a road safety seminar during the inauguration of the Carmudi Academy for Road Safety in Cebu.

AAP took part in the corporate social responsibility (CSR) initiative of Carmudi Philippines to bring road safety awareness starting with the faculty and students of the Cebu Doctors' University in Mandaue, Cebu.

AAP advocacies manager Cynthia Reyes conducted the lecture on the various rules and regulations under the Land Transportation and Traffic Code, which is also known as Republic Act (RA) 4136.

"Carmudi asked us to share an overview of the RA 4136 and show various scenarios that result in car crashes, especially when motorists break particular rules," Reyes said.

The AAP advocacies manager stressed that the responsibility of road safety lies not only in the hands of the government that enforces the law but also in the hands of the motoring public.

"We need to take a proactive approach and understand for ourselves what these rules and regulations are that every motorist should know," Reyes told.

During her lecture, Reyes tested

the knowledge of the participants on road signs and what they meant. She also presented important statistics on road crashes provided by the Department of Transportation and the Metropolitan Manila Development Authority and the common violations motorists make including speeding, illegal parking, illegal turning, etc.

Reyes also tackled the new motoring-related laws that were passed recently, such as the Speed Limiter Act, the new Anti-Carnapping Law and the Anti-Distracted Driving Act.

Carmudi Philippines Public Relations and Marketing Head Kris Lim said that the CSR program is focused on reaching students to provide them with the right knowledge, right skills and right attitude towards road safety.

"There's a great number of the motoring public that lack the basic understanding of road signs, markings, traffic rules and regulations. A lot of the drivers we have out there seemingly have insufficient skills on defensive driving and also have unruly behavior while on the road," added Lim.



AAP advocacies manager Cynthia Reyes conducted a road safety seminar during the launch of Carmudi Academy for Road Safety in Mandaue, Cebu.

Carmudi Philippines Chief Operating Officer Cholo Syquia expressed optimism hoping that the road safety program will have a "lasting effect not just on the students but on everyone."

In February last year, AAP signed a Memorandum of Agreement with Carmudi whereby Carmudi sponsored the printing of copies of RA 4136, the Land Transportation and Traffic Code, for dissemination to AAP members and motorists.

Reyes reaffirmed how happy the AAP is with its partnership with Carmudi, adding that "we hope to continue this proactive collaboration with the company founded on the firm commitment for safer roads throughout the country. **aq**

ROAD SAFETY TRAINING PARK FUND-RAISING CAMPAIGN



THE Automobile Association Philippines (AAP), the premiere auto club in the country, has launched a fund-raising campaign for the construction and development of the Subic Children's Road Safety Training Park which is set to be launched in January 2018. The fund-raising campaign aims to solicit 4M pesos to purchase 200 helmets, 50 bikes, 25 karts and to fence approximately 1.3 hectares of land that was provided by the Subic Bay Metropolitan Authority (SBMA). Donors can contribute P500, P1,000, P2,500 or P5,000. Those who will contribute P5,000 will be given a personalized car plate which will be displayed at the park. Sponsorship packages are also available for corporations who wish to support the project. For more information, visit www.subicchildrensroadsafetypark.com. **aq**

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AAP Travel Organizes Our Lady of Fatima Pilgrimage

AUTOMOBILE Association Philippines (AAP) Travel is organizing a pilgrimage to Portugal on October 7 to 14 in consonance with the 100th Anniversary of the Apparitions of Our Lady of Fatima this year.

"By bringing people to where the apparitions happened, we hope to bring them closer to their faith. We want to offer people not just the usual cultural experience when they travel, but also a spiritual experience," said AAP Travel operations manager Michael Quitorio.

The five-day tour will start in the municipalities of Valinhos and Aljustrel, right where the apparitions of the angels and Our Lady of Fatima took place. Pilgrims will visit the Chapel of Apparitions, the Basilica of Rosario and the new Basilica of Holy Trinity.

The first day will conclude with Holy Mass at the Shrine of Fatima, followed by a torchlight procession through the streets of the town, parading the image of Our Lady of Fatima.

The next day, visitors will be toured around Coimbra City where the convent that Sister Lucia lived out the rest of her life

is located as well as where Saint Anthony of Lisbon had lived. Pilgrims will then be taken to the private rosary room where the youngest of the children of Fatima, Saint Jacinta, suffered through her illness and said to have seen the Lady of Fatima at her deathbed.

On the third day, the guests will visit the Monastery of Batalha, a UNESCO World Heritage site, and the villages in Portugal overlooking the Atlantic Ocean.

Before heading to Lisbon to the Church of Saint Anthony de Padua, the tour will stop by the Church of Santo Estevo where the Eucharistic Miracle is kept.

Visitors will get to cross the elegant cable-stay bridge of Vasco de Gama before stopping over to where the 28-meter statue of Chris the King overlooking the city of Lisbon and Tagus River is erected.

On the last day, guests will get to relax in the picturesque Cape of Roca, an old royal town at the Western-most extent of mainland Portugal and the continent of Europe.

Just this June, a Portuguese group who were celebrating the anniversary of the apparitions in Fatima included Philippine churches in the holy places they visited around the world.

AAP Travel took the group to the most visited churches in Metro Manila and nearby provinces including Diocesan Shrine of Mary, Mother of Eucharist and Grace in Bulacan, Our Lady of Mount Carmel in Batangas and San Agustin Church in Manila.

"The Portuguese group we toured around Manila found their experience here quite profound. We want to bring the same experience to those who are here in our country by bringing them to Portugal and having them experience the celebration of the centennial of Our Lady of Fatima," said Quitorio.

Those who are interested can get in touch with AAP Travel at 705 3333 loc. 224 or 0928 507 4288. You may also inquire at info@aaptravel.com.ph or info_aaptravel@yahoo.com.ph. 

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Per DTI-FTEB Permit No. 9208 Series of 2017



The AAP Motor Sport Development Program (MSDP) received five new Mazda2 cars from Mazda Philippines distributor Bermaz Auto on July 22, 2017 at Megatent, Libis, Quezon City.

Mazda Turns Over 5 New Cars for AAP's Motor Sport Development Program

THE Automobile Association Philippines (AAP) Motor Sport Development Program (MSDP) marked another milestone when Bermaz Auto Philippines, the distributor of Mazda vehicles in the country, turned over five brand new Mazda2 cars, reaffirming its confidence in the program.

In a turnover ceremony held July 22 at Megatend in Libis, Quezon City, Bermaz Auto president and CEO Steven Tan reiterated that the carmaker is very pleased with the results of the program.

"Last year, when the first batch of MSDP graduates placed eighth during the Philippine Endurance Challenge, besting more experienced drivers, we said 'The program really works, so why not give them five brand new cars?'" Tan said.

Tan noted how relevant MSDP has become with the rapid motorization of the country. "The program improves the level of driving and road safety," he pointed out.

AAP trustee and Motor Sport chair Mandy Eduque shared with those present how the partnership with Mazda began more than three years ago.

"Initially, Mazda came to us and said 'We'd like to support the program and we'd like to lend you cars for exclusive use on the track.' It was like a gift from heaven because it's hard to get cars for this sort of thing." He added: "The partnership has worked for us and we are truly grateful to Mazda."

When AAP announced the program in 2015, Bermaz Auto offered three cars for the program's exclusive use. Then, when it was time to retire the vehicles, Mazda readily offered new replacements.

AAP president Gus Lagman expressed the motoring club's satisfaction with the MSDP's success, saying: "AAP truly

appreciates the partnership with Mazda which not only helps to promote local motor sport, but also supports our advocacy of road safety."

"The five new cars will be used during the hands-on training part of the modules," AAP Motor Sport operations manager Mark Desales emphasized. "But MSDP participants should still bring their own cars since it's best to learn with the vehicle that they themselves drive."

The turnover took place during the MSDP's Module 1 for 2017 which was attended by more than 50 MSDP students.

Eduque proudly noted during the ceremony that "To date, more than 400 young participants have joined the program since it began three years ago. If the results of our three-year effort are any proof, the program really works."

Established by AAP in 2015 with a grant from the FIA Foundation, the MSDP is a nationwide grassroots training program for talented young drivers, ages 16 to 19, who



Bermaz Auto PH president Steven Tan welcomes AAP motor sport chair Mandy Eduque and AAP president Gus Lagman to the turnover ceremony.

undergo scientific training and preparation for eventual competition in motor sport.

10-time National Rally Champion and MSDP lead instructor Vip Isada conducts the curriculum together with 2014, 2015 and 2016 National Slalom Champion Milo Rivera, 2000 National Rally Champion and 2003 Navigator Champion Art Guevara, 7-time National Co-driver and Navigator Champion Robbie Hermoso, Philippine Rally and Rally Cross champion Ivan Isada and expert race organizer and trackside official Bebot Reyes.

The MSDP is supported by Mazda Philippines and Seaoil. Other partners include Dynamics Suspension, Autoperformance PH, Aeromed Ambulance Transport, Walter Light and Sounds, Time Attack Manila, Rota Wheels, Hazardboy Performance, TS Tuning, FORS, Race Motorsports Club, SpeedLab, HotPipes, K&N Performance, Dynapack and GR Tuning.



Tan talks about the successful MSDP partnership as (rightmost to left) AAP motor sport operations manager Mark Desales, motor sport chair Mandy Eduque and AAP president Gus Lagman listen.



All smiles for the AAP MSDP participants and the major sponsors, Mazda and Seaoil.

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LEARNING to compete in motor sport could involve a lot of cars and a lot of crashes. This, as Automobile Association Philippines (AAP) Motor Sport Chair Mandy Eduque puts it, is the “expensive way.”



AAP Motor Sport Development Program Finalists Talk about Their Experiences

Luckily, young, talented drivers such as Andre Delos Santos, Bien Madriaga, Armand Vincent Marcaida, Carlos Marzo, Hazel Ramirez and Antonio Miguel Reyes got to learn motor sport the safe and right way through AAP's Motor Sport Development Program (MSDP).

Automobile Association Philippines (AAP) Motor Sport Development Program (MSDP) instructors Vip Isada (rightmost) and Ivan Isada (leftmost) with (left to right) Andre Delos Santos, Miguel Reyes, Armand Vincent Marcaida and Hazel Ramirez at the Phoenix National Slalom Series in Tarlac Racing Circuit.



Here's what MSDP Batch 2 (2016) finalists have to say about the program:



HOW HAS YOUR MSDP EXPERIENCE BEEN LIKE SO FAR?

Andre Delos Santos: I thought that it would be very hard for me to comprehend and follow what Coach Vip was telling us to do. Thankfully, he made it simple for us to understand the topics.

Bien Madriaga: MSDP is one of a kind! The thrill is unique. Although I'm one of the youngest, I have gained the respect of the others.

Armand Vincent Marcaida: I learned a lot of advanced driving techniques which are useful for my day-to-day driving aside from on-track racing.

Carlos Marzo: I'm learning a lot about safe



MSDP Batch 2 finalists (left to right) Hazel Ramirez, Armand Vincent Marcaida, Bien Madriaga and Miguel Reyes eagerly inspect the new cars turned over by Mazda Philippines for their training sessions.



From left to right: MSDP Batches 1 and 2 finalists Miguel Reyes, Raymond Cudala, Cheenee Ang Jimenez, Gabie Desales, Hazel Ramirez, Polo Bautista, Armand Vincent Marcaida and Bien Madriaga at the Mazda turnover event.

driving while enjoying my hobby and striving to become the best car racer.

Hazel Ramirez: It has been the best life-changing experience so far. I did not expect myself to be in motor sport.

Miguel Reyes: I'm already learning so much and I still have a lot to learn from my coaches! I've also made a lot of good friends here in MSDP who share the same passion for driving as I do.

WHAT ARE THE MOST IMPORTANT LESSONS YOU'VE LEARNED?

Andre Delos Santos: The proper application of gas and brake which has helped me to improve my driving in terms of entering and exiting a corner aggressively.

Bien Madriaga: Focus on the road and safety is always first! It's inarguably, the greatest lesson.

Armand Vincent Marcaida: It's about the ...to next page



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new techniques and new racing lines which I hadn't used before that are helping me improve my times in slalom, autocross and circuit driving.

Carlos Marzo: For me, it's the appropriate driving position, braking and turning the right way.

Hazel Ramirez: Balance is the key! There's always the word 'balance' in every training session.

Miguel Reyes: Never lose your love for the sport. Don't just focus on winning alone but enjoy every drive. It will motivate you to push yourself and go beyond your limit.

HOW HAS MSDP CHANGED YOUR PERCEPTION OF MOTOR SPORT?

Andre Delos Santos: I always thought that motor sport is just all about racing and winning. Now I see that it's about improving every part of yourself so that you can become a good racer and then doing your best in order to win.

Bien Madriaga: I was into motor sport right from the start because my father was a race car driver. The program reinforced my passion for motor sport all the more with all the new and brilliant techniques that I'm learning.

Armand Vincent Marcaida: Before, I thought that personal skills are enough, but after the modules I've learned that proper techniques and the proper mindset are equally important.

Carlos Marzo: MSDP made me understand that being safe is just as important as being competitive during a race.

Miguel Reyes: Motor sport, though exciting, is dangerous. MSDP taught us that whenever we're behind the wheel we should always be responsible for our actions.

WHAT WOULD YOU TELL OTHERS ABOUT THE MSDP?

Andre Delos Santos: Grab this opportunity to develop your skills in driving. It's your chance to show your potential in racing!

Bien Madriaga: MSDP is a must-experience program for everyone. There is a team of professionals behind the program who



Batch 1 and 2 finalists listen to MSDP lead instructor Vip Isada before the 6th leg of the FlatOut Race Series at the Batangas Racing Circuit on August 5, 2017.

passionately teaches those who are enthusiastic about cars and are willing to learn.

Armand Vincent Marcaida: I always recommend the program to my friends and other people because MSDP isn't just for racing, but for everyday driving and safe driving as well.

Carlos Marzo: It can help young car enthusiasts gain knowledge and have the right attitude when they're on the road.

Hazel Ramirez: At the end of every training and lesson, you drive safer and faster. You become a better driver not only on the race track but also on the road. For me, MSDP is not only a program, it has become my family.

Miguel Reyes: If you love to drive, then this is the program for you. Not only will you learn a lot of driving techniques, you will also learn to become a better and safer driver out there on public roads.

According to AAP motor sport operations manager Mark Desales, the MSDP Batch 2 had their first race track experience last August 5 during the Flat Out Race Series at the Batangas Racing Circuit. The finalists have begun training for the 2017 Philippine Endurance Race come December.

"These youngsters work hard as much as they have fun in their MSDP training," Desales said. "I am really proud of their efforts and the improvements they've made. We'll continue to train them and I have no doubt that they'll do well in the eight-hour endurance race." **QQ**



AAP-Chevron Memorandum of Agreement



THE Automobile Association Philippines (AAP) signed a Memorandum of Agreement on July 20, 2017 with Chevron Philippines Inc. to launch the AAP-Caltex Saveplus Discount Card Promo. Present at the signing were (left to right) AAP Vice President Johnny Angeles Jr., Chevron Philippines Sales Executive Monica Riola, AAP President Gus Lagman and AAP Trustee and Marketing Chair Ricardo Guevara. Details of the discount card promo will be released soon. **QQ**

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2017 MOTOR SPORT CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 5th FORS BRC	5 6th FORS BRC	9 7th FORS BRC 9 - 10 4th National Karting CIS	1 10th Leg Slalom ROBINSONS NOVALICHES	12 11th Leg Slalom TARLAC CIRCUIT	2 - 3 Philippine Endurance Challenge CIS
9 6th Leg Slalom ROBINSONS STARMILLS PAMPANGA	13 7th Leg Slalom ROBINSONS STARMILLS PAMPANGA	10 9th Leg Slalom <i>Cabanatuan City</i>			3 12th Leg Slalom ROBINSONS STARMILLS PAMPANGA
15 - 16 3rd National Karting CRT MSDP Gymkhana <i>Cagayan de Oro</i>	19 - 20 4th PTCC/PGTC BRC 20 7th Philippine Autocross Series <i>Iloilo</i>	15 - 16 3rd Vios Cup S4 CIS	14 8th FORS CIS	18 - 19 MSDP Gymkhana Championship Megatent (Tentative)	9 - 10 4th AKOC MACAU
22 - 23 3rd PTCC/PGTC CIS MSDP Megatent, Libis	26 - 27 3rd X30 CRT 2nd AKOC CRT 27 8th Leg Slalom ROBINSONS ANTIPOL	23 - 24 5th PTCC/PGTC BRC 24 8th Philippine Autocross Series <i>Davao</i>	21 - 22 6th PTCC/PGTC CIS	24 - 25 4th Vios Cup S4 CIS	
30 6th Philippine Autocross Series Bacolod			28 - 29 3rd AKOC THAILAND MSDP Gymkhana <i>Tagum</i>		



How to check your car's coolant, cooling fan



THE heavy traffic in the metropolis is pretty hard on your car's cooling system. You often find vehicles overheating from standing in heavy traffic, further adding to the road frenzy.

Most modern cars have a sealed cooling system so they shouldn't need any topping up – unless, of course, they've sprung a leak.

Give your engine coolant and your cooling fan a check every couple of weeks so you can spot any problems early. It'll only take a few seconds and could save you a lot of money and hassle.

HOW TO CHECK YOUR COOLANT

- It's essential to correctly identify the expansion tank – check the vehicle handbook for the location of the coolant filler cap, and follow any vehicle-specific advice given.
- The coolant should be between the min/max marks on the side of the expansion tank
- Check any hoses that you can see at the same time; wet or white staining is a sign of possible problems to come
- If the coolant needs topping up, don't remove the filler cap unless the engine is cold – you could be scalded by a sudden release of pressurized hot water
- Coolants do not just protect your engine, especially in summer

and everyday traffic. It helps stop corrosion and scale build-up all year round

- It's not normal for the coolant level to drop; if you see that it has, get a car mechanic to take a look at it.

HOW TO CHECK YOUR COOLING FAN

- When your car's moving, air flows through the radiator to keep your engine's temperature 'normal', but if you stop – like in a traffic jam – your engine has to rely on a thermostatically controlled electric cooling fan to force air through the radiator.
- It's important to check regularly that the fan and temperature sensor are working. Here's how:
- Run the car until the engine reaches normal temperature
- Allow the engine to idle for around five minutes
- Watch your temperature gauge – don't allow the car to overheat
- Cooling fans should cut in automatically. If they don't there may be a fault with the fan temperature sensor, the wiring or the fan itself.
- Ask your local garage to give it the once over. 

(Source: theAA.com)

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PHILIPPINES SWEEPS CHAMPIONSHIP TROPHIES AT INTERNATIONAL GYMKHANA COMPETITION

MEDARLO "Milo" Rivera and Carlos Anton of the Philippine team swept the championship trophies at stake in last week's 2017 Asia Auto Gymkhana Competition (AAGC) Round 2 in Korea.

Rivera and Anton bested 32 participants from 12 Asian countries in the national team competition of the International Gymkhana event which was organized by the Korea Autosport Racing Association (KARA) August 20-21 at the BMW driving center in Incheon, Korea.

Team Malaysia placed second while Team Korea placed third in the national team contest.

Rivera won the championship in the individual competition to become Asia's top gymkhana driver, defeating Lee In-Yong, second and Jong-Hyuk Lee, third, both of the Republic of Korea.

The Asia Auto Gymkhana Competition was created this year with the aim to expand the motor sport base among Asian auto racing associations.

The 2017 series is scheduled for four rounds, including 1st round in Indonesia, 2nd in Korea, 3rd in Taiwan and 4th in Thailand.

BMW Group Korea supported the AAGC event by providing



Milo Rivera (3rd from left on podium) and Carlos Anton (holding team trophy and Philippine flag) bested the teams of 12 other Asian countries to win the national team championship at the 2017 Asia Auto Gymkhana competition in Korea last week. Team Malaysia (at left) and Team Korea (at right) placed second and third, respectively. Rivera bagged another trophy for the Philippines by topping the individual competition.

the track and the vehicles for the competition, the BMW MINI (John Cooper Works.)

KARA provided the air fare and accommodations for all the competitors. The Automobile Association Philippines (AAP) sponsored the USD 100 entrance fees of Rivera and Anton.

The 12 countries that participated in the 2nd round of the 2017 AAGC were (alphabetically listed) Cambodia, Hong Kong, India, Indonesia, Republic of Korea, Malaysia, Nepal, Philippines, Singapore, Sri Lanka, Taiwan and Thailand.

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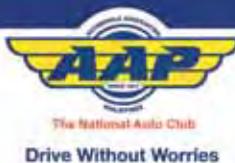
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Earning points is easy through the Non-Use of Emergency Roadside Service (ERS). Points earned differ based on these 2 membership categories:

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2 Consecutive Years	400 pts.
3 Consecutive Years	450 pts.
4 Consecutive Years	500 pts.
5 Consecutive Years	550 pts.

ASSOCIATE INDIVIDUAL

3 Consecutive Years	200 pts.
3 Consecutive Years	225 pts.
4 Consecutive Years	250 pts.
5 Consecutive Years	275 pts.

Other Ways to Earn Points:

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Tires — 1pt. for every PhP 200

2. Avail of Travel Services from AAP Travel.

Caravan — 1pt. for every PhP 200
Travel Services — 1pt. for every PhP 200

3. Get souvenir items from the AAP Boutique.

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Just this year, Petron Blaze was certified by leading global laboratories as passing the Euro 6 standard—the most advanced standard in the world. Petron Blaze 100 Euro 6 is the first and only Euro 6 fuel in the country, certifiably the best gasoline in the Philippines.

Certified by Global Experts

Locally produced and formulated at Petron's Bataan refinery—the most advanced in the Asean region—Petron Blaze 100 Euro 6 has been rigorously tested and certified by leading global laboratories and engine rating experts. It was subjected to testing by SGS, a global leader in inspection, verification, testing and certification at their laboratories in the United Kingdom, Singapore, and the Philippines. Further tests were also conducted by ISP-The Testing Institute (Germany), one of the world's top testing laboratories for automotive fuels and

lubricants, as well as the Millbrook Proving Ground (UK), one of Europe's largest vehicle testing centers.

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In the Philippines, the mandated Euro 4 fuels have a sulfur content of up to 50-ppm (parts per million). Globally, the most stringent Euro 6 standard allows sulfur content of up to only 10-ppm. The sulfur content of Petron Blaze 100 Euro 6 is less than 3-ppm, far exceeding these standards.

To qualify for Euro 6, currently the most stringent global emission standard, a fuel should have significantly reduced particle numbers, particulate matter, carbon monoxide, nitrogen oxides, and hydrocarbons in vehicle emissions. The Particle Number (PN) is the additional criterion that separates Euro 5 and Euro 6 fuel standards. Petron Blaze 100 Euro 6 surpassed the PN tests, being 3x cleaner than the limit.

Why Octane is Important

Research Octane Number (RON) determines a fuel's resistance to detonating. This resistance is more commonly referred to as "anti-knock" quality; the higher the RON, the higher its resistance. You want your engine to burn your gasoline smoothly. If you're feeding your car a lower RON than it requires, you risk engine knocking and engine failure in the long run. Which RON is right for you? It's best to check your car's manual for

the recommended minimum RON. Keep in mind that the older the car, the higher the risk of engine knocking.

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Petron Blaze 100 Euro 6 has been formulated with TriAction Advantage to provide (1) better engine protection for longer engine life; (2) better mileage for longer drives; and (3) better power.

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Reminder:

'Safe zones' as specified in the Anti-Distracted Driving Act

SO as not to cause confusion like before, the Department of Transportation (DOTr) has issued guidelines with regards to the placement of gadgets or navigational devices that will be allowed under the Anti-Distracted Driving Act (ADDA) or Republic Act 10913, which was re-implemented on July 6, 2017.



According to the agency, navigational devices can be used while driving, so long as they are in navigation mode or operating the apps that help a driver navigate, such as Google Maps or Waze. Any manipulation of the device while driving, whether it is to input a destination or input text will be found in violation of the ADDA.

Drivers are recommended to pull over to a safe place and do so when the vehicle is stationary. Making calls are permitted provided that the mobile phone is on hands-free mode.

Cellphones or other similar devices, when mounted, must not exceed four inches from the top of the dashboard to the upper edge of the device. The four inches is to be measured from the part of the dashboard where the device is attached up to its upper edge. Devices may be mounted in portrait or landscape mode and may also be attached to the windshield, so long as these do not exceed the four-inch height limit. The four-inch rule also applies for areas directly above the instrument cluster.

Dashcams are still allowed as long as these are mounted behind the rearview mirror. The department did not specify any height limitation for such devices.

As for vehicles with built-in (original equipment manufacturer, OEM) navigational systems and LCD screens, these will not be found in violation of the ADDA, even if the devices exceed the four-inch limit. The agency said they met with vehicle manufacturers and it was agreed that the placement of these OEM screens and navigational systems have already been carefully studied during the design process.

DOTr said drivers with non-navigational equipment mounted on the dashboard, such as rosaries, bobble heads, air fresheners and the like, will not be apprehended, as focus will be on mobile phone use.

Apprehension of violators will be done by MMDA officers, the Philippine National Police Highway Patrol Group and other deputized officers. The MMDA's network of CCTV cameras will also be utilized to implement the law.

Under RA 10913, drivers are not allowed to use mobile communication devices when behind the wheel. The act of writing, reading, sending a text-based message, making phone calls, or watching movies, surfing the internet, reading an e-book or performing any sort of computation on a mobile device by a motorist is banned, even when stationary during traffic or on stop lights. **AQ**

AAP PAYS COURTESY CALL ON NEW PNP-HPG DIRECTOR

LAST July 25, Automobile Association Philippines (AAP) president Gus Lagman and AAP advocacies manager Cynthia Reyes paid a courtesy call on the newly appointed Philippine National Police-Highway Patrol Group (PNP-HPG) director, PNP Chief Superintendent Arnel Escobal. AAP reiterated its support for the PNP-HPG and brought more copies of Republic Act 4136 (also known as the Land Transportation and Traffic Code) for the law enforcers to use as reference. Last year, AAP signed a



Memorandum of Understanding with the PNP-HPG to boost the partnership between the two organizations. As part of the MoU, AAP handed over to the agency copies of RA 4136, booklets, pamphlets, manuals and videos on road safety, as well as, a driving simulator which is now at the HPG Training Building. **AQ**



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By KAP
MACEDA
AGUILA

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4



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Ford Mustang GT



Honda Civic E CVT

FOR the longest time, the number of cylinders and engine displacement have been definitive yardsticks for judging he-man rides. That is, a surfeit of cylinders and hefty swept volume (should) make an automobile testosterone-charged because they equate to more robust performance.

But the “invasive species” of turbochargers has flooded the assembly line for the modern vehicle. Posits Car and Driver: “If turbochargers haven’t won the war against natural aspiration yet, they certainly appear unstoppable in this, their most recent campaign for domination. Increasingly stringent fuel-economy and emissions regulations worldwide are driving this switch to forced induction because turbochargers allow carmakers to maintain performance levels while reducing engine displacement and improving... fuel economy.”

The concept of turbocharging has been in existence for more than a century, but

its use has never been this widespread. In the United States, leading turbo supplier Honeywell predicts that by 2020, a hefty 39 percent of vehicles sold in the country will be turbocharged. This growth reflects the widespread acceptance of turbocharging as a legitimate, viable tool in aid of performance and fuel economy.

However, all is not lost for veritable holdovers or “purists” who opt for the unadulterated joy of natural aspiration. In the midst of a movement towards forced induction, car brands and engineers are still designing and executing engines suffused with bark and bite via good-ol’-fashioned polycylinders and polyliters.



Audi R8 V10 Plus



Lexus LC 500

Bullies that breathe naturally: Long live natural aspiration!



Aston Martin Vanquish S

We collect some of them here to sate your natural appetite for natural aspiration.

1 LEXUS LC 500.

Recently unveiled at Lexus Manila's sole dealership in Bonifacio Global City, observers are already touting the LC 500 as the successor of the hallowed LFA supercar. To be honest, supercar it is not, as Lexus positions the LC as a daily driver GT. Still, its numbers undoubtedly approach supercar levels. Pop open the hood to check out its motivation – a 5.0-liter, 32-valve V8 blurring out 477hp and 527Nm. A dual intake inlet helps improve non-forced breathing and allows a healthy roar. Owners can access the performance via a first-in-class 10-speed automatic transmission which features heat-treated, lightweight aluminum gears, and “the most compact torque converter ever used on a Lexus model in an effort to help improve transmission efficiency.”

2 FORD MUSTANG GT.

Another naturally aspirated 5.0-liter V8 powers the iconic Ford Mustang GT. The relevant numbers are 435hp and 542Nm

– of course boasting the equally relevant growl in engines this large. If you’re more fuel-conscious, the Mustang does come with an alternative model that features a 2.3-liter, I-4 EcoBoost engine supplying 310hp and 434Nm.

3 HONDA CIVIC E CVT.

The local automotive scene went nuts over the Philippine debut (or, rather, foretaste) of the incredible Honda Civic Type R at last summer’s Manila International Auto Show. The hysteria and excitement was backed up by appetite as the 100-unit allocation of the turbocharged 2.0-liter, four-cylinder devourer of asphalt (to the tune of 306hp and 400Nm) was quickly sold out by Honda Cars Philippines, Inc. But Honda is known after all as fans of breathing naturally, and its 1.8-liter variant is no slouch with its 139hp and 174Nm. We tip

the hat to Honda for its commitment to au naturelle nerds; that’s why this Civic earns its place here.

4 AUDI R8 V10 PLUS.

This is a supercar, and despite Audi’s reputation for cutting-edge technologies and innovation, the Ingolstadt engineers looked at starting with a traditional (i.e. naturally aspirated) V10 with a swept volume of 5,204 cubic centimeters. This big heart is good for a stable of 618 horses and 560Nm. From there, the Audi engineers did what they are wont to and packed the R8 with goodies to make it a polished, state-of-the-art vehicle that nonetheless is ready to rumble with bullies.

5 ASTON MARTIN VANQUISH S.

James Bond’s official carmaker is out for blood in our yard of meanies. It starts with 600hp, 630Nm, and a dozen cylinders that total six huge liters of swept volume. Performance will take your natural aspiration away – zero to 100kph time of 3.5 seconds, and a top rate of 323kph. Good luck finding a way to realize that speed – safely. **aq**

Relearning to drive – the Porsche Media Driving Academy way, that is

Lucky Porsche Media Driving Academy (MDA) participants were able to ride the awesome-looking, 385hp Cayman GT4 Clubsport MR with race driver Earl Bamber at the wheel.



Text and photos by Kap Maceda Aguila



A certified Porsche instructor shows MDA participants the correct driving position.



Two-time 24 Hours of Le Mans winner Earl Bamber poses with the author at Sepang.

GOOD things often start with asking the right questions. For the brass over at Stuttgart-based carmaker Porsche, the question must have been: “How do we make sure that media practitioners who write about our line of cars have the utmost appreciation of them – including their sportscar performance?”

It could have been articulated that way; close enough, I’m sure. But the idea surely resonates. For a Porsche is not your average set of wheels. Even if it can be conscripted for the daily drive or, gasp, even the run to do groceries, a Porsche (whichever model) is a track-bred and shaped vehicle.

With this in mind, the brand’s Asia Pacific (PAP) office unveiled the first Porsche Media Driving Academy (MDA) in 2015 at Bira Circuit in Pattaya, Thailand to allow members of the “media to experience the maximum performance of Porsche cars through consecutive courses designed to sharpen driving skills in a safe environment with world-class Porsche instructors.”

I was privileged to be included in this year’s staging (the third overall), held at the 5.5-kilometer, Formula 1 venue that is the Sepang International Circuit in Selangor, Malaysia. Press drivers were selected from 10 countries across the Asia Pacific region and classified into Individual, Professional or Elite categories.

According to PAP, the Individual module “focuses on the fundamentals of vehicle control, including the slalom, braking, drag

race, and cornering exercises... (and) provides insights into the basic laws of physics relating to driving and handling as well as an introduction of various Porsche electronic driving aids for the use on and off the race track.” The Professional program teaches participants in “tackling bends accurately,” and allows them to complete full laps. Aside from exercises in braking and lane changes, instructors “integrate the curved slalom, as well as complex cornering exercises.”

Finally, the Elite program is tailored for journalists who are “accomplished drivers,” and is devised directly to support “sport-oriented driving.” Trail braking, controlled oversteering, and driving exercises allow participants to “gain insights and experience the full performance of Porsche cars.”

Along with tasty on-track activities (behind the wheel of an assortment of Porsches, of course), participants were administered theory workshops, including a motorsports conditioning session, driving physics workshop, and a Q&A session with Porsche-certified instructors. Experienced were Porsche rockets from the mid-engine

718 Boxster, to 911s, and, significantly, all-new Panamera Turbo and 4S. We heard that Elite participants also got the chance to track the Macan and Cayenne SUVs.

As I was a Porsche MDA novice, I was classified under Individual and thrust wide-eyed into the action, following a short briefing at a Sepang function room. Heading our roster of certified Porsche guides was Matthias Hoffmüller, who walked us through the basic concepts of vehicle control. He told us about (nerd alert) the friction circle (also known as the circle of forces or traction circle), which basically shows the maximum forces you can transfer to road via the vehicle’s tires.

Significantly, also in attendance for our day of lessons and exercises was Kiwi racecar champ Earl Bamber, fresh off his victorious stint at the legendary and longest-



A Porsche 911 Carrera S speeds towards cones for a "moose test."



Panamera 4S
on pit lane



Boasting 580hp, a 911 Turbo S can reach 100kph from standstill in 2.9 seconds.

“ Trail braking, controlled oversteering, and driving exercises allow participants to “gain insights and experience the full performance of Porsche cars. **”**

running endurance race, the 24 Hours of Le Mans. Along with team mates Timo Bernhard and Brendon Hartley, Bamber had piloted the Porsche #2 919 Hybrid LMP1 to victory – Porsche's 19th victory and third straight at Le Mans overall.

Divided into groups of six (or so), and ushered straight into action, we first did the so-called “moose test,” designed to sharpen our lane-changing ability in an emergency situation – as when an obstacle (such as a, well, moose) suddenly appears on the road. Moose are pretty hard to come by, and we, of course, didn't want any to be harmed; cones thus did the trick in our exercise. We were given a number of runs – first with the PSM (Porsche Stability Management) switched on, then later with it switched off. After gaining speed, we were instructed to let off the throttle and, without stepping on the brakes, make an abrupt lane change to the right, then left. The Porsche 911 Carrera S at our disposal handled

the abuse well. With the PSM on, the car was kept nonplussed through the maneuver. Disengaged, there was some steering effort to keep things stable, and I felt more play and protest on the body. Lesson: Keep both hands on the wheel at all times (if you didn't know that already).

Next came the braking exercise – make that hard-braking exercise, aboard a stunning Miami Blue 911 Turbo S. After asking us to floor the throttle, we are told to step on the brake pedal as hard as we could until the ABS (anti-lock braking system) engaged. If you didn't know it yet, the ABS feature keeps the wheels from locking up and skidding even during harsh braking at speed. You'll know the ABS kicks in when you feel a throbbing. The 911 Turbo S, which can zip to 100kph from standstill in 2.9 seconds, was surely near that rate when I stepped hard on the brake pedal. The ABS kicked in, and I was able to safely avoid a

line of cones (well, okay, I tipped one over) even in this adverse situation.

After this, it was time to stretch the legs of some Porsches via guided driving with Bamber. This portion of our hands-on training allowed us to appreciate handling. Among the points driven home: When tackling bends, take them slowly in and safely out; brake (hard) and correct speed before turning; accelerate smoothly after the apex and “open” the steering wheel as you exit the turn, where you look is where you drive.

The rest of this exercise was much about enjoying the handling of the Porsches – and the rare pleasure of reaching 210 kph and more aboard these Stuttgart rockets. And of course, as one among us correctly opined, driving on Sepang is bucket-list stuff.

Definitely a highlight of the day was the slalom exercise using a mid-engined 718 Boxster. Quick tips when doing a slalom, for the people at Porsche: Steer quickly but gently, do not rock the car (keep it balanced), sometimes less is more, and avoid understeering. Our skilled (and funny) instructor Admi Shahruh reminded us to have “the hands of a surgeon and the feet of a ballerina,” to keep us relaxed and steady at the wheel. The message seemed to have resonated with me as I registered quickest time in our batch. I even got to savor standing on the highest step of the podium, uncorking a bottle of bubbly while wearing a victor's wreath around my neck.

Happily, this experience is actually available to the general public. Visit www.porsche.com/driving-experience-asia-pacific. **AQ**



Individual Category participants and instructors of the Porsche Media Driving Academy gather for a group shot after the awarding of the best drivers. The author won the top honor in his batch.



LOOK: HONDA

unveils Civic Type R

HONDA Cars Philippines Inc. (HCPI), Honda's automobile unit in the Philippines, has finally decided to bring its high-performance Civic Type R in the local market.

Since its introduction 25 years ago, the Civic Type R continues to be well-known for its purity of the original concept to that of minimizing weight while maximizing power, responsiveness, dynamic stability and braking performance.

Powering the All-New Civic Type R is a 2.0-liter VTEC TURBO engine with a maximum power output of 310 PS at 6,500rpm, and peak torque of 400 Nm from 2,500rpm to 4,500rpm. The engine is mated to a 6-speed manual transmission that is further enhanced by a rev match control system which enables the car to sustain maximum power during gearshifts. The rev-matching function can be switched on or off in the user settings for the car, regardless of which driving mode is selected.

The newest Honda offering delivers the most rewarding driving experience, both on the road and on the race track.



All of the power is transmitted to its front wheels through an exceptionally responsive helical limited-slip differential (LSD) that gives the All-New Civic Type R's strong cornering traction.

The All-New Civic Type R also features a bespoke chassis, suspension, and steering setup for a more responsive handling as well as improved high-speed stability. At the front, the All-New Civic Type R sports a lower-arm-type front MacPherson strut suspension that minimizes torque steer and maximizes handling. While at the rear, a multi-link suspension setup helps the All-New Civic Type R improve its stability when braking as well as reducing the vehicle's body roll movement when cornering.

The All-New Civic Type R also features a revised four-wheel Adaptive Damper System that delivers superior ride quality and exceptional road performance. The system is incorporated with a three-chamber design upgraded shock absorber units that gives a wider range of variability on damping force in different driving conditions. And to help the driver manage the All-New Civic Type R's prodigious power, the front brakes are equipped with ventilated and cross-drilled 350mm disc with 4-piston caliper Brembo brake package.

The five-door-five-seater hatchback carries an aggressive front grille, a Type R wing type spoiler, and Vortex generators at the trailing edge of the roof line. The front and rear bumpers and side skirts also sport a carbon fiber effect and sporty red accent line, which runs around the entire vehicle.

The All-New Civic Type R is also equipped with a new lightweight aluminum hood with hood scoop to provide higher air intake to the turbo. And to keep the All-New Civic Type

R's massive airflow, three fully-functional tailpipes are positioned at the rear lower center of the car. Main tailpipes on either side deliver exhaust from the engine, while a unique, smaller center tailpipe controls the sonic tone of the engine. Similar to previous Civic Type R models, it is adorned with Honda's famous red 'H' badge. Filling the enlarged wheel arches are 20-inch Berlina Black alloy wheels with 245/30 R20 tires.

The All-New Civic Type R presents a sophisticated, premium ambiance of the standard vehicle cabin with striking suede-effect red and black fabric trim for its Type R spec bucket seats

In front of the driver, an instrument display layout provides vivid clarity and highly intuitive user interface. A 7-inch full color Thin Film Transistor (TFT) Type R Spec Instrument Cluster with red illumination includes virtual gauges and switchable section that can display a variety of different function readouts including Driving Mode display (+R, Sport, Comfort), LED gearshift indicator light, Turbo boost pressure gauge, Throttle/brake input display, G-Meter, and lap time recorder.

With the uncompromised power and latest technology of the All-New Civic Type R, driver and passenger's safety remains a top priority as it is equipped with front and side airbags, side curtain airbags, Vehicle Stability Assist (VSA), Hill Start Assist (HSA), and Anti-Lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD). Other convenience and security features such as Rain sensing front wipers, Walk Away Auto Door Lock, Speed Sensing Auto Door Lock, and Smart Entry System with Push Button Start comes as a standard in the package.

HCPI will be bringing in 100 units of the All-New Civic Type R this year at a suggested retail price of P2.98 million, in two colors – championship white and rallye red. **aq**



BMW 5 Series: Dynamism and precision redefined

THE all-new BMW 5 Series was unveiled recently at the BGC Arts Center in Taguig. With its dynamic and simultaneously elegant appearance, the all-new BMW 5 Series convincingly meets the expectations that are placed today in a vehicle of its class: aesthetic athleticism and driving pleasure with state-of-the-art technology.

The seventh generation of the BMW 5 Series cuts a sporty, elegant, and stylish figure. The all-new variant has all the tools it needs to continue the remarkable success recorded by its predecessors; around 7.9 million BMW 5 Series cars were sold across its first six generations.

"Since 1972, BMW has been producing an award-winning vehicle that enjoys international recognition and success. As the world's most successful business car, the seventh generation BMW 5 Series mirrors the goals of our NUMBER ONE > NEXT strategy," said Asian Carmakers Corporation President Maricar Parco.

At first glance, the latest generation of the BMW 5 Series reflects a number of striking new exterior features: the bonnet now extends to the Active Air Stream Kidney Grille with which the Adaptive LED Headlights are seamlessly merged. This gives the vehicle a broader stance. The character lines on the side turn up as they head rearwards further highlighting the Hofmeister Kink, which is a signature design element of every BMW vehicle. At the rear, the tail pipes are now symmetrically arranged on either side giving the all-new BMW 5 Series ensures a bold, stylish, athletic demeanor at all times.

The interior is carefully designed and selected to amplify the sense of sight, smell, and touch. The quality of the interior is

further improved from the predecessor with the finest materials used throughout the cabin. The rear passenger space has also been greatly improved. The knee room is 18mm longer than its predecessor and the seat cushion length is one of the best in its class. The transmission tunnel is narrow and the middle seat has been made wider to ensure that three adults can sit comfortably in the back.

Moreover, the BMW 5 Series' lighting package of 11 different designs that includes numerous LED lights gives the interior an elegant ambience. The vehicle also includes an Ambient Air Package with eight fragrances that are divided into four categories: "Blue Suite" with fresh water fragrances, "Green Suite" with fresh plant fragrances, "Golden Suite" with warm and rich fragrances, and "Authentic Suite" with natural fragrances.

To complement its luxurious interior, the all-new BMW 5 Series also features the most advanced technology in its class. One of which is the BMW Display Key, which does more than locking and unlocking the vehicle. It can also provide information on the fuel level and turn-on the air-conditioning before the driver enters the car.

Once the driver steps into the car, a 12.3-inch full digital instrument display welcomes the driver. Depending on the drive mode, the instrument will display

different color themes and designs and highlight different information that are relevant to the drive mode; be it Sport, Comfort, or ECO PRO.

The all-new BMW 5 Series is also equipped with the latest version of the BMW iDrive system, Interface Design (ID) 6. The ID6 is considered to be one of the most intuitive automotive user interfaces in the market today as it features a 10.25" LED touch display equipped with the Navigation Professional System. The system also allows the driver to be in control of the many features and information on the vehicle without being distracted while on the road.

The enhanced iDrive system of the vehicle includes the BMW Gesture Control, which first introduced with the BMW 7 Series, and now comes standard in the all-new 5 Series. Adjusting the volume of the audio system as well as accepting and rejecting phone calls can be done via simple gestures, without having to press buttons.

The all-new BMW 5 Series once again sets the benchmark when it comes to performance and handling. Lightweight was a key goal in the development of the vehicle. Using Efficient Lightweight technology, the all-new BMW 5 Series is up to 100kg lighter than its predecessor.

The new BMW 5 Series runs on the award-winning BMW TwinPower Turbo engine with an even lower fuel consumption than the previous generation. The engine is mated to a highly advanced 8-speed automatic transmission with Steptronic function that provides seamless shifting and ensures smooth power delivery at all times. **aq**



Three models of the all-new BMW 5 Series will be available in the Philippine market.

The all-new BMW 520d Luxury	Php 4,590,000.00
The all-new BMW 520d M Sport	Php 4,990,000.00
The all-new BMW 530d Luxury	Php 6,390,000.00



Mazda MX-5 RF gets Red Dot 'Best of the Best' award

MAZDA continues to reap awards for its visually striking KODO – Soul of Motion design philosophy as the fourth-generation MX-5 ND once again captures the "Red Dot: Best of the Best" prize, this time for the Mazda MX-5 RF.

On July 4, 2017, Mazda received the accolade at the Aalto Theater in Essen, Germany. Launched in the Philippines last May, the folding hardtop MX-5 RF (Retractable Fastback) variant of Mazda's legendary two-seat, open top sports car repeats the success of the soft-top version, which captured the same honour in 2015.

"We are proud to share the MX-5 RFs continuing success with Mazda fans in the Philippines," says Steven Tan, president and CEO of Bermaz Auto Philippines, exclusive distributors of Mazda vehicles and parts in the country. "With its timeless lines and dynamic feel, the MX-5 RF is a true product of design and engineering innovation borne of the passion of pure driving and the Jinba Ittai connection between car and driver. The MX-5 RFs unique fastback styling not only addresses the practical needs of Filipino sports car enthusiasts but it also resonates a deep emotional bond between man and machine," adds Tan.

An imaginative symbiosis of form and function, the RF features a three-piece power retractable hardtop whose 13-second opening or closing sequence is a spectacle in itself. It thus combines all-weather coupé practicality with the hair-



GG MX-5 RF is a true product of design and engineering innovation borne of the passion of pure driving and the Jinba Ittai connection between car and driver JJ

in-the-wind spirit that inspired the original "NA" MX-5 introduced in 1989.

Red Dot's jury of 39 designers, professors and journalists bestowed "Best of the Best" honors – reserved for the most exceptional designs – on only 102 of the



5,500-plus entries to the 2017 Red Dot product design contest.

Mazda has now won six Red Dot prizes for its KODO-based models: The Mazda CX-3 and Mazda2 collected awards in 2015 (alongside the soft-top MX-5) after the Mazda3 and Mazda6 took home accolades in 2014 and 2013, respectively. Criteria for the Red Dot competition include innovation, functionality, ergonomics, symbolic and emotional content, self-explanatory quality and ecological compatibility.

Mazda Philippines also ranked first in the 2016 J.D. Power Philippines Customer Service Index Study. There are 19 Mazda 3S dealerships located across the Philippines and Metro Manila – Mazda Greenhills, Mazda Pasig, Mazda Quezon Avenue, Mazda North EDSA, Mazda Makati, Mazda Alabang, Mazda Otis, Mazda Cavite, Mazda Sta. Rosa, Mazda Pulilan, Mazda Pampanga, Mazda Dagupan, Mazda Cabanatuan, Mazda Tarlac, Mazda Negros, Mazda Cebu, Mazda Iloilo, Mazda Cagayan De Oro and Mazda Davao. **QQ**

MERCEDES-Benz officially brings the new GLA in the Philippines in August. As the first compact SUV from Mercedes-Benz launched in 2013, the GLA brings a breath of fresh air to its market segment with its progressive design, serene day-to-day motoring and with good off-road capability.



2017 Mercedes-Benz GLA:



Fierce power comes to town

The refreshed GLA comes with an extended range of engines, targeted visual accentuation in the interior and exterior design plus updated equipment lines. It has improved styling, sharper features, and a host of comfort and smart equipment. The compact SUV looks much more powerful with its bumpers, additional light-alloy wheels and the new attractive color characterize the 2017 vintage at first glance.

Get into the new GLA and simply escape with its modern connectivity services as well as many internally developed apps optionally link you to your entire world. Thanks to the new Smartphone Integration Package you can also integrate iPhones and Android smartphones and brings you the unique interfaces, apps and voice recognition of Apple CarPlay and Android Auto. This feature is available on select units, depending on the engine and configuration selected.

The LED high-performance headlamps replace the current Bi-Xenon headlamps. Alongside the brilliant illumination they are characterized by a color temperature similar to daylight and relieve the strain on the eyes during journeys at night. The energy consumption is also lower: around 60 percent less than xenon and approx. 70 percent less than halogen.

With the GLA a further model series from Mercedes-Benz impresses where aerodynamic quality is concerned. The good flow characteristics, which contribute decisively to the low fuel consumption in everyday conditions and a pleasantly discreet noise level even at higher speeds, was achieved through a multitude of aerodynamic optimizations in the high-pitched wind tunnel in Sindelfingen. These include a low A-pillar step with corresponding A-pillar geometry and aerodynamically optimized exterior mirror housings. The generously sized trim on the main floor, an additional trim in the centre section of the rear axle and even an aerodynamically optimized rear silencer with a connected diffuser improve the flow of air beneath the underbody. An elaborate roof spoiler lip, specially shaped tail lights plus discreet side rear spoilers also ensure that the air flow at the tail end is aerodynamically optimal. Due to the many optimizations it was possible to improve the cd value from the previous 0.29 to 0.28.

Vehicle safety is the top priority at Mercedes-Benz. The GLA has the "Active Brake Assist" as standard: it warns the driver if there is not sufficient distance to the vehicle in front and if required, delivers situation-appropriate braking. If the system detects that the driver is reacting too late, it initiates autonomous braking in order to prevent the collision or minimize the consequences. The GLA also has the "ATTENTION ASSIST" as standard: it can detect typical signs of

drowsiness via the steering behavior and warn the driver about an impending microsleep.

THE NEW MERCEDES-AMG GLA 45 4MATIC

Mercedes-AMG is continuing its model initiative with full steam ahead and is enhancing the GLA 45 4MATIC both visually and technically. With intelligent aerodynamic measures like the restyled front apron and the spoiler lip on the roof spoiler it was possible to increase driving dynamics and driving stability, yet wind resistance was simultaneously reduced. In spite of the sportily configured lift balance the cd value of 0.33 is lower than on the preceding model.

The interior has been similarly upgraded. The dashboard is covered as standard with ARTICO man-made leather and has been given exclusive highlights with red contrasting topstitching.

A further highlight is the generously sized trim, extending over virtually the entire width of the car: its fundamental structure is printed matt with a high-gloss surface and it bears AMG lettering.

The instrument cluster has been given a new number design and the speedometer is divided into 30 km/h stages. New needles with a black needle centre and the chrome frame around the gear display also ensure an autonomous cockpit experience.

With a maximum output of 280 kW (381 hp) and 475 Nm maximum torque the Mercedes-AMG GLA 45 4MATIC is among the most powerful cars in its segment. A speed of 100 km/h is achieved from standstill after just 4.4 seconds. The extremely agile 2.0-liter four-cylinder turbo engine blends its thrilling performance and the exemplary efficiency with a further best: the power-to-swept-volume ratio of 141 kW (191 hp) marks a record for a series engine with four cylinders – it raises the AMG engine to the level of thoroughbred super sports cars.

For optimum traction even in poor road surface conditions the standard all-wheel drive AMG performance 4MATIC transfers the drive power to all wheels. The torque is steplessly variably distributed to the front and rear axle. This configuration results in an optimum ratio of dynamism, efficiency and traction to match the driving situation. A multiple-disc clutch integrated in the rear axle differential with AMG-specific control passes on the engine torque to the rear wheels in a flash should the front wheels lose traction. The spectrum ranges from purely front-wheel drive to the ratio of 50 to 50 percent to the front and rear wheels. With a fuel consumption of 7.4 liters per 100 kilometers (NEDC combined) Mercedes-AMG is at the same time reinforcing its pioneering role where efficiency is concerned. **QQ**

THERE is only one car that has conveyed some of the world's most influential and powerful men and women to the most defining historical moments over the last 92 years. That is the Rolls-Royce Phantom. That reputation continues as Rolls-Royce unveils its latest version of the eponymous model.

The 2018 Phantom carries over its distinctive façade with new headlights and LED halos outlining its shape. If opted in two tone, a border between the two colors now stretches the length of the car, starting from the silver grille, all the way to the tail. The rear features a swept-tail like design, with new LED tail lights.

This eighth generation Phantom rides on an all-new aluminum structure dubbed "Architecture of Luxury". It is a platform unique to Rolls-Royce, ensuring the luxury, comfort



Rolls-Royce unwraps the 2018 Phantom

and performance is never compromised by sharing a platform with its sister brands. The same chassis will soon be used to underpin all upcoming Rolls-Royce vehicles including their SUV.

The Phantom has radically improved its noise vibration and harshness isolation with the inclusion of two-layer glazing around the glass and 130 kg of sound insulation. Rolls-Royce claims that the 2018 Phantom is 10-percent more quiet than the previous model.

Motivating the massive Phantom is the iconic 6.75-liter V12. It is aided by a pair of turbochargers to boost power output to 570 PS and 900 Nm of torque. This allows the Phantom VIII to accelerate from 0-100km/h in 5.3 seconds.

Keeping it aloft over road imperfections are a double-wishbone suspension in front and a five-link rear end. It is further aided by a self-leveling suspension system that automatically adjusts stiffness. They ride on 22-inch wheels fitted as standard.



Stepping aboard the New Phantom is an occasion in itself. As one would expect from a Rolls-Royce, the environment is crafted from the most precious and contemporary of materials. The popular Starlight Headliner is maintained, now bigger than before. High gloss, exquisitely tactile wood panelling can be commissioned for the door interiors, centre consoles, dashboard and picnic tables.

The rear of the front seats hide Picnic tables and Theatre Monitors, which are electrically deployed and retracted at the touch of a button.

The new fixed rear center console incorporating a drinks cabinet with whisky glasses and decanter, champagne flutes and coolbox.

Some new features to enhance the exclusive feel include self-closing rear doors, called "The Embrace", which can be operated from both inside and outside the cabin. There is also "The Gallery", which is a customer option design that decorates the entire dashboard.

It gives the owner a truly bespoke Phantom with design choices that are virtually limitless. **AQ**





Let's go new Toyota Wigo



FIRST launched in 2014, the Wigo has since become immensely popular in the Philippines due to its easy to own, easy to drive and easy to enjoy features. Having sold over 40,000 units since its introduction, this goes to show how much Filipinos have grown to love this fun vehicle. But it looks like Toyota Philippines has outdone itself with the newest Wigo iteration.

Toyota's mini hatchback is now powered with a VVT-I engine for a more fuel-efficient drive. On top of that, the latest generation retains its stable and comfortable ride through an optimized suspension geometry calibration for a smooth and relaxing drive.

One can immediately conclude that compared with the previous model, the New Wigo highlights a sporty and fun silhouette that speaks volumes. A re-energized look to its front bumper, grille and alloy wheels embodies a more dynamic image. The latest version also now possesses sleek projector-type headlamps with line guide and LED rear combination lamps for an edgier look. Moreover, the 2017 Wigo is furnished with rear reflectors and outside mirror integrated signal lamps for a more premium feel.

Inside, the new Wigo shows off a redesigned interior with new seat patterns and door trims. Additionally, a more refreshing appearance has been granted on its multi-

function and navigation-ready audio system. Moreover, with advanced features such as the new steering switch, this specific trait provides effortless access to one's music. The popular vehicle still has one of the easiest ingress/egress in its category both from the front and rear seats. It now also possesses a rear center head rest for extra comfort.

Lastly, there is no compromise in safety here as all grades are still equipped with standard SRS airbags for both the driver and passenger and now, all options for the Wigo are armed with Anti-Lock Brake System. Additional new safety features incorporated in the compact include a seat belt warning and light remind warning.

The new Wigo's exterior comes in fun colors. Its newest shade, Orange Metallic, shows its energetic personality. The mini hatchback also still carries the Silver Mica Metallic, Gray Metallic, White, Black and Red color options. The new Wigo 1.0G is priced at P599,000; 1.0 G MT at P564,000; and 1.0E MT P526,000. **aq**



KIA'S CITY CAR SET TO MAKE A BIG IMPRESSION

KIA debuted the latest iteration of its signature city car. Columbian Autocar Corporation (CAC), the exclusive distributor Kia vehicles in the Philippines, unveiled the third-generation Picanto boasting a bold, new exterior design and more modern touches.

The all-new Kia Picanto was revealed for the first time at the 2017 Geneva Motor Show in Switzerland. The brand featured the performance-oriented GT-Line trim together with the nameplate's other variants, building anticipation for their commercial release later in the year.

The same GT-Line was launched simultaneously in five select dealerships across the country. Citizens of Metro Manila saw the car at the new Kia location at the 5th floor of SM Megamall's building B. The car can also be seen at Kia Carmona in Southern Luzon, Kia Pampanga in Central Luzon, Kia Gorordo-Cebu in Visayas and Kia Davao in Mindanao. As an additional treat, the provincial dealerships' patrons got the chance to see the first and second generations of the Kia Picanto on display alongside the third and latest version in 1.0 M/T and 1.2 A/T variants.

Hernando D. Gañac Jr., CAC Vice President of Sales and Marketing, focuses

on some of the many improvements that you will see in the latest Kia Picanto. "As one of Kia's best-selling models across the globe, we knew it would be a challenge to improve on the current version. This new model retains all of the outgoing model's strengths but now offers increased performance and new technologies."

the headlights, more reminiscent of the sportier models like the Rio and the Forte. This is the result of collaboration between the Kia design centers in Namyang, South Korea and Frankfurt, Germany. The exterior now features a more assertive stance with bolder body lines. This stance is helped by the 15mm added to the wheelbase without any increase to the overall length of the vehicle.

Inside, the cabin has been modernized and refined. The new materials give an added sense of quality for the occupants. The horizontal design is meant to highlight the increase in cabin space. The larger interior capacity can also be noticed all around the vehicle. Headroom, legroom and also shoulder room has been improved in the latest model.

Driving the all-new Picanto is a true pleasure. It's an ideal combination of stability and assured handling thanks to the sensation of a direct connection from the steering wheel to the road. The improvements in the chassis now result in a more balanced and responsive driving experience. **aq**



“ Nationwide launch set across five Kia locations across the PH ”

The all-new Picanto brings a young and dynamic character to the sub-compact market. Kia's signature tiger-nose grille now extends the sides up to



Ma. Fe Perez-Agudo,
HARI President
and CEO

Hyundai 'passion' at the Philbus & Truck Expo 2017

HYUNDAI Asia Resources Inc. (HARI), the Philippines' official distributor of Hyundai passenger and commercial vehicles, showcased the H350 luxury van along with the best-selling Hyundai trucks and buses line-up at the Philippines Bus & Truck Expo 2017 from July 14 to July 16 at the SMX Convention Center in Pasay City.

Ma. Fe Perez-Agudo, HARI President and CEO said, "We are committed to broaden our corporate horizon by constantly seeking new market spaces to create value and experiences for consumers. As we position the HARI Commercial Vehicle Division to be the Filipino's lifetime provider of sustainable customer solutions in freight, payload, and mass mobility needs, we open new venues to drive the ascent of the Philippine economy."

Hyundai trucks are especially built for the toughest jobs without

sacrificing safety and comfort—both for the occupant and owner's profitability. Perez-Agudo added: "Their durability leads to business sustainability. These are vehicles that offer more flexibility in moving goods because of their dependable and balanced design. They are designed to move businesses for the long haul without sacrificing efficiency."

As for the Hyundai buses, the HARI chief said: "Our buses don't only look good; they are also much safer than the usual ones plying our streets. Transport operation owners can trust and be truly proud of them because of their cutting-edge design, comfort, global quality standards, reliable build, and exceptional performance."

Follow Hyundai Philippines' Facebook page (<https://www.facebook.com/hyundaiph>) for more updates. **QQ**

HARI ACHIEVES ITS HIGHEST MONTHLY SALES TO DATE



HYUNDAI TOTAL UNITS SOLD (Year-to-Date)

Segments (in units)	2016	2017	Growth (%)
Passenger Cars			
Eon	5,421	4,373	
Accent	7,070	9,319	
Elantra	933	900	
Sonata	8	1	
Others	71	10	
Total PC Sales	13,503	14,603	8%
Light Commercial Vehicles			
Grand Starex	2,336	2,458	
Tucson	1,823	1,843	
Santa Fe	384	404	
i20	47		
H100	1,243	1,652	
Total LCV Sales	5,833	6,357	9%
Grand Total	19,336	20,960	8%

HYUNDAI Asia Resources, Inc. (HARI), the official distributor of Hyundai vehicles in the Philippines, closed its July 2017 sales with a record-high of 3,594 units—a 21% growth from the same month of 2016. This propelled HARI's year-to-date sales to 20,960 units, an 8% growth from last year's 19,336 units and solidified its spot as the third highest selling-brand in the automotive industry. Improvements in product availability contributed to the company's good performance and high market preference.

"The commitment of HARI in fostering a culture of excellence continues to manifest as it notches its highest monthly sales to date. The company, being a trusted lifetime partner of Filipinos, endeavors to constantly improve its products and services through creating value for a sustainable future," said Ma. Fe Perez-Agudo, HARI President and CEO.

Leading HARI's impressive July performance in terms of volume is its Passenger Cars (PC) segment which grew by 12% from 2,296 units 2016 to 2,564 units in 2017. The significant jump in sales is again attributed to the Accent which sold 1,608 units, accounting for 45 percent of total HARI volume.

The Light Commercial Vehicles (LCV) segment also posted significant July year-on-year sales growth of 52% to 1,030 units. This is attributed to the H-100, which closed the month at 287 units, more than double the 130 units sold in July 2016. **QQ**





About 100 attendees participated in the 'Dealer Talks' which included customers, the media and the various units of Isuzu Automotive Dealerships, Inc. from Rizal, Alabang, Cavite and Pasig.

First Truck of the Year Dealer Talks held at Isuzu Alabang

With the aim to further communicate Car Awards Group, Inc.'s (CAGI) advocacy of focusing on real-world testing to determine the best vehicles in the market, the 13-year organization of motoring journalists staged the first Truck of the Year Dealer Talks at Isuzu Alabang in Muntinlupa City.

Where most awards are based on a popularity vote or a review of technical aspects or on-paper specifications, TOTY-P judging features a comprehensive scoring system refined over the past decade, encompassing both subjective (Qualitative) and objective (Technical) criteria.

KPMG RGM & Co.'s Advisory Manager Cedie Dimaculangan said: "The procedures undertaken and the results achieved during COTY and TOTY evaluations are independent, unbiased and objectively performed. Our Firm continues to help CAGI in creating a system wherein price is incorporated in the assessment of the vehicles."

For the first time ever, outsiders were granted access to the inner workings of Truck of the Year, from candidate selection to testing, to scoring, to awarding.

For this year, CAGI is again set to finding the best in the field thru actual instrumented tests, in partnership with KPMG RG. Manabat & Co. and Carmudi Philippines. Venue host is Ayala Land's Arca South in Taguig City.



L-R Car Awards Group, Inc. (CAGI) Technical Director Mariano Tamayo; CAGI President Ronald de los Reyes; Isuzu Automotive Dealership, Inc.- Isuzu Alabang Marketing Manager Pam See; Isuzu Philippines Corporation, Corporate Communications, Yvonne Linchangco; KPMG RG. Manabat & Co. Risk and Advisory Manager Cedie Dimaculangan highlight the 2016 Truck of the Year winner Isuzu D-Max 4x2 3.0 LS AT for the dealer talks.

The Dealer Talks are supported by Petron Corporation and NLEX Corporation.

The Car Awards Group, Inc. has members from the following media entities: Business Mirror, Cebu Daily News, Daily Tribune, Malaya Business Insight, Manila Bulletin, Philippine Daily Inquirer, Philippine Star, The Manila Times, Bulgar, Mindanao Daily News, AQ Magazine, Autocar.Ph, C! Magazine, Motorcycle Magazine, Power Wheels Magazine, Top Gear Philippines, 2nerMagazine.com, Ignition.ph, Carmudi Magazine, InterAksyon.com, Kotse.com, ManilaSpeak.com, MotionCars.com, Ride and Drive Phils., Speed by MP Turbo, SprocketPh.com, TessDrive.com, TimeAttackManila.com, DZMM, Inside Motoring on DZRJ 810 AM, Mellow 94.7, Motoring sa DZME, The Motoring Page on Mellow 94.7 FM, ABS-CBN, Auto Review, Speed Magazine and Wheels & Gears Magazine. **aq**

Changing of the guard at Mitsubishi Philippines

MITSUBISHI Motors Philippines Corporation (MMPC) has a new President and Chief Executive Officer.

Mutsuhiro Oshikiri succeeded Yoshiaki Kato on August 1, 2017. The new MMPC chief was previously assigned as the CEO of Mitsubishi Motors Australia Ltd. (MMAL) since 2012. A graduate of Management Engineering from Hosei University in Tokyo Japan, Oshikiri started his career at the Japanese automaker in 1979 under the Export Service Department. He has been assigned to various overseas positions, including Syria, Thailand, with the most recent one in Australia.

Mitsubishi says Oshikiri's vast experience in handling various foreign markets under MMC and his expertise in the field of Marketing and After Sales is expected to drive MMPC towards an even more successful years ahead.

MMPC expects that sales will continue to surge together with an improved market

share. With Oshikiri's leadership, MMPC is committed to continue strengthening the company and the Mitsubishi brand for the benefit of its stakeholders most specifically its valued clients.

Kato, his predecessor at MMPC, was the youngest President and CEO at the age of 49 that was assigned in MMPC. Despite a short stint of only two years and four months, Kato was able to drive the company towards several significant milestones.

It was during Kato's term when MMPC officially moved its manufacturing plant and offices from Cainta Rizal to Sta. Rosa City, Laguna. This move marks MMPC's expansion as the company fully participates on the Comprehensive Automotive Resurgence Strategy or CARS program. MMPC was the first automotive manufacturer to receive the approval from the Department of Trade and Industry – Board of Investments to participate in CARS program. **AQ**



Mitsubishi
Motors
Philippines
Corporation
President and
CEO Mutsuhiro
Oshikiri

MMPC installs the biggest stamping machine in PH auto sector

MITSUBISHI Motors Philippines Corporation (MMPC) is set to install the country's first-ever 2,000-ton stamping machine which can produce bulky parts such as vehicle body side outer panel, roof panel, floor panel, and door panel among others.

This is in line with the operation of MMPC's stamping plant facility starting January 2018. The operation of the stamping facility will not only enable MMPC to produce its own metal stamped parts but will also help it comply with the Comprehensive Automotive Resurgence Strategy program's requirement to manufacture at least 50% of the assembly weight. The operation of the new stamping shop will also generate hundreds of direct and indirect jobs and also cut down the delivery lead time of metal stamped parts.

MMPC Vice President for Production Engineering Department, Mr. Rolando Francisco said, "For more than half a century that the company has been producing quality vehicles, this is the first time that MMPC will have its own stamping facility."

As part of this new technology, MMPC sent some of its engineers to Mitsubishi Motors Corporation Japan



Mitsubishi Motors Philippines' 2,000 and 1,000-ton stamping machine

(MMC) to undergo training as it gears to start the operations of its newly constructed stamping shop. There, they learned about the principle of stamping, the different types of stamping processes, machine operation and maintenance, and repair procedures. They were also given lessons on basic stamping shop operations as well as how to care for the stamping die.

Francisco said MMPC is currently ordering

metal stamped parts from Mitsubishi Motors Thailand Co. Ltd. (MMTh) to produce the body assembly of the Mirage hatchback and Mirage G4 sedan. "Given our knowledge now of this stamping technology, we will aim to have high productivity, high material yield ratio and scrap recovery and most importantly having to operate it safely. Above all, MMPC's goal is to provide high quality automobiles." **AQ**

Delo highlights new diesel engine oil at transport show



(L-R) Christina Macatiag, Project Manager, Global-Link MP Events International, Inc.; James Patrick L. Abesamis, Marketing Programs Coordinator of Chevron Philippines Inc.

CHEVRON Philippines Inc. (CPI), marketer of Caltex brand of fuels and lubricants, once again joined the Transport and Logistics Philippines last August 17 to 19, 2017 at the SMX Convention Center in Pasay City.

Chevron Philippines Inc. showcased its evolutionary diesel engine oil, the Caltex Delo 400 MGX, that is specially formulated with Chevron's ISOSYN Technology. This innovation is designed to meet consumers' business needs with its high-standard properties that ensure maximum engine durability with minimal cost, providing non-stop operations for heavy-duty diesel engines.

"CPI featured special products that promote cleaner air for the fleet and transport segment that meets the country's strict emission standards. We also highlighted Delo 400 MGX which is made to protect heavy-duty engines from extreme engine operating conditions," says James Patrick Abesamis, Marketing Programs Coordinator of Chevron Philippines Inc.

This year, Caltex looks to cement its position as the global leader of innovative engine diesel oil and fuel products. **AQ**



FOTON OPENS NEW DEALERSHIP IN CAM SUR

AFTER breaking ground for five dealerships in April and recently launching the Gratour business dealerships, FOTON continues its network expansion with the opening of a new dealership in Camarines Sur.

Located along the stretch of Maharlika Highway, San Jose, Pili in Camarines Sur, FOTON Cam Sur officially opened its doors on July 17, 2017. United Asia Automotive Group, Inc. (UAAGI), the exclusive distributor of FOTON vehicles in the country, awarded its dealership to Automarken Group – the same automotive group handling FOTON Gratour Legazpi, Albay.

"Our team is beyond grateful for UAAGI's trust in our capabilities to bring FOTON vehicles closer to the families and businesses of the Bicolanos," said FOTON Cam Sur Dealer Principal Jeremie Lo.

FOTON Cam Sur General Manager Felix Gumabao says, "The potential of FOTON vehicles will surely contribute high-rate efficiency in both time and cost in terms of transportation solutions. With the brand's variety of passenger vehicles; from vans, pickup trucks and SUV, the Gratour series, the light duty trucks, heavy duty trucks and heavy machinery, without a doubt, our clients will find a FOTON product that will make a perfect match for their business."

Covering more than 2,500 square meters

which includes the vehicle showroom and service area for passenger vehicles, light duty trucks and heavy duty trucks, FOTON Cam Sur is considered to be one of the FOTON dealerships with the largest lot size. The vehicle showroom can accommodate a 7-unit display and is also accentuated with a contemporary customer-focused lounge.

FOTON Cam Sur's service center has a total of 6 service bays for passenger vehicles and 8 more for its trucks which are designed to provide various servicing requirements such as periodic maintenance, electrical, mechanical, air-conditioning services, body repairs and paint jobs.

UAAGI President Rommel Sytin believes that this facility will serve as a major undertaking for the whole Bicol region as it is a substantial testament of the provinces' growth and business progress. "Along with our goal to provide reliable and affordable business solutions through our products and services, we also assure to give our full support to our dealer in terms of sales trainings and marketing for them to achieve maximum sales growth." he added.

FOTON Cam Sur Sales Office is open from Monday-Sunday, 8 a.m. to 6 p.m. while its Service Center is open from Monday to Saturday, 8 a.m. to 6 p.m. For inquiries, you may call them at 0939-822-1094 and 0917-797-5077. **AQ**



(From left, first row) Camarines Governor Miguel Luis "Migs" Villafuerte, FOTON Cam Sur Dealer Principal Jamie Dy Lo, Senator Cynthia Villar, (back) FOTON Cam Sur Dealer Principal Jeremie Lo, (front) FOTON Philippines President Rommel Sytin and Camarines Sur Congressman Luis Raymund "LRay" Villafuerte



(From left) Gov. Migs Villafuerte, Rep. LRay Villafuerte, Sen. Cynthia Villar, FOTON Cam Sur Dealer Principal Jaime Dy Lo, FOTON Philippines President Rommel Sytin, FOTON Cam Sur Dealer Principal Jeremie Lo, FOTON Philippines Executive Vice President Anna Maria Parado and FOTON Cam Sur General Manager Felix Gumabao



Suzuki PH posts solid growth in 1H 2017

REFFECTIVE of last year's strong market performance, Suzuki Philippines Inc. (SPH) continues to impress the industry with yet another record-breaking growth. SPH posted strong sales for the first half of the year, achieving a 35 percent year-on-year increase on the back of effective brand-building efforts in numerous platforms.

SPH General Manager for Automobile Shuzo Hoshikura expresses his gratitude to the company's loyal customers: "The milestones we have accomplished over the years, especially that of satisfying the need of Filipinos through our quality and fuel-efficient compact cars, indeed bring us joy and fulfillment. This is why we are constantly innovating so we can continue to deliver more improvements in our products and make Suzuki drivers happy," he shares.

Subcompact sedan Ciaz continues to be a popular choice among Filipinos, with sales growing by more than 400 percent compared with the first half of 2016. The vehicle features a stylish exterior and a powerful motor that make drivers feel a connection with their car. Its fuel efficiency ensures car owners get their money's worth.

The Ciaz's breakthrough sales were complemented by the strong performance of other Suzuki best-sellers to boost overall sales. The 7-seater Ertiga and 4x4 Jimny achieved 70 percent and 36 percent sales hikes, respectively.

SPH further strengthened its presence in the Philippine market with its new openings in Ormoc and Tarlac and several satellite dealerships in key areas, which include Bonifacio Global City, SM Consolacion, SM Valenzuela and Kalibo.

Besides remaining firm in its commitment to offer consumer-friendly and fuel-efficient compact cars for Filipinos, SPH is keen to continue growing the Suzuki family. SPH celebrated its growing foothold in the Philippine market with the Suzuki Car Clubs Thanksgiving 2017. The fun-filled event was attended by many of its loyal customers, including 170 key representatives from the Team Suzuki Philippines (TSP) Car Club.

"The successive expansions and continuous product development that we implemented throughout the first half of the year would not have been possible without the support of our patrons and customers. By adopting the Suzuki Way of Life, they continue to inspire us to double our efforts every step of the way," says Suzuki Philippines Assistant General Manager Cecil Capacete. **aq**

“ Pioneer compact car manufacturer Suzuki Philippines consistently breaks barriers with impressive sales performance for the first half of the year. ”





RELECTING its continued support to aspiring Filipino football players and stronger partnership with the Gawad Kalinga Community Development Foundation, Suzuki Philippines (SPH), the country's pioneer compact car manufacturer, recently distributed soccer balls and other items to Gawad Kalinga's (GK) sports program SipaG.

Suzuki Philippines donated more than 900 items consisting of soccer balls, gym bags, T-shirts and towels to SipaG members. The turnover ceremony was held on July 5, 2017 at the Gawad Kalinga Activity Area, where Suzuki executives and GK representatives joined in handing out the football items to 30 kids aged 12 and below, each one representing GK's SipaG clubs.

"Suzuki PH is honored to be part of such a heart-warming cause that aims to build up young and aspiring football players. It is important for them to be raised and trained this early, and Gawad Kalinga has given us this wonderful opportunity to be a part of these young children's lives," Suzuki Philippines General Manager Shuzo Hoshikura said.

The football division of the SipaG program has more than 14 football clubs nationwide, including those based in Mandaluyong; Smokey Mountain, Manila; Palo, Leyte; and even as far as Davao and Rajah Buayan in Maguindanao. The recipients of the donated items include both existing and new football teams that will open this year in far-flung areas such as Tawi-Tawi, Siargao, North Cotabato, Sultan Kudarat, Butuan and Marawi, where

Suzuki PH supports Gawad Kalinga program



play therapy will be conducted among the kids affected by the war.

The turnover ceremony also included exciting games and prizes for the young ballers, all of whom actively participated. Suzuki executives also joined the games and enjoyed the friendly and competitive atmosphere. Winners were given school supplies such as intermediate pads, pens and pencils in support of the children's school needs.

Suzuki Philippines Assistant General Manager Cecil Capacete shares, "Suzuki Philippines recognizes the vital role of sports in shaping the lives of young children. We could not be any happier to be supporting such talented young players

from Gawad Kalinga's SipaG program. Gawad Kalinga's advocacy has truly been to inspire and bring change to the lives of many of our Filipino brothers and sisters. This is why we are deeply moved by this opportunity to join in supporting our young children's football dreams."

Last June, the SipaG football kids represented the country in a tournament in France, where they played against other football players aged 12 from teams representing 14 countries. Besides being the first Filipino team to play in Futbol Salou in Spain, they are the first to attend the Hazebrouck Youth International Cup in France and the first and only team from Asia to play in Dirinon. **QQ**



Caltex unleashes the "True Power from Within"

CALTEX, marketed by Chevron Philippines Inc. (CPI), recently concluded the "True Power from Within" nationwide promotion for Caltex customers. The promo was held from May 1 until July 31, 2017 in conjunction with the release of the Michael Bay global blockbuster movie, *Transformers: The Last Knight*.

Buyers of Havoline, Delo, or Techron Concentrate Plus promotional packs until July 31 were also given a *Transformers: The Last Knight* T-shirt, or microfiber towel. Purchases were entitled to a raffle coupon for the grand lucky draw, where one prime prize winner rides away with a Vespa scooter, a tribute to new Autobot character, Sqweeks. Other prizes include 5x Bose speakers, and 10 winners of Robinsons shopping vouchers (worth P2,400 each).

Driving into any Caltex service station from May 15 to July 31 with a minimum fuel purchase of P500 (net discounts) gave customers the opportunity to win more prizes in two raffle draws. Prizes for the first draw on June 20 included 10 winners of Star Cash (worth P10,000 each). On August 14, the grand draw give away 15 winners of Starcash (worth P10,000 each), including a 2017 Chevrolet Camaro RS A/T, complete with P100,000 worth of Caltex Star Cash.

"There's always been more to Caltex



products than meets the eye. Our range of engine oils and improved fuels is designed to shield engine parts from harmful deposits, protecting engine performance and your vehicle investment from within, giving you optimized driving performance and fuel economy with continued use. Our new movie tie-in makes every journey with

TRANSFORM YOUR DAY

Transformers: The Last Knight invades Caltex stations with exciting freebies. One happy driver is pleased with her souvenir, a limited edition collectible tumbler, availed for only Php120 after gassing up with Caltex fuel worth Php500. Every Php500 transaction automatically entitles customers to a raffle entry, which gives them the chance to win a 2017 Chevrolet Camaro RS A/T and other exciting cash prizes.

Caltex a more rewarding one," said Peter Morris, Chevron's Country Chairman for Philippines.

ABOUT CALTEX PHILIPPINES

Caltex™, a retail brand marketed by Chevron Philippines Inc., offers high quality products and services including Caltex with Techron® fuel and Caltex Diesel with Techron®D, Havoline® and Delo® oils. Chevron has been operating in the country for more than 90 years and has close to 700 Caltex service stations strategically scattered throughout the Philippine archipelago and employees working in several areas of business such as Marketing, Lubricants and Terminal operations. More information on Caltex Philippines is available at www.caltex.com/ph. 

Bicol Caltex retailers support Caltex Fuel Your School project



CALTEX retailers in Bicol region rolled up their sleeves recently to help select public high schools in their community through the Caltex Fuel Your School (FYS) program. From August 1 to September 30, every liter of fuel purchased by motorists will be matched by Caltex with a donation of one peso. The retailers agree to raise P3 million to acquire much needed equipment for learning Science, Technology, Engineering and Math subjects in public high schools. Photo shows Caltex retailers from Bicol region being trained on Caltex FYS by Chevron Philippines Inc., marketer of the Caltex fuels and lubricants, and Southern Cross Distribution Inc., Caltex branded marketer for Bicol and central Philippines. For more information on CYFS, visit www.caltexfuelyourschoolph.com or the Caltex Philippines Facebook page at www.facebook.com/CaltexPhilippines. 

HARI Foundation champions ASEAN biodiversity conservation campaign



One for Biodiversity.HARI Foundation, Inc. (HFI), led by President Ma. Fe Perez-Agudo, and ASEAN Centre for Biodiversity (ACB), led by Director Atty. Roberto Oliva, commit to intensify efforts at preserving the ASEAN region's rich but threatened biodiversity.

HYUNDAI Asia Resources, Inc. (HARI), through its corporate social responsibility (CSR) arm HARI Foundation, Inc. (HFI), takes up the cudgels for the environment in a grand new way as the Philippine automotive industry's champion for biodiversity in the ASEAN region.

HFI boldly takes its advocacy for education in climate change on a regional scale by partnering with the ASEAN Centre for Biodiversity (ACB).

ACB, established in 2005, is the ASEAN's response to the challenge of biodiversity loss in the region. It is an

intergovernmental organization that facilitates cooperation and coordination in the areas of conservation, sustainable, and equitable use of biological diversity among the 10 ASEAN Member States and with like-minded international organizations. The ACB headquarters is based in Los Baños, Laguna.

HFI will present the Hyundai Icon for Biodiversity to each of the winners of the ASEAN Biodiversity Heroes during the awards ceremony that will be held on August 7, 2017, at New World Manila Bay Hotel. **AQ**

Tata Motors launches commercial vehicle lineup for PH

TATA Motors, India's largest commercial vehicle manufacturer, recently launched a range of commercial vehicles for the Philippine market. The company is making headway in the Philippines through a distribution agreement with local partners Pilipinas Taj Autogroup, Inc.

Through this partnership, Tata Motors will commence the supply of its commercial vehicle brands – the Tata Prima Range of Tractor Trailers and Tippers, the LPT range of Light, Medium and Heavy Trucks, SFC 407, and the Mini Trucks range of Ace and Super Ace. Besides Philippines, Tata Motors commercial vehicles are present across several South-East Asian markets including Malaysia, Vietnam, Indonesia, and Thailand with manufacturing facilities in Vietnam, Thailand and Malaysia.

Rudrarup Maitra, Head of International Business for Commercial Vehicles at Tata Motors said: "The Philippines is one of our key markets in Southeast Asia and we are delighted to be a part of one of the fastest-growing ASEAN nations."

"With years of experience in the commercial vehicle business, Tata Motors has analyzed and understood our customers well and are dedicated to providing them with best-in-class products and services. We are confident that



(From left) Mr.Rajesh Khanna (Head Product Management, Commercial Vehicles Business Unit, International Business, Tata Motors), Rustom Nagporewalla (Regional Head - ASEAN & Far East Commercial Vehicle Business Unit, Tata Motors), David Coyukiat (Chairman of the Board, Pilipinas Taj Autogroup, Inc.), Rudrarup Maitra (Head-International Business, Commercial Vehicle Business Unit, Tata Motors), George Blaylock (Managing Director, Pilipinas Taj Autogroup, Inc.), Ferdi L. Raquelsantos (Board of Director, Pilipinas Taj Autogroup, Inc.), Cresencio Fernandez, Jr. (President, Pilipinas Taj Autogroup, Inc.), and Arthur Balmaldir (Vice-President, Pilipinas Taj Autogroup, Inc.)

through our trusted partnership with Pilipinas Taj Autogroup, Inc., we will be successful in establishing a long-term relationship with our customers," said Jon Fernandez, Jr., President of Pilipinas Taj Autogroup, Inc. He added: "We, at Pilipinas Taj Autogroup, Inc., are proud to partner with Tata Motors to offer customers with sturdy and reliable vehicles. We are looking forward

to this new opportunity and are committed to catering to the commercial vehicle market with India's largest and most trusted automobile brand here in the Philippines."

Tata Motors entered the Philippines market in 2014 with cars and small commercial vehicles. The low cost of ownership and availability of diesel vehicles appealed to this market. **AQ**

Meet Bertrand Lessard, Ford Philippines' new managing director



FORD Motor Company announced on August 1 the appointment of Bertrand Lessard as managing director, Ford Philippines. He reports directly to Mark Kaufman, president of Ford ASEAN.

Lessard replaces Lance Mosley, who was repatriated to the US after six years in the Asia Pacific region.

In his new role, Lessard is responsible for continuing to drive Ford's momentum in the Philippines. "Bertrand has a wealth of experience with Ford in markets around the world and his leadership will help us continue to grow our business and our brand in the Philippines," said Kaufman.

"Lance put tremendous attention to improving Ford's after sales support of our customers, and the benefits of these efforts will be seen for years to come," added Kaufman.

Lessard was appointed interim managing director at Ford France in March 2016 and helped Ford maintain its firm position as the number two imported brand in the market, as well as oversaw the launch of the Mustang, which has become the country's best-selling sports car.

Prior to this, Lessard served as

general sales director at Ford France, where he oversaw an initiative to improve relations with the nationwide dealer network through enhanced process efficiencies and communications.

Before his posting in France, Lessard served as general manager for Quebec region at Ford Canada for four years, where he was responsible for operations in province, including overseeing a network of 80 Ford dealers.

Lessard began his career as a service technician at a Ford dealership in his home province of Quebec, Canada in 1976, and eventually joined Ford at its Canadian headquarters in Oakville, Ontario, as warranty claims analyst in 1984.

Lessard earned a diploma in business administration from HEC in Montréal, followed by an internship in International Marketing in Hong Kong before earning his MBA in International Marketing from HEC Montréal. **aq**

Ford Philippines sustains momentum in July sales record

FORD Philippines announced record July retail sales that rose 8 percent year-over-year to 2,973 vehicles.

"Strong demand for our full lineup of Ford vehicles is driving our continued momentum, especially for our biggest-selling nameplates including the Everest, Ranger, and EcoSport," said Rodel Gallega, vice president for marketing and sales at Ford Philippines.

The Everest SUV remained Ford's best-

selling vehicle with sales growing 6 percent from a year ago to 1,002 vehicles, driving year-to-date sales to 6,770 vehicles.

The Ranger pickup truck notched July sales that jumped 31 percent year-over-year to 916 vehicles. Year-to-date sales for the versatile Ranger have increased 18 percent to 5,512 vehicles.

The EcoSport compact SUV continued to enjoy widespread appeal in July with retail sales of 867 vehicles, helping drive

year-to-date up 16 percent to 6,092 vehicles.

Ford's North American-built models also contributed to the record July performance. Retail sales of the premium Explorer SUV delivered sales of 85 vehicles, pushing its year-to-date sales up 3 percent to 636 vehicles. The Mustang sports car delivered July sales of 42 vehicles, boosting its year-to-date sales up 33 percent to 222 units. **aq**





THE construction of the 2.6-kilometer R-10 section of the NLEX Harbor Link Segment 10 has formally started on August 15, with groundbreaking ceremonies led by officials of the Department of Public Works and Highways (DPWH), NLEX Corporation and local government units.



Construction of NLEX Harbor Link's R-10 section begins



Public Works and Highways Secretary Mark Villar, Navotas City Mayor John Reynald Tiangco, Caloocan City Mayor Oscar Malapitan, Malabon City Mayor Antolin Oreta III, together with NLEX Corporation President Rodrigo Franco and other DPWH officials headlined the event.

The R-10 section is the continuation of the 5.7-kilometer Segment 10, an elevated expressway passing through MacArthur Highway in Valenzuela City, Governor Pascual Avenue in Malabon City and C3 Road/5th Avenue in Caloocan City.

Regarded as one of the government's flagship infrastructure projects, the NLEX Harbor Link Segment 10's R-10 section is designed to provide direct access between the port area and the northern provinces of Luzon via NLEX. It will decongest Metro Manila by offering an alternative entry to NLEX, by passing EDSA and other busy streets of Manila.

"This project will complete the C5 section that will connect Mindanao Avenue to Navotas," Secretary Villar noted, adding



that aside from easing travel, "it is expected to improve transport logistics and drive business investments in the CAMANAVA and the Central and North Luzon provinces."

With the project completion set in December 2018, motorists only need approximately 10 minutes going from the port to NLEX. Cargo trucks will also have 24/7 access from the ports to their respective destinations in the north and south since NLEX is not covered by truck ban.

Metro Pacific Tollways Corporation (MPTC) President Rodrigo Franco said that "beyond providing world-class infrastructure, the company is also hoping to deliver further convenience to motorists and contribute to the growth of its host communities." **AQ**



THE Board of Investments (BOI), Electric Vehicle Association of the Philippines (EVAP), Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI) and Manila Electric Company (MERALCO) held recently the first ASEAN Electric & Hybrid Vehicles Summit at the World Trade Center Manila.

The event attracted over 600 participants led by electric and hybrid vehicle industry players, government officials, technical leaders and executives from global technology companies to discuss technology, innovation, policy, regulatory, environmental, and market topics that impacts all aspects of the industry's value chain.



BOI Executive Director for Industry Development Services Ma. Corazon Halili-Dichosa said the Philippines' hosting of the first ASEAN Electric and Hybrid Vehicle Summit is just one of the initiatives of the government, working hand-in-hand with the private sector, in promoting the Philippines as a significant player and potential leader in the manufacture of electric and hybrid vehicles for public transport.

"This event is only one of the many activities of the government including the Department of Trade & Industry (DTI), Department of Transportation (DoTr), Department of Energy (DoE) as well as the

Department of Environment and Natural Resources (DENR) in modernizing our motor vehicle industry. We have been implementing the roadmap submitted to us by our local EV and hybrid industry in December 2016 and we have been extending focused assistance to make them more competitive and creating an environment conducive to their development," Dichosa said.

The wide-ranging sessions in the Summit include country reports on the current state of EV & Hybrid Industries in ASEAN; sharing of best practices for creating a successful EV & Hybrid Ecosystem in ASEAN; brand presentations by various

once a year, with hosting and chairmanship rotating within the ASEAN.

"We intend to pursue more sign ups from our counterparts in ASEAN countries to give the federation more clout and live up to its billing as the unified voice of the ASEAN electric and hybrid vehicles industry similar to established global umbrella organizations such as the Electric Vehicle Association of Asia Pacific (EVAAP); European Association for Battery, Hybrid and Fuel Cell Electric Vehicles (AVERE) and Electric Drive Transportation Association (EDTA) in the U.S.," Juan said.

CAMPI President Atty. Rommel R. Gutierrez said: "We are optimistic that

Stakeholders gather for first ASEAN Electric & Hybrid Vehicles Summit



automotive companies; discussion on the evolution of electric vehicle batteries and charging protocols; updates on the impact of the Paris Agreement Entry Into Force on the transport sector; and product and technology solutions.

With the theme "Strengthening Partnerships for Greener Transport in ASEAN and Beyond" the summit aims to highlight opportunities for cross-border EV and hybrid business partnerships through the establishment of an ASEAN Federation of Electric and Hybrid Vehicles Association (AFEHVA) by virtue of a Memorandum of Agreement entered into by the Electric Vehicles Association of the Philippines (EVAP), Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI), Electric Vehicle Association of Malaysia (EVAM), Electric Vehicle Association of Thailand (EVAT) and Greenlots of Singapore.

EVAP President Rommel Juan said AFEHVA is envisioned to convene at least

the summit will serve as a platform for the creation of a roadmap for the successful adoption of advanced/green vehicle technology in the ASEAN region. At the local level, we hope that this event will increase awareness and perception levels on advanced/green vehicle technology and generate much needed support from government and other stakeholders."

"We need fiscal and non-fiscal incentives to bring in more environment friendly and energy efficient vehicles to the Philippines. The exemption of electric and hybrid vehicles from the higher excise tax under the Comprehensive Tax Reform bill is a step in the right direction as consumer demand could shift from conventional to e-cars and hybrids. But the industry could really benefit from the enactment of the Electric & Hybrid Vehicles Incentives bill in Congress which could significantly lower the cost of EVs and hybrids manufactured locally as well as the imported ones," Gutierrez said. **AQ**

Nissan expands foothold in Bulacan

Nissan expands its presence in the province of Bulacan with the recent opening of its second dealership in Marilao. The new showroom features Nissan's new retail visual design – NREDI – applied in all new Nissan showrooms, and its latest end-to-end customer service programs, designed to make car ownership better and more exciting. Nissan Marilao

comes equipped with more convenient after-sales services such as the Nissan Express such Service which ensures a complete Periodic Maintenance Service within 30 minutes; and the Nissan Executive Car Check-up which features a comprehensive, bumper-to-bumper assessment of any Nissan car. For more information, visit www.nissan.ph. **AQ**

Ramesh Narasimhan (center,) Nissan Philippines, Inc. President, joins Nissan Marilao executives. From left: Arman Cruz, Head of Business Permit and Licensing Office, Municipality of Marilao; Joyce Angela Co; and FlorDe Liza Licup.



Hino joins PhilBus 2017

HINO Motors Philippines (HMP), the exclusive local distributor of Hino trucks and buses, cemented its unique position as one of the major truck and bus manufacturers in the country at the recently held PhilBus & Truck 2017.

Hino showcased two of its popular products — the Commuter Bus and the SS2P Tractor Head — during the trade expo, which ran from July 14 to 16, 2017 at the SMX Convention Center. The Hino Commuter Bus, which has a light but sturdy body structure and a seating capacity of 22 people, is designed to offer safety, reliability and comfort in travel. The SS2P Tractor Head, the newest addition to the Heavy-Duty 700 series, features a heavy-duty body powered by a Hino P11C engine with 16-speed transmission. The Euro 3-compliant unit boasts power steering, 400-liter tank capacity and up to 60,000kg of truck load.

"Transport operators are in constant need of buses and trucks that meet their requirements. HMP, with our legacy as a reliable transport provider, offers not only quality buses and trucks but chassis and truck body customization as well. HMP



(From left) HMP Chairman Vicente Mills, Jr. and HMP VP for Business Planning Susumu Myokan graced the opening ceremony of the PhilBus & Truck 2017 at the SMX Convention Center.

offers end-to-end services to our clients — from design, production to assembly of units and customized maintenance services. HMP has produced various customized vehicle bodies, including mobile hospitals, mobile libraries, mobile trial courts, and even Outdoor Broadcast vans. With its experience and expertise,

HMP aims to be the 'one-stop shop' every transport operator and businessman needs," shares HMP Chairman Mr. Vicente T. Mills, Jr.

For more than 40 years now, HMP has been a full-service shop catering to the bus and truck needs of small to medium businesses and large companies. **AQ**



Mark Yu - Seaoil President for retail business and CFO with Rey Jimenez - Seaoil Senior Manager, marketing communications

SEOIL, the country's largest independent fuel player, has launched the first raffle promo of its kind in the Philippines that will be giving four lucky motorists their lifetime supply of SEAOLI fuels.

"We have always stood by the quality and performance of SEAOLI fuels and this is our way of thanking our loyal customers, whom we call SEAOLI Believers, for the trust they have placed in us," said SEAOLI CEO Glenn Yu.

Winners of the "Lifetime Free Gas, Oh My Gas!" promo, which will run from August 14 to November 14, 2017 will be announced during three monthly raffle draws on September 15, October 16, and November 28. They will get P5,000 worth of SEAOLI gift certificates per month during their actual lifespan.

Aside from the four main prizes of lifetime SEAOLI fuels, there will be a total of 30 winners of P10,000 pesos worth of SEAOLI gift cards, as well as over 30,000 instant prizes including P10, P20, P100, and P500 discounts on SEAOLI fuels and P100 on SEAOLI Lubricants through "peel-off" cards.

Kia holds family service 'fiesta' in Pasay dealership



COLUMBIAN Autocar Corporation (CAC), the exclusive distributor of Kia vehicles in the Philippines, welcomed the new team and management behind Kia Pasay on July 8, in a very special way.

Kia's special Family Service caravan brought the fun party atmosphere to the Pasay dealership with a fiesta-themed affair for the whole household to enjoy. Clients' vehicles were given free diagnosis, while their owners were offered special PMS packages and allowed to pick up one of the exclusive Kia die-cast scale models that were made available at the event. There were also free snacks and fun activities for any one who joined the festivities.

Kia Pasay is located at #2316 Aurora Boulevard, Pasay City. Call (02) 616 – 4732 for more information. **AQ**

SEAOIL offers lifetime supply of fuel to lucky motorists

To get a raffle entry which includes an instant prize card, a customer must submit receipts totaling P500 worth of Extreme 97, Extreme 95, Extreme U, Extreme Diesel fuels and/or SEAOLI Lubricants to any SEAOLI station nationwide.

"Lifetime Free Gas, Oh My Gas!" promo follows through on the company's recent product quality campaign which highlights SEAOLI fuel's top three qualities. Firstly, SEAOLI's base fuels are imported from advanced refineries in Japan, South Korea, and Singapore, ensuring world-class quality. Secondly, SEAOLI fuels are monitored and tested at least three times daily at the retail stations for consistency. Thirdly, SEAOLI fuels are the only ones in the Philippines that are powered with STP additives, known for superior engine clean-up and keep-clean properties resulting in improved performance.

"This is definitely an exciting time for us as we gear and pump up all of our 400 stations for this," said Yu. "SEAOLI Believers all over the country will have a chance to be part of this nationwide celebration."

Earlier in the year, the company launched its biggest station to date, the two-hectare SEAOLI-CityMall SCTEX mega station, a P600-million collaboration between SEAOLI and CityMall Commercial Centers Inc. Located near the Concepcion Exit in Tarlac, the SEAOLI mega station is midway between Baguio and Manila, making it the perfect stopover for travelers from northern Luzon provinces.

Throughout the years, SEAOLI has pioneered innovative products such as alternative fuels like bioethanol gasoline and biodiesel as well as services and programs including its award-winning franchise package as part of its commitment to excellence and service to the Filipino people. **AQ**

Honda displays exciting line up at SM Mall of Asia event



HONDA Cars Philippines, Inc. (HCPI), Honda's Automobile unit in the Philippines, highlighted an exciting lineup of vehicles during its display event at the SM Mall of Asia Atrium from July 20 to 27, 2017.

The week-long event showcased the refreshed New Jazz 1.5 RS Navi, New Mobilio 1.5 RS Navi, New City 1.5 VX+ Navi, and the Civic RS Turbo where the customers were given the chance to check out the vehicles up close and received special offers.

New Honda Vehicles were offered with low down-payment schemes, special limited accessory packages, and bank financing promos. Customers could get the 2018 New City 1.5 E MT for as low as P51,000 down-payment. Interested BR-V and Civic customers were also given the best deal, while the All-New BR-V 1.5 S CVT and New Civic 1.8 E CVT were offered with down-payment of as low as P63,000 and P77,000, respectively. CR-V customers also got to choose a special limited package between a Modulo Aero kit and a Modulo Trekker Kit accessory kit.

For complete details on "Honda's Shower of Savings" campaign and other ongoing promotions and activities, visit www.hondaphil.com or any authorized Honda Dealership nationwide. This campaign is covered by DTI-FTEB Permit No. 10255, Series of 2017. **AQ**

AAP MEMBERSHIP APPLICATION FORM

PERSONAL INFORMATION				
<input type="checkbox"/> MR. <input type="checkbox"/> MS. <input type="checkbox"/> MRS.	LAST NAME	FIRST NAME	MIDDLE NAME	
BIRTHDATE		BIRTHPLACE		
SEX <input type="checkbox"/> MALE <input type="checkbox"/> FEMALE	CIVIL STATUS		AGE	
CITIZENSHIP		OCCUPATION		
CONTACT INFORMATION				
HOME ADDRESS				
COMPANY NAME				
ADDRESS				
HOME PHONE		COMPANY PHONE	FAX NO.	
CELL PHONE		EMAIL ADDRESS		
REGISTERED CARS				
CAR	MAKE/MODEL	YEAR	COLOR	PLATE NO. <input type="checkbox"/> CONDUCTION STICKER NO.
1 st				<input type="checkbox"/> GAS <input type="checkbox"/> DIESEL
2 nd				<input type="checkbox"/> GAS <input type="checkbox"/> DIESEL
NOTE: Private, light and non-commercial vehicles only				
MEMBERSHIP CATEGORIES				
<input type="checkbox"/> REGULAR	<input type="checkbox"/> ASSOCIATE INDIVIDUAL	<input type="checkbox"/> MOTORSPORTS		
<input type="checkbox"/> 3-YEAR REGULAR	<input type="checkbox"/> 3-YEAR ASSOCIATE INDIVIDUAL			
<input type="checkbox"/> PDP	<input type="checkbox"/> ASSOCIATE GROUP	NO. OF CARS _____	Please checkmark if you are applying for PDP and/or GDS	
PAYMENT MODE				
Paid PhP _____	<input type="checkbox"/> Cash Payment	<input type="checkbox"/> Credit Card		
<input type="checkbox"/> BPI's check free payments Visit www.bplexpressonline.com or call 89-100				
<input type="checkbox"/> Pay through Banco de Oro (institution code J0136) Upon teller's validation, BDO payment slip serves as your official receipt				
<input type="checkbox"/> Check Payment (payable to Automobile Association Philippines) Date _____ Bank _____ Account No. _____				
<input type="checkbox"/> Bancnet Online Payment (for online Applications only)				

DATE	APPLICANT'S SIGNATURE	
FOR AAP USE ONLY		
SOURCE: <input type="checkbox"/> REG <input type="checkbox"/> TERS <input type="checkbox"/> RDL <input type="checkbox"/> PUP <input type="checkbox"/> SALES		
BRANCH: _____	COTIERS _____	
AAP I.D. NO. _____	AMOUNT PAID _____	O.R. NO. _____



The National Auto Club

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

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

AAP offers its members the following exclusive benefits:

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

Additional Products and Services:

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

* Not available in some offices

** Outsourced

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Tel: (632) 705 3333
Email: info@aap.org.ph
Website: www.aap.org.ph

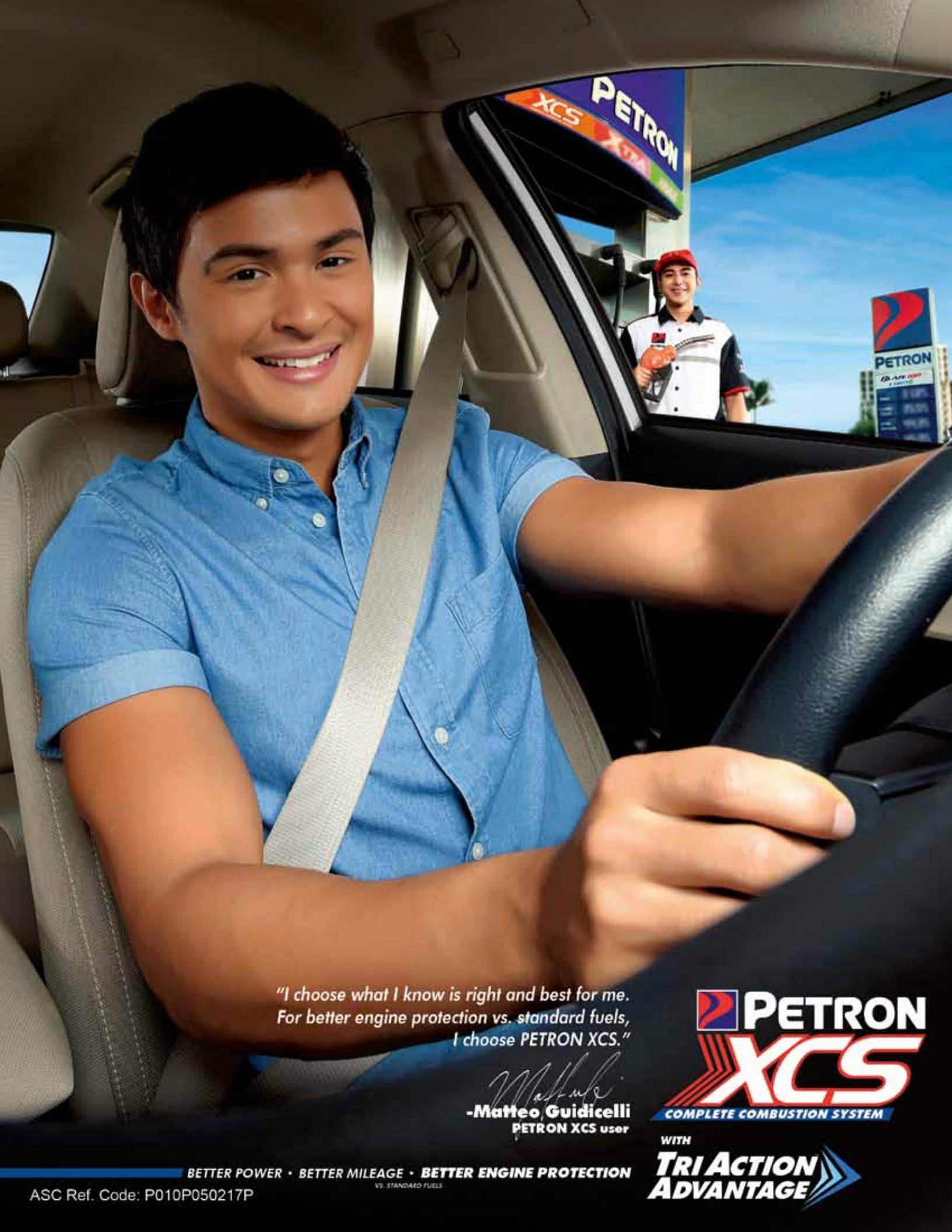
Emergency Roadside Service Hotline: (632) 723 0808

GOLDEN RULES FOR SAFE DRIVING



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

(Source: FIA)



*"I choose what I know is right and best for me.
For better engine protection vs. standard fuels,
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-Matteo Guidicelli
PETRON XCS user

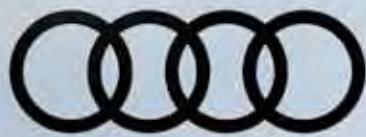
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