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MSDP Announces 2016 Finalists

AAP Officiates F4 Southeast Asia Race In Clark



VOLUME 7 • ISSUE 4  
DECEMBER 2016

# Q4

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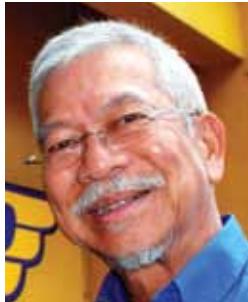
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Gus Lagman  
AAPPRESIDENT

# Reforming the drivers' licensing system

**E**VER since I was first granted a driver's license in the 1960s, and surely even earlier than that, the classification of driver's licenses has always been the same: Student Permit, Non-Professional, or Professional driver's license.

One must be at least 16 years old to qualify for a Student Permit and 18, to qualify for a Pro or Non-Pro (as they are more commonly referred to) driver's license. A Student Permit holder must always be accompanied by a Pro license-holder every time he or she goes out to drive.

It used to be that a motorist has to renew his license every year; but now, he needs to do it only every three years. There's even a move now to extend the validity of the license to five years.

A Non-Pro license allows a motorist to drive private vehicles, while a Pro license-holder is allowed to drive private, public utility (PUV), and commercial vehicles. These two classifications are not indications of a motorist's driving proficiency. They are more an indication of his occupation and nothing more.

The present road safety environment concerning Filipino drivers is sad, because it is common knowledge that many of them, particularly the PUV drivers, are

not proficient enough to drive motor vehicles in our streets. Worse, few are knowledgeable enough of traffic rules and regulations.

Let me cite just two reasons why we are in this kind of situation. First, it's so easy to get a driver's license. I once asked a former Land Transportation Office (LTO) chief why there are no tests given to applicants for a license. He corrected me and said that

LTO does conduct tests ... except that the answers to the test questions are posted on the walls of the exam room!

I then asked him about practical tests. He again said that LTO also conducts these tests. Where and how?, I asked. He said they're done at the LTO parking lot – the applicants are asked to move their vehicles forward and backward several times. And that's it! OMG!

I never bothered to check if these stories are factual, but judging from the way motorists drive, again, especially PUV drivers, my guess is that they're true.

Given all of the above, we recommend that the LTO come up with honest-to-goodness written and practical tests for license applicants. This should be fairly easy to do. Just request for copies of tests being used in the more developed countries like the United States, Australia, New Zealand, and some European countries. But these tests must be secured and examiners/administrators must be properly trained.

We also recommend that new license classifications (and sub-classifications for tow trucks, oil tankers, tractors, etc.) be created. Perhaps a commercial driver's license (CDL) should be introduced, specifically for PUV and commercial vehicle drivers. There can also be additional classifications for drivers of special vehicles, such as fire trucks, ambulances, school buses, and other similar vehicles. The Pro license issuances can then be limited to driving instructors. Consequently, each classification should necessitate the use of different testing materials and standards.

Admittedly, there are many other areas that need to be improved in order to reform the drivers' licensing system. But the above would be a good starting point. And as usual, your car club, the Automobile Association Philippines (AAP) is ready and willing to participate and provide assistance to the government in the implementation of its motoring and road safety plans. **QQ**

**“ The LTO does conduct tests ... except that the answers to the test questions are posted on the walls of the exam room! ”**

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Aida Sevilla Mendoza  
EDITOR-IN-CHIEF

# Why Traffic Crawls On EDSA

**E**PIFANIO de los Santos Avenue, better known as EDSA, is mainly why Metro Manila is reputed to have the worst traffic in the world. After the People Power Revolution that ousted President Marcos originated at EDSA in 1986, the circumferential road became a symbol of freedom and democracy for Filipinos.

But now, 30 years later, EDSA symbolizes the hassle, delay and fatigue experienced by motorists who have to traverse it often.

EDSA also symbolizes the negligence, inefficiency and lack of foresight on the part of the government administrations that took over after the 1986 People Power Revolution.

The traffic crisis costs the country P2.4 billion daily, according to a recent Japan International Cooperation Agency (JICA) study.

The following data, provided by the Metropolitan Manila Development Authority (MMDA) at a recent media forum, partly explains why traffic crawls on EDSA:

- EDSA has a maximum carrying capacity of 6,000 vehicles per hour per direction, but currently carries 6,800 vehicles per hour per direction.
- In 2014, the average annual daily traffic on EDSA was 360,417 vehicles. In 2015, that rose by 2 percent to 367,675 vehicles. This year should see another increase in average annual daily traffic.
- Forty-six out of 85 provincial bus terminals in Metro Manila are located on EDSA: 27 at EDSA Cubao and 19 at EDSA-Pasay, their loading and unloading of passengers impeding smooth traffic flow.
- Aside from limited carrying capacity, Metro Manila's road network has hardly increased in the past years. Ideally, 30 percent of the 636 square kilometer land area should be covered by roads, or 8,295.7 kilometers. The MMDA, mandated by Republic Act 7924 to provide various services including transport and traffic management, supplies the following additional data:

Metro Manila has a population of 12.9 million, according to the 2015 census, and this balloons during the day to around 15 million, representing a population density of 20,785 persons per square kilometer compared to the national average of only 337.

- In 2015, the number of motor vehicles registered in the National Capital Region was 2,317,204 while in the rest of the Philippines, it was 8,706,607, representing a percentage share of 26.61 percent for the NCR and 73.39 percent for the rest of the country.

Given this yearly trend where almost one-third of new motor vehicles are registered in the NCR, this 30 percent is likely to ply Metro Manila streets and worsen traffic congestion, not to mention air pollution.

The country is experiencing rapid motorization as shown by the surge in new vehicle sales which is targeted to reach 370,000 units by the end of 2016 and continue to 500,000 in 2017.

The inadequate mass transport system also contributes to the traffic crisis. The existing Light Rail Transit systems exceed their carrying capacity on a daily basis: LRT 1 by 100,000 passengers, LRT 2 by 44,300 and MRT 3 by 180,000. Overloading causes extreme wear and tear that results in frequent breakdowns, which were hastened by the previous administration's bungling and mismanagement of MRT 3.

So what will the new government do about the EDSA traffic crisis?

The Inter-Agency Council for Traffic (i-ACT) unifying the Departments of Transportation, Public Works and Highways, Highway Patrol Group, Land Transportation Office, Land Transportation Franchising and Regulatory Board and MMDA has set "Task Force EDSA" as Phase 1 of its Concept of Operations. The short-term steps of Task Force EDSA are: delineate EDSA into 10 traffic sectors from the Bonifacio Monument to SM Mall of Asia; clear 19 identified alternate routes (the Mabuhay Lanes) of illegally parked cars, sidewalk vendors and other obstructions; and launch an anti-colorum operation in the arterial roads immediately connected to EDSA.

Do these plans to speed up traffic crawl on EDSA sound familiar? They have been tried before with little success, but if the MMDA – which was given full operational control over EDSA on November 1st – implements them efficiently, traffic flow should improve at last.

We can at least hope, can't we? **aq**

**“ After the People Power Revolution in 1986, EDSA became a symbol of freedom and democracy. But now, 30 years later, EDSA symbolizes the hassle, delay and fatigue experienced by motorists who have to traverse it often. ”**

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AAP Motor Sport operations manager/MSDP head Mark Desales (extreme left, standing) and MSDP lead instructor Vip Isada (extreme right, standing) with MSDP Batch 2016 finalists Armand Marcaida, Andre Delos Santos, Carlos Marzo, Bien Madriaga and Miguel Reyes. Seated in front are MSDP Batch 2015 graduates Polo Bautista, Raymond Cudala, Paolo Santos, Chenee Jimenez, and Bernard Michael Santos.

## MSDP ANNOUNCES 2016 FINALISTS

THE Automobile Association Philippines culminated this year's Motor Sport Development Program (MSDP) by announcing the six finalists for 2016.

From the hundreds of participants who participated in this year's MSDP, the MSDP trainers chose six finalists: Carlos Marzo, Andre De los Santos, Armand Marcaida, Bien Madriaga, Miguel Reyes and Hazel Ramirez.

The MSDP is a nationwide program at the grassroots level for talented young drivers, ages 16 to 19, who undergo scientific training and preparation for eventual competition in motor sport. Organized in 2015 by AAP with a grant from the Federation Internationale de l'Automobile (FIA), the MSDP is conducted by a pool of motor sport champions and experts.

The MSDP consists of a series of lectures and practical training on basic race driving skills, motor sport psychology, safety, vehicle dynamics and race strategy plus the conditioning of both the driver and the vehicle.

With ten-time National Rally Champion Vip Isada as the lead instructor, the MSDP workshops, driving clinics and competitions are conducted by 2014 National Slalom Champion and 2015 Golden Wheel Driver of the Year Milo Rivera, seven-time national co-driver and navigator champion Robbie Hermoso, champion rally driver Ivan Isada, 2000 National Rally Champion and 2003 navigator champion Art Guevara, and expert race organizer and trackside official Bebot Reyes.

AAP board member Mandy Eduque, who chairs the AAP motor sport division, oversees the MDSP together with AAP motor sport operations manager Mark Desales. Eduque said that the program was created to boost interest in motor sport and to help young driving enthusiasts learn car racing the scientific way, which is the right way.

The announcement of the six finalists was made on November 13 at the Megatent in Libis, Quezon City after the final MSDP module for 2016 was conducted. Around 20 MSDP participants – who had been short listed from the 10 legs held in key areas of the country – attended the final module.

According to Isada, the finalists will participate in slalom

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AAP board member and concurrent Motor Sport Committee chairman Mandy Eduque (right) gave a pep talk to the last batch of MSDP 2016 participants. MSDP lead instructor Vip Isada (left) also addressed the participants.

## The AAP Motor Sport Development Program:

### A PROGRESS REPORT

A year of training has finally borne fruit. The Automobile Association Philippines (AAP) Motor Sport Development Program (MSDP) recently concluded a year of hard work, learning and fun. But before another batch of motor sport neophytes takes up apprenticeship, let us look back at the road that took five young motor sport enthusiasts and made them competitive race car drivers.

The long-time and carefully laid out blueprint for a grassroots racing program developed by AAP, the MSDP, was launched in August 2015. The MSDP hit the ground running—or rather driving—with five separate legs conducted in key areas in Luzon, the Visayas and Mindanao.

"The MSDP was crafted to bring out the driving talent in every individual. It is well-organized, safe and cost-effective," said AAP motor sport operations manager and MSDP program head Mark Desales.

The program was welcomed nationwide by motor sport enthusiasts from different age groups—not just 16 to 19-year-olds—who supported and participated in it.

Out of 100 young racing aspirants, Polo Bautista, Jero Consing, Raymond Cudala, Chenee Ang Jimenez, Bernard Michael Santos and Paolo Santos were chosen as finalists to undergo further training. This first batch of MSDP finalists learned more about motor sport as they were taught the scientific approach to driving and handling race cars.

A good mix of classroom lectures, workshops and on-the-road driving experiences made up the curriculum, such as a scenic excursion along Marilaque Highway. "We wanted the students to appreciate leisure driving while learning," Desales said. "It was helpful because we got to see what the students learned from the program at the same time."

On June 5, 2016, the racing rookies finally got their first seat time at the 6th leg of the National Slalom Series held in Robinson's Sta. Rosa, Laguna. Their instructors were happy to observe the first batch executing the scientific method of driving and handling race cars. The MSDP finalists continued to join competitions including the Flat Out Race Series. Within a year, they were achieving podium finishes and collecting trophies.

But more than gaining race track accolades and victories, the MSDP teaches a core value of motor sport: that it's not just about driving fast. "We are providing a holistic approach on how these participants can use their race cars to the fullest potential and how to take good care of it and one's self as well. In short, we want them to cultivate a

*...to next page*



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MSDP instructor Art Guevara explains the driving course.

The first batch of MSDP finalists—Polo Bautista, Raymond Cudala, Chenee Ang Jimenez, Paolo Santos and Bernard Michael Santos—kidded with each other during their small talk with the new finalists, but some were teary-eyed since the program that had created a bond among them was ending.

"We are not just friends here and on the track, we're family here at the MSDP," Jimenez said.

Isada clarified that even those who were not chosen as finalists can still be mentored by the trainers. "If you are really interested in pursuing motor sport, you can always approach us. We are always here to guide you," he said.

Isada told the participants of the final module that he and the other trainers will be easily accessible if ever they are needed for motor sport-related advice and counseling.

Eduque, Desales and Isada said that they were happy to see the notable progress shown by the first batch of finalists in terms of driving performance. "Aside from better handling of their race cars, they also exude confidence and knowledge," Eduque noted. "I am quite sure they would do good in future events."

"I believe we have created future champions in this batch, and we will continue to create more with this program," Desales said.

The AAP-MSDP is co-presented by Mazda Philippines in partnership with Seaoil Philippines, Dynamics Suspension, Autoperformance PH, Aeromed Ambulance Transport, Walter Light and Sounds, Time Attack Manila, Rota Wheels, Hazardboy Performance, TS Tuning, FORS, Race Motorsport Club, Speedlab, Hotpipes, K&N Performance, Dynapack and Kart Plaza Manufacturing. **AQ**



Mazda Philippines president Steven Tan (at left), Vip Isada (2nd from right) and Mark Desales (at right) with the MSDP Batch 2015 graduates. Mazda2 cars are used in the training program.

## ...continuation A PROGRESS REPORT

'winning attitude' when inside a motor vehicle," said 10-time National Rally Champion Vip Isada, who leads the pool of MSDP instructors.

Once rookie drivers behind the wheel, the first batch are now full-fledged racers ready for podium finishes and competition titles.

## THE MAKING OF BATCH 2016 FINALISTS

While the first batch of finalists were joining competitions and making immense progress with their training, AAP was searching for the second batch of finalists.

MSDP organizers went around the country once more to look for undiscovered motor sport talents. The search brought together motor sport enthusiasts of different ages.

The final module at Megatent, Libis, Quezon City alone drew over 50 participants. The MSDP events in Bacolod, Cebu and Davao, also attracted impressive turn-outs. When the MSDP organizers went to Cagayan de Oro for the first time, they were impressed by the large number of applicants.

Finally, with the culmination of the first nationwide MSDP last November 13, racing hopefuls Carlos Marzo, Andre De los Santos, Armand Marcaida, Bien Madriaga, Miguel Reyes and Hazel Ramirez were declared the new batch of finalists for MSDP 2017 training, having outperformed hundreds of other participants.

These motor sport novices will be trained by local motor sport champions, the same way the first batch was honed for the race track.

## THE MOTOR SPORT DEVELOPMENT PROGRAM

With a grant from the Federation Internationale de l'Automobile (FIA), the Paris-based organization that governs all four-wheel motor sport worldwide, the first grassroots racing program became a reality.

The MSDP is open to drivers who are 16 to 19 years old, physically fit and have "a champion attitude."

The program covers basic driving skills, understanding motor sport, road safety awareness, safety in motor sport, flag and hand signals, motor sport organization, interpersonal skills and continuous development.

Advanced driving skills training await those who finish the program and are willing to undergo further education.

High quality mentorship is ensured since the program is conducted by qualified AAP instructors. To make sure that MSDP participants are safe on the track, AAP-trained trackside marshals are on hand.

With a team of formidable Filipino motor sport virtuosos implementing an efficiently crafted program, the MSDP is set to fast-track the development of the country's motor sport scene by harnessing untapped talent and honing raw skills of the youth for championship titles. **AQ**

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Race cars line up at the starting grid of the Clark International Speedway for the Formula 4 South East Asia Championship.

# AAP OFFICIATES F4 SOUTHEAST ASIA RACE IN CLARK

**T**HE Automobile Association Philippines officiated the second leg of the Formula 4 South East Asia Championship (F4/SEA) at Clark International Speedway in Pampanga on October 15-16.

Spearheaded by AAP motor sport department chair Mandy Eduque and operations manager Mark Desales, AAP-trained trackside marshals and race official performed official duties at the event to ensure that the race would be at par with Fédération Internationale de l'Automobile (FIA) standards.

Desales noted that AAP officials and marshals are fully equipped and well-versed in the latest rules and strict standards of the FIA, following the silver accreditation awarded to AAP in 2015 by the FIA Institute.

To earn the silver accreditation, AAP-selected marshals and officials underwent annual training workshops conducted over a span of three years by the Confederation of Australian Motor Sport (CAMS), an FIA Institute regional training provider.



AAP fielded a tow truck like the one above to provide emergency trackside service at the Formula 4 race.

At Clark, Desales expressed delight that the international governing body for four-wheel motor sport chose to hold the second leg of F4/SEA in the Philippines.

"We are happy that the FIA showed its trust and confidence in us by bringing Formula 4 to our country," Desales said. "This goes to show that with much support, the Philippines —through AAP—is capable of hosting international motor sport events."

For his part, Eduque said that given a continuous effort, the program could be more than just bringing fast cars to the Philippines for spectators to see.

"Such programs could spur tourism, given that local and global followers of motor sport events are growing by the numbers," Eduque asserted. "If we could further develop these kinds of programs in the country, we would not just be enjoying the scene, we would also be helping the country as well."

The Clark event preceded the Formula 4 South East Asia Championship (F4/SEA) at Sepang, Malaysia. Many aficionados believe that F4 is the fastest and most cost-effective way to eventually reach a career in Formula One racing.



Gabriel Tayao and Angelina Mead King show off the trophies they won at the Formula 4 event.

## FILIPINOS BAG AWARDS

In a related development, AAP Driver of the Year for Karting Gabriel Tayao and Car Porn Racing Founder Angelina Mead King marked their debut in F4 by winning numerous awards.

The 16-year-old Tayao, emerged as champion in Race 3, bagged a couple of third place finishes and a couple of rookie winner awards, to finish third overall.

King won third place honors in Race 3, while keeping a steady pace in the five races during the two-day event at Clark. 



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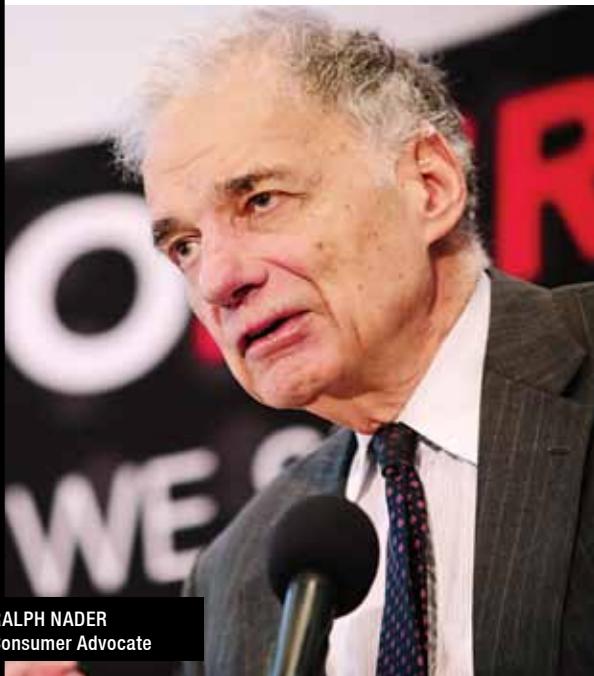
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## Global NCAP 2016 Annual Awards

# Recognising outstanding promoters of consumer protection and innovation in vehicle safety



RALPH NADER  
Consumer Advocate



CHRISTIAN  
FRIIS BACH  
Executive  
Secretary  
UNECE



ANDREW MILLER  
Chief Technical Officer  
Thatcham Research

**G**LOBAL NCAP's Annual Awards recognise outstanding promoters of consumer protection and innovation in vehicle safety. The winners this year are the UN World Forum for Harmonisation of Vehicle Regulations, Thatcham Research, and consumer champion Ralph Nader. David Ward, Secretary General of Global NCAP said,

"This year's Consumer Champion award goes to the UN World Forum for Harmonisation of Vehicle Regulations. The Forum is responsible for the world's most important vehicle safety standards. It provides all countries with a fast track method to apply regulations that promote crash worthiness and crash avoidance. Crucially also it is an intergovernmental forum that gives a voice of the consumer as new regulations are developed."

"This year's Individual Achievement Award goes to Ralph Nader whose book 'Unsafe at Any Speed' sparked a revolution in vehicle safety just over fifty years ago. His championing of consumer rights and safety lead to the formation of the National Highway Safety Administration and the adoption of standards that have avoided millions of deaths and serious injuries across the United States."

"This year's Innovation award goes to Thatcham Research for their work developing test and evaluation procedures for Autonomous Emergency Braking (AEB). Rather than surviving a crash it is better not to have one at all. AEB helps to do this and Thatcham has played a leading role in testing the effectiveness of the system. This vital effort is key to building consumer demand for advanced crash avoidance technologies that can deliver significant reductions in death and serious injuries on the world's roads."

**CONSUMER CHAMPIONS:** The World Forum for Harmonisation of Vehicle Regulations in recognition of their role promoting global regulations for vehicle safety in the interests of consumer protection.

The United Nations Economic Commission for Europe (UNECE) is the custodian of UN vehicle safety standards and host of the World Forum for Harmonisation of Vehicle Regulations (WP.29). This unique intergovernmental platform of vehicle safety cooperation includes civil society participation giving a voice to independent consumer representatives in its decision-making. WP 29 is responsible for the most important passenger car regulations such as: seat belt anchorages (Reg. 14), safety belts & restraints (Reg. 16), frontal collision Reg. 94, lateral collision Reg. 95, electronic stability control Reg. 13H (GTR 8), pedestrian protection Reg. 127 (GTR 9), and child restraints Reg. 44/129.

The challenge now is to extend this success globally by encouraging more UN Member States to apply these norms and regulations as recommended by the Global Plan for the UN Decade of Action for Road Safety (2011-2020) and the UN General Assembly in a resolution (A/Res/72/260) adopted on 15 April this year which calls on "Member States that have not already done so to consider adopting policies and measures to implement United Nations vehicle safety regulations or equivalent national standards to ensure that all new motor vehicles meet applicable minimum regulations for occupant and other road users' protection, with seat belts, air bags and active safety systems fitted as standard".

By amending existing regulations WP29 also responds to new developments and technology that will enhance vehicle safety. Recent

*...to page 18*



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## CLUB NEWS

Makati Elementary School students, wearing Chevron helmets and tee shirts, with their teachers, Chevron PH employees and AAP Advocacies Manager Cynthia Reyes (4th from left, 2nd row, standing), Chevron PH Manager for Policy, Government and Public Affairs Raissa Bautista (5th from left, 2nd row, standing), Chevron Area Manager for Finished Lubricants, Philippines and Vietnam Joseph Bronfman (6th from left, 2nd row, standing), Brand Manager, Caltex Arnel Reniedo (4th from right, 1st row, standing), Makati Elementary School Principal Joy Martin (7th from left, 2nd row, standing) and PGRSP Secretary General Alberto Suansing (8th from left, 2nd row, standing).



Chevron Area Manager Joseph Bronfman hands Makati Elementary School Principal Joy Martin a Chevron helmet, many of which were distributed to the students.

# AAP-PGRSP and Chevron Promote Road Safety and Discipline at Makati Elementary School

THE Automobile Association Philippines (AAP) and Philippine Global Road Safety Partnership (PGRSP) were invited to the Makati Elementary School last September 21 to talk about traffic rules and encourage road use discipline among the youth.

"After the home, the school is where kids learn almost everything as they spend their entire youth here," said Makati Elementary School Principal Joy Martin as she welcomed students and guests from AAP, PGRSP, and Chevron Philippines, Inc. to the event.

Chevron devoted one day from their Week of Caring to the Makati Elementary School and enlisted the assistance of AAP and PGRSP to explain to the students the relevance of road safety and how they themselves could help ease the traffic mess by becoming responsible and upright citizens.

"This is the first time we partnered with Chevron for their Week of Caring. We are happy to have been invited to teach kids about traffic rules and why they should follow them," said AAP Advocacies Manager Cynthia Reyes.



PGRSP Secretary General Alberto Suansing tells students that obeying traffic regulations means being considerate of other people and valuing life.

PGRSP Secretary General Alberto Suansing gave an informative and entertaining talk emphasizing how everyone, motorists and pedestrians alike, should be responsible and courteous road users. He also stressed that all of us should become road safety advocates by obeying traffic regulations and by extending this knowledge to friends and family.

"What you learn in GMRC—Good Manners and Right Conduct—is carried over even to traffic situations," said Suansing. "You learn what it means to be accountable for your actions and to be considerate of others. So you should really pay attention and learn discipline at this early stage." In the K to 12

curriculum, GMRC is known as Edukasyon sa Pagpapakatao.

Suansing tested the children's knowledge of traffic signs such as the stop sign, the school crossing sign and the no swerving sign. He also asked the students and the adults if they knew the meaning of the different colored traffic lights. He explained that the yellow light is one of the classic examples of a traffic sign that road users tend to disregard in real-life traffic situations.

"When people see the yellow light, they think 'bilisan mo at magpupula na' ('Hurry up, it will turn red already') when in fact this means caution that the traffic light is about to change color, so you should start slowing down and not speed up to beat the light," Suansing said.

The PGRSP Secretary General ended his talk by emphasizing that obeying traffic rules ultimately means showing respect for our own lives and for the lives of the people around us.

After the talk, Chevron conducted a short helmet distribution ceremony for the elementary students. Then, the students and Chevron employees shared a fun bonding experience with the Road Safety Olympics prepared by AAP and PGRSP.

The participants were required to form six groups combining Chevron employees and the students. They were given PGRSP "passports" that they had to get stamped after finishing each game. The winners were then given chips which were tallied at the end to determine the overall winner of the Road Safety Olympics.

The Road Safety Olympics consisted of BLOWBAG, naming road signs, identifying if a traffic situation is true or false, and the various activities in PGRSP's Start Them Young Flashcards Project. ☺



Makati Elementary School students and teachers line up at the entrance to welcome the employees of Chevron Philippines and the AAP and PGRSP representatives.

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AAP advocacy manager Cynthia Reyes (8th from left, 1st row) and PGRSP program coordinator Marte Perez (beside Reyes) attended the FIA University Region II program with AA representatives from nine Asian countries at Curtin University, Perth, Australia.



# AAP and PGRSP Participate in FIA University Region II Program in Australia

**W**EKS before the World Day of Remembrance for Road Traffic Victims, AAP and the Philippine Global Road Safety Partnership (PGRSP) attended an FIA University Region II program that revisited the importance of effective road safety policies in general welfare.

On November 2-4, AAP advocacy manager Cynthia Reyes and PGRSP program coordinator Marte Perez participated in the Public Policy and Advocacy Program held at the Curtin University in Perth, Australia.

The Royal Automobile Club of Western Australia (RAC WA) played host to the Automobile Association (AA) representatives from Bangladesh, Cambodia, Ceylon, India, Indonesia, Japan, Nepal, New Zealand and the Philippines.

The three-day event consisted of institutional talks by speakers from the RAC WA, academic lectures from Curtin University professors and sharing of club practical experiences from FIA University representatives.

According to Reyes, the speakers highlighted that "public policy and advocacy go hand-in-hand for the effective delivery of sustainable outcomes which will benefit the community as a whole."

Hon. Dr. Ken Michael AC, a distinguished engineer, academic and former Commissioner of Main Roads in Western Australia, was the keynote speaker. Michael spoke about the business model of an effective policy and advocacy.

"Policy formulation is a dynamic and multi-disciplinary process." Michael said. "To succeed, there needs to be an understanding, acceptance and commitment of the policy and its interrelated elements."

In her report, Reyes said that the lecturers noted the importance of framing the issue, since that it is as essential as knowing the solution.

"If we can clearly define the issue, we are able to understand the solutions that need

to be implemented. This can then become an opportunity for the government to turn the solution into policy," reported Reyes.

John Curtin Institute of Public Policy Professor John Phillimore presented the process, policy tools and instruments while Curtin University Director of Sustainability Professor Peter Newman presented the use of research in order to create rational policies.

"They said that by knowing what works and what doesn't work, we formulate evidence-based policies," Reyes said.

## WHEN POLICY AND ADVOCACY COME TOGETHER

On the second day of the program, the participants were able to experience what the coming together of an advocacy and effective policy looks like—the RAC Intellibus.

Participants rode around Australia's

very first fully driverless and fully electric vehicle. The RAC Intellibus is an 11-seater bus which can accommodate up to 20 people at a time. It travels up to speeds of 25 km per hour.

It went around the streets of Perth for public trial runs under the supervision of the RAC WA in partnership with the automobile manufacturer Navya and the Western Australian government.

Last year, the trial run of the country's first driverless car was successfully done along the Adelaide Southern Expressway. Driverless automobiles are said to be an emerging industry in South Australia. With support from the government, private companies in cooperation with research groups have continued to explore this technology further.

More trials, research and collaboration  
*...to page 18*



During the second day, participants rode around Perth in the driverless, fully electric Intellibus that the Royal Automobile Club of West Australia made in partnership with the Western Australian government and vehicle manufacturer Navya.

# DRIVE DIFFERENT



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## ...continuation Global NCAP 2016 Annual Awards

example of this are changes to requirements for pedestrian protection and the new child restraint regulations that introduces the 'i-size' concept for child seats and increases the stringency of the impact test requirements in order to raise levels of child occupant protection.

The UNECE region, where the application of WP29 regulations is the highest, has the lowest fatality rate per hundred thousand in the world despite many decades of increases in vehicle kilometres driven. This successful performance is attributed to a wide range of factors, however, it is clear that the contribution being made by improved vehicle safety is significant and that WP29 provides a crucial global regulatory framework to promote consumer protection and road injury prevention.

**INDIVIDUAL ACHIEVEMENT:** Ralph Nader for his contribution to automotive safety and consumer rights.

In 1965 Ralph Nader published 'Unsafe at Any Speed – The Designed-In Dangers of the American Automobile'. The book exposed the failures of the US car industry to tackle crash worthiness of vehicles and, in particular, highlighted faulty rear suspension of the Chevrolet Corvair that had caused numerous crashes and related law suits. In the face of strong industry opposition, Nader's book became a best seller and acted as a powerful catalyst for change in automotive safety in the United States and around the world. Established as a champion of consumer rights Nader went on to found a wide variety of organizations, promoting corporate and government accountability including Public Citizen, the Center for Auto Safety.

In response to 'Unsafe at Any Speed' the Administration of President Lyndon Johnson in September 1966 passed the National Highway Traffic Safety Act which led to the establishment of the National Highway Traffic Safety Administration (NHTSA). The agency was mandated to set minimum, uniform safety performance standards for all motor vehicles, and to require automakers to notify owners and recall cars containing safety-related defects. NHTSA also subsequently went on to launch the world's first new car assessment programme in 1978 on the initiative of Joan Claybrook (who won Global NCAP's Individual Achievement Award in 2012).

A study by the Center for Auto Safety has estimated that the 1966 federal laws, federal agency and general measures they created have avoided 3.5 million auto deaths over the past 50 years. In July this year Ralph Nader was inducted into the Automotive Hall of Fame. Given the hostility he attracted from the automotive industry this recognition is powerful testimony to his huge contribution to the dramatic improvements in motor vehicle safety that have been achieved over the last fifty years.

**INNOVATION:** Thatcham Research in recognition of its major role in the development of evaluation methodologies for the effectiveness of Autonomous Emergency Braking (AEB).

Thatcham Research, is the UK Insurers' vehicle research centre, and is playing a leading role promoting crash avoidance technologies especially autonomous emergency braking (AEB) .

Collaborating with international partners including the European New Car Assessment Programme and Insurance Institute for Highway Safety, Thatcham embarked on a research programme to understand real world crash evidence and define a test and rating procedure to guide AEB system design. The test procedures cover low speed city crashes, predominantly focussed on whiplash injuries, and higher speed inter-urban crashes with moving and braking target vehicles replicating more serious crashes. These tests were always designed with harmonisation in mind and have been adopted in both the UK and German insurance group rating systems and also within European and US safety consumer tests. Thatcham helped define the test configurations and vehicle target, integrating appropriate visual and radar attributes used for evaluating the systems.

Initial AEB applications from 2008 saw systems addressing low speed front-to-rear collisions avoiding up to 20km/h. More recent developments have seen the effective speed range of systems rising up to 60km/h. Recent enhancements have seen the test procedures expanding to include pedestrians and soon cyclist. Thatcham have tested over 120 vehicles so far for both the Insurance Group Rating system and also for the Euro NCAP star rating tests. A significant part of Thatcham's work has been extolling the benefits of AEB to the media and fleets with regular TV and radio interviews on the subject to increase consumer awareness. Thatcham has partnered with several organisations in the Stop-The-Crash campaigning which has seen public demonstrations at key events. The analysis of crash rates has shown a very positive real world effect on European crash rates with a 38% overall reduction in front into rear crashes. 

## ...continuation AAP and PGRSP



Keynote Speaker Hon. Dr. Ken Michael AC, former Commissioner of Main Roads in Western Australia.

are expected as Australia hopes to safely transition and integrate driverless technology into their transport system.

### AAs SHOULD STRENGTHEN BRAND

The World Day of Remembrance for Road Traffic Victims, which was celebrated on November 20, was discussed briefly during the program. Speakers tackled what AAs should continue to do in their respective countries to lessen the number of victims we remember on that special day.

"Speeding, drinking and driving, lack of helmets as well as not wearing of seatbelt or not using child restraints continues to be the main road crash factors," Reyes reported.

When it comes to dealing with the government and influencing agencies, the speakers mentioned that AAs need to present compelling evidence-based research and solid analytical work. AAs also need to provide sound and clear-cut advice to make an impact on policy-making.

"The speakers during the last day highlighted that advocacy is speaking, acting, writing and representing on behalf of a group," Reyes reported. "We are here to promote, protect and defend public health by being on their side and no one else's. It is important to know who your opposition is and what is being advocated."

She further explained that AAs engage in advocacies to defend the rights and interests of their members as well as other road users. Ultimately, key priorities remain to be road safety, connectivity and sustainable mobility.

"We were told to strengthen the organization's brand with attributes such as credibility, trust, commitment and quality," Reyes added. "Clubs need to be consistent with the message they communicate to influence members."

"Moreover, it is essential to find out the position and interests of the people who we try to influence. It is important to involve our members," Reyes concluded. 

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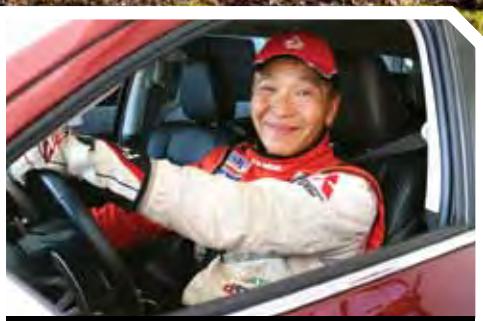
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Way of Life!



# Mitsubishi Motors Philippines treats car clubs to a 4x4 camp with 2-time Paris Dakar Rally Champ - Hiroshi Masuoka

**M**ITSUBISHI Motors Philippines Corp. (MMPC) recently hosted a 4x4 clinic and a test drive event to the motoring media, The Strada Club Pilipinas (TSCP) and the Montero Sport Club of the Philippines (MSCP). Dubbed as the Mitsubishi 4x4 Camp, MMPC invited the legendary two-time Paris Dakar Champion, Mr. Hiroshi Masuoka to share his techniques and driving expertise to the group.

The Mitsubishi 4x4 Camp was held in Tarlac Recreational Park located in San Jose, Tarlac. The all-new Montero Sport and the new Strada GT were the star during this weekend camp of fun and driving. The venue provided perfect facilities to test the vehicles to the extremes and on both off-road and on-road driving scenarios. Hiroshi Masuoka demonstrated the power and

the class-leading features of the all-new Montero Sport and the Strada GT thru a driving exhibition at the off-road track as well as in the circuit. The club members and the media participants were also given the opportunity to test the drive the new models and to feel the power of the 4N15 MIVEC Clean Diesel engine after the lecture. An exhibition by Dr. Drift himself, Odel Sison,

Driving legend Hiroshi Masuoka demonstrates the power and superb features of the all-new Montero Sport.

also added excitement to the event as he drifted a specially set-up all-new Montero Sport around the circuit.

After a day of full pack driving and learning 4x4 techniques from the expert himself, Hiroshi Masuoka, all the participants were very impressed of these two models that MMPC is offering. The participants enjoyed the activities most specially their taxi ride with Hiroshi Masuoka. MMPC executives emphasized that apart from demonstrating the superb features of the all-new Montero Sport and the Strada GT, MMPC organized the event to gather clubs and media to express to them the company's sincere appreciation for their loyalty and support. **aq**



The Strada Club Pilipinas and the Montero Sport Club of the Philippines had a great weekend driving the all-new Montero Sport and the Strada GT with 2-time Paris Dakar Champion Hiroshi Masuoka.



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The Shell Tabangao Refinery. One of our many projects which helps meet our country's energy needs, and contributes in nation building efforts.





## Volvo unveils newest magnum opus: The 90 Series



**V**OLVO Philippines unveils its flagship vehicles in the 90 Series gala held last October 24, 2016 at Shangri-La at the Fort. The two new models, the XC90 luxury SUV and the S90 luxury sedan, represent Volvo's new design direction and showcase Volvo's latest technologies on powertrain management, safety and connectivity.

"Tonight we launch the Volvo XC90 and S90, each a masterpiece, where every little detail is there for a reason. Where everything we know about technology, design, and safety are brought together to take your journey to the next level" notes Atty. Alberto B. Arcilla, Volvo Philippines President.

The launch event was a feast for the senses. Guests were treated to a sumptuous five-course dinner specially crafted to bring out flavors of Sweden, Volvo's home country. Hosted by the first lady of Musical Theater, Menchu Lauchengco-Yulo, a slew of talents showcased their musical skill, with acclaimed artists Nicole Asensio, Kettle Mata, Daryl Ong, Opus One, Manila String Machine, and Triple Fret regaling the crowd with outstanding performances to accompany the true masterpiece of the night, the Volvo 90 Series cars – Volvo's Magnum Opus.

### THE VOLVO XC90

With over 118 awards since its global launch, Volvo's new XC90 SUV has earned nods and accolades the world over. Coming from different sectors all over the globe, journalists, experts, and automotive enthusiasts all agree that Volvo has indeed come up with the best Volvo to date especially with its award-winning interface, design, and engine. Garnering votes such as Car of the Year, Best Luxury SUV, and Overall Best in Class, among others, motoring institutions, publications and associations all gave top marks to Volvo's reincarnation of its world-first 7-seater SUV.

Strong and exceptional, the new Volvo XC90 is a delight to the senses with an overall package that spells out the ultimate in

Swedish luxury. Wrapped with features that benefit the user, the XC90 is a confident looker, carrying Volvo's new design language and strutting its curves with utmost confidence. It takes the term "user-friendly" to a new level with its easy-to-use infotainment interface – minimizing control buttons from 42 to just 8, for example. Its unparalleled safety and reduced environmental impact spell a world of difference, delivering first-class comfort, exhilarating drive, and a clear conscience.

A premium seven-seat SUV, the XC90 is designed to deliver a luxurious user experience, whilst retaining the ride height, space and practicality that typifies this segment.

The XC90 carries the proud and confident face of Volvo's new design language, along with classic Volvo styling cues. Key features include the iconic "Thor's Hammer" LED headlight design, the new grille and Volvo Iron Mark, and the expressive use of the Volvo word mark on the rear, framed by the signature sweeping lines of the rear lights.

### THE VOLVO S90

The S90 is Volvo's new premium 4-door, 5-seat flagship sedan. It is built on the new Scalable Product Architecture (SPA), Volvo's advanced modular product platform that will underpin all new Volvo cars in the 90 and 60 Series.

Like its sibling, the S90 carries Volvo's new design language, highlighted by the iconic Hammer of Thor LED headlights and the expressive tail lamps. The shape of the S90 takes styling cues from Volvo's Concept Coupe, giving the car a confident, sophisticated, yet sporty appearance.

In the cabin, Volvo has taken cues from the success of its XC90 model and raised the bar with new details on the dashboard and instrument panel, including new air blades that stand vertically on each side of the Sensus user interface.

### POWERTRAIN TECHNOLOGY

The XC90 and S90 are powered by Volvo's Drive-E powertrains, with petrol and diesel options, as well as Volvo's T8 Twin Engine, a petrol plug-in hybrid mated to an 8-speed automatic transmission.

Volvo's T8 Twin Engine delivers all the benefits of a high performance, low emission petrol engine with an electric motor that delivers power on demand with CO<sub>2</sub> emissions at just 44 g/km, more than 45 km of pure electric range and a combined power output of around 410 hp.

### SAFETY AND SEMI-AUTONOMOUS DRIVE

Volvo's leadership in the field of automotive safety is confirmed in the 90 Series cars. Volvo's City Safety Technology, standard on all Volvo models, combines automatic braking functionality and collision avoidance systems to cover a range of potential accident scenarios and help keep you safe.

City Safety's functionality is further extended in the 90 Series with Intersection Traffic Detection and Large Animal Detection, designed to help avoid or mitigate collisions with large animals. An auto-steer functionality that helps to keep you on the road, called Run Off Road Mitigation, has also been added.

Volvo's overall safety offering, called IntelliSafe, encompasses both active and passive safety systems and forms the groundwork for Volvo's leadership in the field of autonomous driving. The XC90 and S90 already offer semi-autonomous drive with Pilot Assist, which works up to 130 km/h on clearly marked roads. Pilot Assist is another step towards Volvo's Vision 2020, which states that no one should be killed or seriously injured in a new Volvo by 2020. 



# THE NEW 2017 CHEVROLET TRAILBLAZER

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**5 YEAR**  
WARRANTY

Take your family farther than ever before with the new 2017 Chevrolet Trailblazer. With a Duramax diesel engine that boasts of the power of 200 horses and 500Nm of torque. Best-in-class 800mm wading capability that enables you to power through flooded road conditions. Plus spacious, all-new premium interior that gives you and your passengers a smooth, comfortable ride.

Style plus substance all add up to the evolution of the family SUV. With the power, safety, and comfort of the 2017 Chevrolet Trailblazer, your family is stronger, together.

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**₱1,378,888**



**BEST-IN-CLASS ENGINE**  
The Trailblazer's Duramax Diesel engine hammers out power and strength at 200HP, with 500 Nm of Torque.

#### ACTIVE SAFETY SUITE

Trailblazer's active safety features give you visual and aural advance warning in front collision, side blind, lane departure, and rear cross traffic situations. Plus, its Tire Pressure Monitoring System (TPMS) warns you of low tire pressure and changes in tire temperature.



#### CHEVROLET MYLINK TOUCHSCREEN INFOTAINMENT SYSTEM

Connect your smartphone and access your maps, music, and calls via the 8-inch Chevrolet MyLink touchscreen infotainment system.



#### REMOTE ENGINE START

The ability to start the engine and control power windows remotely is doubly useful in cooling down the cabin on those hot days.

Specifications, colors and photos may vary from actual unit. The manufacturer reserves the right to change specifications without prior notice. Prices of regional dealers may vary due to freight cost.

Test drive the new 2017 Chevrolet Trailblazer at your nearest dealership. Or, to know more, visit [www.chevrolet.com.ph](http://www.chevrolet.com.ph).



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**T**HE adage "only big engines equal big performance" no longer stands true. With today's turbo innovations, impressive speed and power can now be achieved by smaller engines. Just take a look at the Hyundai Veloster Turbo GDi. Designed to challenge convention, impressively packaged and engineered with an engine in a class of its own, the Hyundai Veloster is a game changer in its category with its performance engine technology.

#### T-GDi — THE GREAT DRIVING INNOVATION AND MORE

Inside this hatchback sport-coupe is a Gamma 1.6-liter T-GDi or Turbo Gasoline Direct injection DOHC engine. Considerably small compared to other sports cars in the market, the T-GDi is lightweight and quiet in operation and makes for above par responsiveness and robustness that elevate your driving experience. Delivering maximum power output of 204 ps at 6000 rpm, and maximum torque of 27.0 kg-m at 1750-4500 rpm, the Veloster endows you a whole new sensation of sporty driving experience, and at the same time, optimizes fuel economy. In a recent fuel efficiency test on a "real-road, real-driving-conditions", the Veloster consumed only 12 km per liter for combined city and highway driving.

Hyundai's T-GDi engine is made of a solid aluminum block and ladder frame construction, giving it less weight, while maintaining its rigid construction for less noise, vibration, and harshness. A serpentine belt system runs the alternator, idler, water pump, and air conditioning that helps lessen noise and makes the engine lighter and more durable.

Furthermore, you can take full advantage of the Veloster's engine power with a 7-speed Dual Clutch Transmission (DCT) with paddle shifters that provide enhanced fuel efficiency, improved driving quality, reduced noise, and better durability while giving you the performance-enhancing exhilaration of a Formula car when gear-shifting. The electric motor type clutch actuator fitted in the DCT allows for practically seamless gear change with precise control and optimized response. With a double input shaft structure gear train that uses one solid and one hollow input shaft, DCT delivers excellent gear shifts with no loss of power for smoother shifts and accurate power delivery.

Comfortable and responsive steering feel is made possible by Motor Driven Power Steering (MDPS). Using an electric motor, MDPS reduces steering complexity and engine load, delivering excellent steering response and helping improve the car's fuel economy, respectively. The steering wheel also has manual tilt and telescopic function to help adjust it at a level most comfortable to you.



## Hyundai Veloster: Raising the standard with Turbo-GDi technology

#### SOME LIKE IT HOT

Beyond its performance technology, the Veloster turns up the temperature with its scorching design. Playful like a coupe, yet boasts of functionality like your dependable hatchback. In one sweep, it's a practical performance vehicle that's exceptional in character.

But what demands a second look is the Veloster's asymmetrical door configuration. What may look like a coupe with its two front doors, you will discover a third rear passenger door on the right side with one door handle hidden from view, and can only be flicked from the corner of the passenger side window to ensure seamlessly smooth, uninterrupted bodywork. That's stylish functionality while keeping passengers safe when entering and exiting the vehicle.

Step inside the Veloster and you're transported into another dimension. Swooping and curving to evoke a powerful sense of motion and freedom, the Veloster boasts of generous interior space, made even more robust with high-tech features, sporty convenience, and smart finishing touches that make for an assertive, action-ready ambience.

Indulge your senses in a 7-inch LCD touchscreen that displays all the information you need and a premium sound system, with its built-in CD/MP3 player, and Aux-input for your entertainment or plug in external devices via USB connection, and go hands-free, as the Veloster is Bluetooth ready.

Taking the Veloster's interior aplomb a notch higher are plush bucket leather seats that are relaxing, as well as functional with several purposeful add-ins. At the front, the driver's seat is fitted with height adjustment and recline functions, headrest with up/down adjustment, plus

power seat with electric lumbar support for excellent back support. Rear seats have 60/40 split folding capacity to give extra room for bigger gear and items.

#### SAFETY IS PRIORITY

For Hyundai, it's not just your driving pleasure that's important; your safety as a responsible road user is of equal importance. The Anti-lock Braking System (ABS) and Electronic Stability Program (ESP) keeps the wheels from locking and determines the brake pressure and engine output, respectively, to help you steer the car properly and safely under control.

Hill-start Assist Control (HAC) is another active safety technology that maintains brake pressure to prevent the car from slipping backwards on inclined slopes, or when the car is starting off uphill. Rear parking assist system with back warning camera incorporates sensors in the rear bumper to easily detect obstacles when the car is reversing, which you can conveniently check on the LCD monitor in the car.

The Veloster's shell is built to be tough with high-strength B Pillar Impact Management System. The dash cross and side members, roof structure, and pillars are engineered with reinforced steel to protect the car's occupants in a collision. And to help cushion driver and passengers and reduce the possibility of injuries in the unlikely event of an impact, front SRS airbags, side and curtain airbags deploy immediately.

If you can handle the heat, the Veloster is an intelligent sports car that can take your breath away with its compact yet powerful engine and performance features. It's also an eye-catching hatchback that can stir your emotions and drive you above the conventional. **aq**

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# Mazda once again leads 2015 U.S. EPA fuel-economy list

THE Mazda lineup of SKYACTIV Technology-equipped vehicles once again ranked highest in Manufacturer Adjusted Fuel Economy in the USA for the 2015 model year. According to the Light Duty Fuel Economy Trends Report published by the United States Environmental Protection Agency (EPA), Mazda's overall average fuel economy among its model lineup was the highest among all car manufacturers in the US at 29.6 miles per gallon (12.58 kilometers per liter). This is an improvement over the previous year by 0.2 mpg. This is also the fourth year in a row in which Mazda attained the highest average fuel economy across its model lineup.

Steven Tan, President and CEO of Berjaya Auto Philippines, the exclusive distributor of Mazda vehicles in the country, notes that Mazda's local offering mirrors that of the US with its full SKYACTIV model lineup. "Mazda has always believed in maximizing efficiency while enhancing driving pleasure and minimizing environmental impact in every aspect of its vehicle design," says Tan. "That is why while our SKYACTIV models are among the most fuel efficient in the market, they are also the most fun to drive. The next-generation SKYACTIV engine, transmission, body and chassis technologies all work in synergy to produce vehicles that not only stir your soul but are also kind to the environment."

Berjaya Auto Philippines, Inc. is the exclusive distributor of Mazda vehicles and parts in the Philippines. Its current product line-up now includes the all-new CX3 small crossover, the Mazda2 sub-compact sedan and hatchback, the Mazda3 compact sedan and hatchback, the Mazda6 full size executive sedan and sports wagon, the CX-5 compact SUV, the CX-9 seven-seater SUV, the MX-5 2-seater sports roadster and the BT-50 pickup truck. Mazda Philippines ranks first in the 2016 J.D. Power Philippines Customer Service Index Study which states that Mazda is among the best in the country when it comes to service quality, service initiation, vehicle pick-up, service facility, and service advisor performance.

There are 18 Mazda 3S dealerships located across the Philippines and Metro Manila – Mazda Greenhills along EDSA, Mazda Pasig along C5, Mazda Quezon Avenue, Mazda North EDSA, Mazda Alabang, Mazda Makati along Pasong Tamo Extension, Mazda Cavite, Mazda Sta. Rosa, Mazda Pulilan, Mazda Pampanga in San Fernando, Mazda Dagupan, Mazda Cabanatuan, Mazda Tarlac, Mazda Negros, Mazda Cebu, Mazda Iloilo, Mazda Cagayan De Oro and Mazda Davao. 



# PETRON MARKS ANOTHER FIRST

## Launches Euro 5 Fuel in the Philippines

After successfully launching a full range of locally-produced Euro 4 fuels almost a year ago, the country's leading oil company Petron Corporation marked another breakthrough in fuels technology with the introduction of the PETRON BLAZE 100 EURO 5—the first Euro 5 standard fuel in the country.

PETRON BLAZE 100 EURO 5 contains significantly less sulfur—10 ppm (parts per million)—compared to other Euro 4 fuels (50 ppm). It is 500% cleaner than standard Euro 4 fuels. It also has less benzene (less than 1% of volume), a known carcinogen, compared to the Philippine standard which allows up to 2% by volume in gasoline. It is now available nationwide.

High sulfur levels in fuel, when combined with water vapor, can harm the environment and cause corrosive wear on valve guides and cylinder liners, leading to premature engine failure.

With significantly low sulfur content and advanced additives technology, the high-performance PETRON BLAZE 100 EURO 5 delivers the following benefits:

- 1) **Optimal power and acceleration** due to extremely high octane and performance additives;
- 2) **Exceptional engine cleanliness** because of its high quality base fuel and fully synthetic detergent additive;
- 3) **Better fuel economy** due to its friction modifier and combustion improver additives; and
- 4) **Lower emissions and longer catalytic converter life.**

While PETRON BLAZE 100 EURO 5 is recommended for high-end, high-performance vehicles, other vehicles will get the same power and improved fuel economy because of its special formulation.

"Petron is proud to introduce another revolutionary fuel specially formulated for Philippine driving conditions," Petron President and CEO Ramon S. Ang said.

"With the highest octane rating but the lowest sulfur content, PETRON BLAZE 100 EURO 5 is the best gasoline in the market by far in terms of power, efficiency, and reduced emissions."

"We will continue to innovate and lead in fuels technology so we can put more savings in our customers'

pockets while improving air quality across the nation," Mr. Ang added.

PETRON BLAZE 100 EURO 5 was "road-tested" recently as the official fuel of the Philippine Leg of the 2016 Formula 4 South East Asia (F4/SEA) Championship at the Clark International Speedway in Pampanga.

First introduced back in late 2010, PETRON BLAZE 100 is the first and only gasoline in the country with a Research Octane Number (RON) of 100. With 100 octane, it has exceptional resistance to "engine knocking" that results in uneven fuel burn, greater fuel consumption, and even engine damage.

Petron Corporation is the largest oil refining and marketing company in the Philippines and is a leading player in the Malaysian market. It has a combined refining capacity of 268,000 barrels-per-day and produces a full range of world-class fuels and petrochemicals. It has over 2,800 service stations where it retails gasoline and diesel. Petron is dedicated and passionate about its vision to be the leading provider of total customer solutions in the energy sector and its derivative businesses.

Please visit us at [www.petron.com](http://www.petron.com) for more information.



**DON'T** look now, traffic haters, pretty soon there'll be half a million more reasons to rant.

It has been predicted that 500,000 new vehicles will be sold in the Philippines in 2017. That's a new high, and never before has there been such a plethora of new car brands in the market, offering something for every need, want, and purpose.

# 2017 PRIMER THE 'ROAD TO 500,000' WITHIN SIGHT

By Tessa R. Salazar

For this year alone, up to 380,000 units are seen being added to the country's streets. In 2015, 326,000 units were sold.

Lawyer Rommel Gutierrez, president of the Chamber of Automotive Manufacturers of the Philippines Inc (CAMPI), was confident when he projected that the 500,000-vehicle sales landmark could be reached in 2020, or even earlier "if the current trend continues."

He added that annual car sales for 2017 could balloon further by up to 15 percent.

It was in 2015 when AQ projected that car brands with an established presence in this "car-chipelago" would enjoy a bumper crop of sales, thanks in large part to a robust economy that shows no signs of slowing down, a growing middle class, and increased remittances from overseas Filipinos.

The marketplace only gets better in 2017. Here are just some of the "aces" up the car manufacturers' sleeves, as they prepare to go head-to-head with one another in one of the fastest-growing economies in this side of the planet.



Nissan GT-R

## ICONIC NISSAN GT-R

The sports car of the year of the Car Awards Group Inc is the latest accolade heaped upon Nissan's legendary super sports car. When the Nissan GT-R appeared at the Sept. 14 Philippine International Motor Show at the World Trade Center, many car enthusiasts thought they were dreaming. But it was all real, and even better, because this model was the latest upgrade since its introduction in 2007.

Nissan says the GT-R is seen as a successor to the equally iconic Skyline GT-R. Nissan Philippines said the vehicle's legendary performance on and off the racetrack soon earned the reputation as a machine that could hold its own versus European supercars.

In a statement, Hiroshi Tamura, Nissan's Chief Product Specialist of the GT-R, said: "The new GT-R delivers a heart-pounding driving experience at all times and on any road for whoever sits in the driver's seat. We have continued to push its performance boundaries to the outer limits—it's even more potent than before. At the same time, more refinement has been added to take the entire driving experience to an entirely new level. We're proud to bring you what we feel is the ultimate GT that possesses amazing performance, newfound civility and a rich racing history."

The new Nissan GT-R's exterior has been revamped, across the front end as well as most of the rear end. The new "V-motion" grille, one of Nissan's latest



Maserati Levante

*The marketplace only gets better in 2017, with car sales ballooning further up to 15 percent.*

design signatures, has been enlarged to provide better engine cooling and features an updated mesh pattern. A new hood, which flows flawlessly from the grille, has been reinforced to enhance stability during high-speed driving. The freshly designed front spoiler lip and front bumpers with finishers situated immediately below the headlamps give the new GT-R the look of a pure-bred race car, while generating high levels of front downforce.

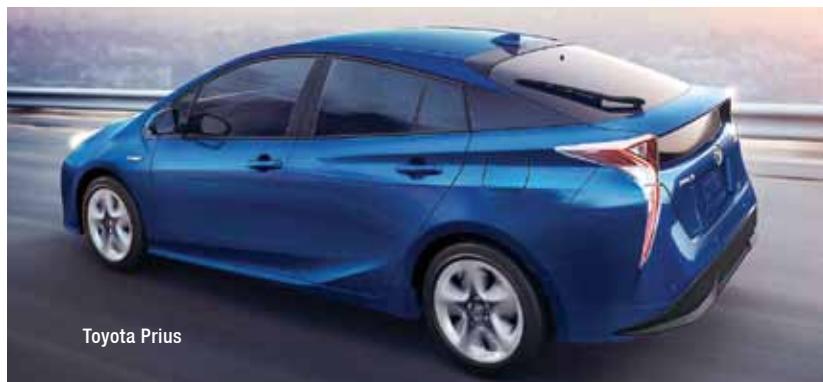
#### STYLISH ITALIAN MASERATI LEVANTE

On October 12, Maserati Philippines officially launched its first SUV, the Levante. With the introduction of Levante, the Italian marque formally completes its product line-up for the first time in Maserati's history.

Guaranteed 100-percent made in Italy, the Maserati boasts best-in-class on-road handling in sport mode as well as on snow and ice, and overall leading off-road comfort. The Levante was named after the warm Mediterranean winds known to change from mild to gale force on a whim, a trait that the Levante displays through its unique on-road drivability and competitive off-road capabilities.

"The Levante is like a new wind that is exciting to the local SUV market. The exclusivity it offers, and the Maserati performance it guarantees, has attracted both young and old aficionados," said Wellington Soong, chair and president of Maserati Philippines.

Based on Italian-style aesthetics, the Levante design allows the rare combination of spaciousness, coupé lines, and aerodynamic efficiency, the best in its segment at a Cx coefficient of 0.31.



Toyota Prius

Technical features such as air suspension and the Q4 AWD system, which come as standard equipment, and the high level of customization, Sport or Luxury, have resulted in Levante's thoroughbred on-road handling as well as solid off-road capabilities.

With the Levante, Maserati has made extensive use of lightweight materials and the ideal 50-50 percent weight distribution, and thus has come up with a unique and agile luxury SUV that has the lowest center of gravity in its class.

The latest Maserati 3-liter V6 engine is packed into the Levante. The Trident offers two versions of the twin-turbo gasoline engine and the economical turbodiesel, which are globally acclaimed for their unique Maserati signature sound and for their exceptional performance. The petrol Maserati V6 engine with latest GDI and twin-turbo is available in two versions: the top-of-the-range 430 hp and the exciting 350 hp. The most powerful Levante makes it from 0 to 100 kph in 5.2 seconds and has a top speed of 264 km/h, while the 350-hp version makes it to 100 kph in 6 seconds and 251 kph, respectively.

The Levante is also available in a common-rail, direct injection turbodiesel V6 with reduced dwell time injectors. The 3-liter engine is capable of 275 hp and makes 0 to 100 in 6.9 seconds, with a 230 kph maximum speed while keeping the fuel economy as low as 7.2 liters/100 km under the New European Driving Cycle (NEDC).

The introduction of the Levante coincides with Maserati-exclusive innovative features such as safety and convenience options, brand-new Human Machine Interface, dedicated cargo solutions, Adaptive Cruise Control with Stop & Go function, Forward Collision Warning and Brake Assist System, Lane Departure Warning, Surround View camera, capacitive 8.4-inch Touch Screen display with brand new rotary control, plus the AHA function, an addition to the Maserati Touch Control Plus which extends the AM, FM and DAB digital radio with a network connection

option: the AHA function dialogues with the user's network-connected mobile device to give access to online services (radio stations, programs) while the vehicle is moving.

Exclusively produced in Italy at the historic Mirafiori plant, the Levante marks the continuation of Maserati's over 100 years of dedicated craftsmanship.

#### 4TH GENERATION PRIUS

Toyota also introduced the all-new Prius at the PIMS, with its striking new design, exuding a more solid stance due to a lower center of gravity compared to its previous generation. This, in return, achieves vehicle stability with minimized roll and an enhanced fundamental driving performance.

The Prius is built entirely on a new platform called the Toyota New Global Architecture (TNGA). TNGA, according to its engineers, is the extension of the Toyota Production System which would help Toyota build ever better cars using standardized platforms, powertrains and major components, to make cars that require fewer resources to build, give a safer



Honda BR-V



Kia Soul

drive, and greater fuel-efficiency.

First introduced globally in 1997, the Prius has long been a representation of Toyota's commitment to the environment, bringing sustainable, innovative and exciting mobility solutions to the public.

As the pioneer in hybrid technology, Toyota continues to push forward that commitment as seen in its newest vehicle in the brand's line-up.

#### HONDA'S 7-SEATER BR-V

Honda Cars Philippines Inc (HCPI), Honda's automobile business unit in the Philippines, unveiled the all-new 7-seater SUV, the BR-V, also at the PIMS.

BR-V aptly stands for "Bold Runabout Vehicle", and was conceived from the "Advanced Scene Hunter" grand concept, an idea that underscores confidence and boldness in embarking on new adventures with family and friends, wherever the destination may be. This is achieved through its bold stance, high ground clearance, sleek body, and premium driving feel. Honda R&D Asia Pacific Co Ltd developed the concept through extensive market research to cater to the Filipino family's taste for style, practicality, and adventure. The BRV comes in two variants—the 1.5 S CVT variant and the 1.5 V Navi CVT top variant.

The BR-V exterior is inspired by the "Active-Solid Motion" exterior design concept. The projector headlights with LED guide type position lights and front bumper skid garnish offered in the top variant accentuate the powerful presence of the front fascia. The wide and striking front grille design effectively expresses the Honda front face identity. The fog lights, roof rails with silver finish, and 16-inch alloy wheels standard on both variants further highlight the black-clad, sporty profile of the All-New BR-V. The LED tail lamp in C-character also gives its rear a broad appearance that perfectly complements the vehicle's wide-looking facade.

Its 201-mm ground clearance gives the driver confidence on any road surface. It measures 4,456 mm long; 1,735 mm wide; and 1,665 mm tall. It also has a wheelbase

of 2,662mm. With just the right body size, parking and maneuvering is relatively easy.

Honda also showed off an even sportier New HR-V Mugen prototype at the PIMS. The new accessorized prototype for Honda's Crossover Compact SUV is exhibited to reflect Honda's constant development and innovation to provide products that will be appreciated by the Philippine market. The New HR-V Mugen prototype boasts an even bolder athletic appeal with additional cosmetic upgrades from the current HR-V 1.8 EL Mugen. The new HR-V Mugen prototype is designed with a new Mugen front grille, new 17-inch alloy wheels, new Mugen Side Stripe Sticker, and a Modified Tailgate Spoiler. To complete its aggressive sporty look, it retains the current HR-V 1.8 EL Mugen's Front Under Spoiler, Side Under Spoiler, Rear Under Spoiler, and Mugen Emblem.

#### 2017 ISUZU D-MAX

The 2017 Isuzu D-Max, which recently won the Truck of the Year at the Car of the Year-Philippines, was officially unveiled by Isuzu Philippines Corp a few days before PIMS.

The new D-Max is characterized by numerous exterior styling changes that make the model look more muscular and modern. It has bolder hood, grille and bumpers, as well as LED Daytime Running Lamps, a tailgate with spoiler shape design and larger 18-inch alloy wheels fitted with 255/60 tires. The pickup's interior has also been refreshed with new electroluminescent instrument meters, colored multi-information display, passive

entry with push-button engine start/stop function, and a gear indicator readout for the manual transmission variants. Besides the equipment upgrade, adding to the 2017 Isuzu D-MAX's star quality is its new brand ambassador—sportsman, actor, model and host Derek Ramsay.

Three versions of the 2017 Isuzu D-MAX were displayed: A 4x4 LS A/T in standard specifications and Obsidian Gray color, a Venetian Red 4x4 LS A/T that has a lifted ride height and is decked out in various off-road accessories, and a Splash White 4x2 LS M/T in special X-Series Edition.

Expect Isuzu's mu-X SUV to be marketed heavily in 2017, since two units of the mu-X premium SUV were part of the PIMS attractions. The first variant was a mu-X 4x2 LS-A A/T in a stunning Limited Edition package and Garnet Red color, while the other was a standard specification mu-X 4x2 LS-A M/T painted in elegant Silky Pearl White.

#### KIA SOUL 7-SPEED DCT

Kia will bare more of its Soul in 2017. During the PIMS, the Korean carmaker proudly displayed its Soul brand with 7-speed DCT (Dual-Clutch Transmission). The DCT Technology, the first of its kind for the brand, was developed from the ground up at Kia's R&D Center in Namyang, Korea. The DCT allows drivers to smoothly shift from gear to gear, and allows one to switch from automatic to manual mode. **AQ**



Isuzu D-Max

# Isuzu Philippines continues to promote road safety through driver training program



**A**PART from its various corporate social responsibility projects pushing for technical education for underprivileged youths, as well as for the protection of the environment, Isuzu Philippines Corporation (IPC) is also concerned with promoting road safety. As part of this advocacy, the company has been holding a series of driver training activities that are designed to help make roads a safer place for both motorists and pedestrians.



On November 14, 2016, IPC mounted the 5th leg of its training series for drivers of Isuzu's heavy-duty truck models. Held at the Honda Safety Driving Center (HSDC) in Paranaque City, the training lecture is done in a classroom environment while the actual driving is conducted in the controlled facility of HSDC to avoid traffic related issues and ensure over-all safety.

"As part of our ongoing efforts to better serve our fleet customers and the public in general, we designed trainings that are intended to equip drivers with essential yet practical techniques on efficient driving and proper risk management while on the road. These help our customers improve cost efficiency and work productivity through driver education," IPC President Hajime Koso said.

The exercises in the training sessions are meant to produce truck drivers who not only are better equipped at handling their vehicles, but also more knowledgeable in operating the various specialized functions of Isuzu's C Series and E Series heavy-duty trucks. The training includes lecture on MJX16 transmission operation, vehicle inspection and maintenance, and proper clutch adjustment.

Along with these, drivers are also taught techniques on how to minimize fuel consumption, as well as imbibe in them defensive driving skills so they may take the proper attitude while on the road.

Upon completion of the training program, drivers who participated are awarded certificates of attendance that attest to their newly achieved level of competency. **QQ**

## Bentley Bentayga

**C**REWE, England-based ultra-premium carmaker Bentley bursts into the sport utility vehicle scene in the biggest way with the release of the Bentayga. Touted as “the fastest, most powerful, most luxurious, and most exclusive SUV in the world,” the handcrafted vehicle is motivated by an all-new, twin-turbocharged six-liter W12 engine. With an exhilarating output of 600bhp and 900Nm, the robust power plant speeds the vehicle from standstill to 100 kph in 4.1 seconds and tops out at 301kph – unheard of in this segment.

Bentley engineers and designers render the Bentayga – named after the Roque Bentayga, a towering peak in Spain’s

Grand Canary Island – into a balanced package of ability and luxury. Athletic and unmistakably premium, it sports four circular LED headlamps and a large matrix grille, calling to mind its siblings in the stable. Bentley commensurately appoints the Bentayga with “one of the world’s finest automotive cabins.” Intricate detailing in metal, wood, and leather – with incredible attention to detail – conspire to yield a bespoke handcrafted interior worthy of royalty. Significantly, Bentley has wrought the Bentayga into a vehicle that boasts ability on and off the road, a perfect daily driver for the well-heeled. **AQ**



## Audi A4

**T**HE all-new A4 is a thoroughly revamped version of Audi's executive sedan. Across the board, it promises enhanced abilities and more intelligent performance. At the crux of the affair is a quiet diesel power plant – a two-liter, inline turbocharged four serving up 150hp and 320Nm. The TDI S tronic variant, mated to a seven-speed dual-clutch transmission, attains 100kph from standstill in 8.7 seconds, all the way up to a top rate of 220kph.

Ingolstadt engineers inject yet again the “Vorsprung durch Technik” (“Innovation through Technology”) ethos into the new Audi, which showcases innovative technologies in lightweight construction and drivetrain solutions. Characterized by well-balanced, usable sportiness, the A4 is at once performance-oriented while offering superb comfort and luxury expected of the four rings.

# PGA Cars roundup

By Kap Maceda Aguila

Audi says “the chassis and steering system filter out unwanted car movements brought about by road imperfections, but in the process, still offer feedback to the driver through the three-spoke, leather-wrapped, multi-function sports steering wheel with shift paddles.” Horizontal lines in both the front and rear fascia serve to widen the car’s stance, as “flowing design with concise lines communicates

the sporty elegance of Audi.” The visual trademark of Audi is present in the LED headlights and running lights. Meanwhile, a newly-developed five-link suspension and power steering system provide dynamic behavior and great ride comfort, even as they aid in reducing fuel consumption.

Within, the A4 is bestowed new accoutrements in the Audi drive select and the new Audi MMI Navigation Plus. The MMI control has been recast, and serves as a convenient main control element. A touchpad is now integrated in the MMI control panel for the infotainment system, which is composed of the MMI Navigation Plus with MMI Touch, and a seven-inch multimedia interface. Finally, the high-tech and customizable Audi Virtual Cockpit, a high-definition digital display, presents information through a 12.3-inch LCD screen. **AQ**





## Porsche 718 Boxster and 718 Cayman

**P**ORSCHE is doing its own disrupting, and the new paradigm appears to be about subtracting cylinders and trimming displacement – while turbocharging to realize bang for the buck. The renowned Stuttgart-based motorsports marque with an incredible collection of over 30,000 trophies in six decades is now more widely substituting naturally aspirated engines in favor of turbocharged ones. Still, its vehicles have lost none of the potency even as they've turned, well, greener.

That's certainly the case in the all-new versions of siblings Boxster and Cayman. Porsche revives its hallowed 718 prefix for the roadster and coupé – a nomenclature that first emerged in 1953 via a racecar marking the evolution of the 550A. With its engine mounted amidships, the four-

cylinder, 1.5-liter 718 enjoyed successes over its bigger-displacement rivals.

While Porsche bids adieu to the flat six of the previous generation, it welcomes heightened performance. A base 2.0-liter engine yields 300hp, while S versions feature a 2.5-liter power plant good for 350 horses. Porsche reports excellent fuel consumption at a best of 14.5 kilometers per liter.

At the local launch of the 718s, Porsche Asia Pacific regional sales manager Alexander Schuchert said, "The completely new chassis tuning once again improves the cornering performance of the mid-engine sports cars, resulting in more agility, stability and of course, driving fun. An even sportier and more dynamic driving experience is realized) through an

enhanced optional Sport Chrono package, including the Mode Switch and Sport response button in the optional GT Sports Steering wheel, which we know of from the Porsche 918 Spyder, aside from the optional PASM sports chassis lowered by 20 millimeters for the Boxster S."

Equipped with PDK and the Sport Chrono Package, the 718s reach zero to 100kph in 4.7 seconds (0.8 seconds quicker

than before); while the S variants reach the rate in 4.2 ticks (0.6 seconds better than the previous model). The top speed of the 718 is 275kph; the 718 S models promise 285kph. Completely retuned chassis in the Boxster and Cayman offer "even more dynamic cornering with enhanced comfort."

Aesthetically, the 718 models are highly sculpted and athletic. Oversized cooling air intakes at the front are not merely for show, but are indicative of the new turbo philosophy at Stuttgart. Viewed from the side, the 718s have redesigned wings and side sills, and sport larger air inlet panels with two fins. The rear fascia meanwhile projects a wider stance. Reimagined taillights showcase three-dimensional LED technology and four-point brake lights. **aq**

## Audi R8

**T**HE most visceral of gut punches complemented with high technology. That perhaps sums up the Audi R8. The first all-new iteration since the nameplate's formal debut in 2006, Audi Philippines has finally taken delivery of the country's first units. For good measure, the company skipped the base variant and opted for the most potent V10 Plus flavor instead. Its engine produces a hefty 610hp – 70 more than the base model – and comes with performance niceties that include, among others, a carbon package, ceramic brakes, sports exhaust, drive select, and rear carbon wing.

A new version of the Audi Space Frame (ASF) appears in the R8. Simultaneously featuring lightness and strength, "large components of the occupant cell consist of carbon fiber-reinforced polymer (CFRP), while the front and rear body modules are built exclusively of aluminum," says Audi Philippines in a release. The second-generation R8 V10 Plus weighs 188 kilos less (at 1,555 kilograms) than the outgoing model.

The naturally aspirated 5.2-liter V10 dishes out 510Nm to speed the vehicle from standstill to 100kph in 3.2 seconds – all the way to 330kph. Also of note: The new R8 revs 20 percent quicker – zero to 8,500-rpm in 0.66 second – than the outgoing model.

The R8 shares a platform with the Lamborghini Huracán, yet the similarity ends there. It is unmistakably all Audi, and derives inspiration from its elder sibling while evolving into its own legend.



There's a bigger grille, full-LED headlights, 20-inch wheels, and a variety of changes both aesthetic and practical. On either side of the R8's wide body are gills with vertical fins to help this NA breathe. The rear fascia is defined by a diffuser and a CFRP fixed wing. For shoes, the R8 wears 245/30s in the front, and 305/30s at the back.

The driver-centric layout is surprisingly comfortable for a true-blue sports car. The steering wheel and instrument cluster line up with the road for a perfect experience. Conveniently located buttons on the wheel can operate all important functions. Audi's MMI Navigation Plus with MMI Touch come standard. Supplanting traditional gauges is the sleek and high-tech Audi Virtual Cockpit, a 12.3-inch, fully digital, high-definition instrument cluster with three visual modes – Infotainment, Classic, and Sport – for legible, user-customizable content. **aq**



By Ron de los Reyes

# **SEMA SHOW 2016 *celebrates 50th year***

Some of the 10  
Best Show Vehicles  
finalists

Photos by Ron de los Reyes, Benjie de los Reyes and Reyra de los Reyes



A modified  
Kia Soul

**T**HE Specialty Equipment Market Association or SEMA holds the world's biggest automotive aftermarket products exposition via an extensive cars, trucks, motorcycles and classic vehicles show every year at the huge Las Vegas Convention Center in Las Vegas, Nevada. The exhibits include the latest in safety, suspension, gears and accessories that make motoring exciting and interesting. Many times there are also out of this world car configurations and restorations participating.



Drifting is a side event.  
Spectators can register to  
go on a joy drift.



The event is so big all the hall space and grounds in the LVCC are occupied with more than 6,000 exhibitors. If one were to visit all the booths, four days may not be enough to cover all.

The SEMA Show 2016 is exclusive to invited traders and media during the November 1- 4 event but on closing day, it is open to the public when the show parades almost all the show cars, motorcycles, big or small, new or classic on the Convention grounds and extending to roads like the Paradise Road. **AQ**



## 2017 HONDA CIVIC TYPE R

The new production-based 2017 Civic recently released is a beauty in itself with a new turbo engine. But a few months after comes the new Alpha male of this model. The new jaw-dropping 2017 Honda Civic Type R has an aggressive look. Honda claims the design was structured for all-out performance, meaning every glance of the exterior meant a bigger essence to improving its drag coefficient. The black and radical carbon look and the 245 tires on 20-inch rims make everyone excited and wanting one. Rumors of the Type R's 300+ horsepower turbo from its 2.0-liter VTEC engine got people wondering how the car can give out above 300 lb-ft of torque to its traditional Civic Type R front driven wheels yet, at the same time, handle more easily than the last stock Honda Civic. While some say it will be released in 2017 or 2018, a type R has never been sold in production locally. We can all cross our fingers if the Honda gods will grant us our very first Type R in the country.



We always wish for a better future. For gearheads, there is no grander way to start the new year than to get a brand-new daily drive topped with a fancy ribbon. Here's my wish list (just in case Santa is still on the lookout for what he'll give to me.)



### ELECTRIC CAR

Probably since the country doesn't have a mass produced electric car, one or two models could be a ground-breaking movement in the local motoring industry. For 2017, new electric cars are set to be released, but which of them will reach our shores first? At a time global warming is high on alert, and caring for the environment is important for future generations, a car with cleaner exhaust, less carbon emissions, and runs on sustainable resources is very important. We have choices in the Hyundai Ioniq, Chevrolet Bolt, the BMW i3, Ford Focus Electric, and of course, the Tesla. With fresh air now a luxury in major cities, these cars could help us give a sigh of relief, comfortably knowing we are making the world a better place to live in. Imagine the future, imagine electric.

### TOYOTA C-HR

Placing a more realistic approach to the Filipinos' love for SUVs, especially those in the emerging small crossover segment (think Honda HR-V, Ford EcoSport, Nissan Juke and the like), Toyota has finally come up with its very own offer. Especially with the absence of the new Toyota RAV4, the unveiling of the Toyota C-HR is a welcome

development. Toyota says this model is smaller than the RAV4 but its innovative design will certainly make people look at the car more than twice. At first glance, you might think it's a coupe. A second look finds you gazing at a four-door high rider with hinges properly tucked away to deceive the untrained eye and make it look like a coupe. Under the hood is a 1.2-liter turbocharged engine or a hybrid option of a 1.8-liter powerplant. With such engines in the bay of the C-HR, it will be left to our imagination how this SUV runs economically. Let's just hope if it does find its way into the country.

### MERCEDES CONCEPT X-CLASS

For people looking for luxury and adventure, they should look at the Mercedes Concept X-Class. If there's such a thing as "glamping" (glamorous camping), then the X-class is its version on wheels. Its futuristic styling makes the pickup look classy yet an articulate beast on the trail. The pickup is designed to be a Stylish Explorer or a Powerful Adventurer. The proper city looking variant runs on 22-inch wheels and features a full-crew cabin with a compact cargo bed. As to the rugged

version, it rides on chunky off-road tires and offers exceptional ground clearance for your Pinatubo adventures. Power of the X-Class is said to come from a V6 diesel engine with a 4Matic permanent all-wheel drive system. A transfer case with reduction gear and two differential locks makes passing through tough terrain a breeze. The X-Class features the latest in driver assistance technology coming from radars, cameras, and ultrasonic sensors. This is one vehicle you'd surely want to see in the city and off road. Too bad Mercedes-Benz isn't reported to be selling the car in Asia so we'd have to keep on wishing for a miracle. Maybe trying to get in touch with Filipino designer of the X-Class, Wini Camacho, to convince Mercedes-Benz to sell this model to his fellow Pinoys would be a good idea.





# Dream hard enough for that 'dream car'

By Ivan A. Isada



## TOYOTA SF-R

The rise of the rear-wheel-drive two-door cars in the Philippines has been observed in recent times, notably with the unveiling of the Toyota 86, Subaru BRZ, Hyundai Genesis, and Mazda Miata. We could all use a sports car that is more manageable and even more affordable. I'm thinking of the Toyota SF-R; the small front mid-engine vehicle that can coax up to 130 hp in a naturally aspirated 1.5 engine with 115-120 lb-ft of torque and paired with a manual 6-speed gearbox for that classic sports car feel. The small sports car is said to offer the basic necessities for a fun, pleasing two-door ride.



You'll never know what might come in the near future. Dream hard enough and, who knows, the opportunity to find your dream car might actually present itself this 2017. **aq**

## FEATURE

SUZUKI Philippines (SPH), the pioneer manufacturer of compact vehicles, officially launched the all-new Super Carry at the Megatent Events Venue in Quezon City.

Bringing in additional lineup in the utility commercial vehicle segment, an emerging segment with 11% percent year-on-year growth, SPH aims to cater to the needs of small to medium-sized businesses.

"Super Carry is brought to the Philippine market with the objective of improving business processes and operations especially among small and medium sized businesses which comprise more than 90 percent of the overall in the country" said Mr. Shuzo Hoshikura, Suzuki Philippines General Manager for Automobile.

"We seek to help more businesses flourish and reach their maximum potential and what better way is there than through this reliable workhorse," he continues.

Following the ever-growing number of MSMEs in the country are corresponding implications. Among these are the daily inconveniences brought by the pressing need for transport vehicles such as heavy traffic,



Super Carry Pick-up Truck

Super Carry Utility Van



Super Carry Cargo Van

cubbyholes, trays, pockets and storage spaces for documents, food items and other necessities.

Underneath the seats are thick glass fiber heat shields for better insulation. The bulb/balloon type weather strip in the Super Carry also lessens noise, vibration and harshness (NVH).

To add to the driving comfort, its pedals, gear shift knob and instrument panels are all ergonomically positioned.

The vehicle's rear window is also bigger and can readily be opened with an

# Suzuki Philippines offers the all-new Super Carry



Suzuki Philippines unveils the all new Super Carry at the Megatent Events Venue. (from left to right) Suzuki Philippines' Managing Director/Treasurer Mr. Norminio Mojica, General Manager for Automobile Mr. Shuzo Hoshikura, Assistant to the General Manager Mr. Kennosuke Ouchi

increasing fuel costs, uneven road conditions and worsening pollution.

Built to endure the toughest of conditions, this utility commercial vehicle is designed to address such issues. Equipped with strength, high quality performance, superior loading capacity and a Euro-4 certified Diesel engine, Super Carry is really meant to serve as a perfect vehicle fit for any kind of business' requirements in a manner that truly cares for the environment.

## HIGH PERFORMANCE

Offering superior loading capacity with an area of 3.25 sqm and a maximum capacity of 735 kg, Super Carry is equipped with a light steering wheel and a low turning radius of 4.3M which allows effortless driving no matter how heavy the cargo is and ensures easy maneuverability even in tight areas.

It features latest automotive technologies

– the 793cc, 2-cylinder and DDis Euro-4 diesel engine with 5 speed manual transmission, and a peak power of 32 HP @ 3,500 RPM and torque of 75 NM @ 2,000 RPM – making the vehicle more cost efficient and eco-friendly than others of the same caliber. It consumes a mere liter of diesel for an average distance of 22.07 km which makes going around for errands less costly and more practical.

The new engine is also equipped with an Engine Control Module or ECM that monitors its condition during servicing and ensures continuous peak performance. It complies to the latest regulations on emissions standards and exhibits lower emissions than Euro-2 engines at 68 percent less particulate matter emissions, 57 percent less nitrogen oxides emissions, and 50 percent less carbon monoxide emissions, for a more environment-friendly driving.

## COMFORT & CONVENIENCE

The designers of the Super Carry gave careful thought to the comfort and convenience of the driver and passengers and enhanced both via the vehicle's spacious interior and cabin features.

With the driver seat adjustable up to 90mm coupled with the extended portion of the passenger seat, there is enough legroom and space for the driver to lie down and combat fatigue in between long drives.

The cabin also features numerous

ergonomically placed locking mechanism. This allows a large amount of air to flow inside the cabin when needed.

## SAFETY & SECURITY

Fitted with theft prevention measures, Super Carry features a lock-on fuel tank cap, a secured spare tire mounting bracket, and battery with provision of lock.

Inside the cabin, the seats are equipped with a 3-point Emergency Locking Retractor (ELR) seatbelt.

The Super Carry ensures superior braking performance via a front ventilated disk brake for better heat dissipation, plus drum brakes on the rear featuring Load Sensing Proportioning Valves (LSPV) for stabilized braking in different load conditions.

Sealing the deal are the high tensile and galvanized chassis materials used in the Super Carry. The galvanized materials provide more resistance to rust while high tensile materials limit intrusion inside the cabin.

Its integrated sheet metal body front panel enhances body quality and rigidity, as well as, ensures the driver's safety. This is complemented up front with a bigger windscreens for better driver visibility.

## ACCESSORIES

The Super Carry has a 1 DIN Audio Unit with Built-In speaker featuring AM/FM Tuning, USB/SD Interface, Auxiliary input and LCD display will make driving the Super Carry more enjoyable. 



## Chevrolet Philippines Introduces the new 2017 Trailblazer

After its successful regional launch in Cebu last month, the New 2017 Chevrolet Trailblazer is now officially made available in the country through Chevrolet Philippines – The Covenant Car Company, Inc. (TCCCI), the exclusive importer and distributor of Chevrolet vehicles and parts in the Philippines.

The New 2017 Chevrolet Trailblazer midsize SUV brings together superior levels of refinement, styling, comfort and technology with class-leading performance and drivability to meet the versatile demands of increasingly discerning drivers.

### POWER-DRIVEN RIDE

The New 2017 Chevrolet Trailblazer boasts of a refined exterior and newly designed dashboard, but still maintains its powerful performance on the road. The Euro 4-compliant 2.8L Duramax four-cylinder turbo-diesel engine offers better performance, improved fuel economy and lower emissions. With its Variable Geometry Turbocharger (VGT), the 2.8-liter variants produce best-in-class 200 horsepower and 500 Nm of torque. The engine line's 2.5-liter variant, on the other hand, yields 163 horsepower and 380 Nm of torque.

Complementing the improved engine is a tougher, more rigid chassis and fully boxed frame, which are designed to improve ride stability and drive comfort through unparalleled driver control.

The new Trailblazer features Electric Power Steering (EPS) that makes steering effort lighter in the city and at parking speeds. This is achieved by reducing power assist proportionately as speed builds, hence, the driver gets a properly weighted steering feel at highway speeds. Over long distances, this technology makes up the track gradient and reduces judder generated by the imbalance of the wheels.

Its cruise, radio and phone controls are embedded in its jet black, leather-wrapped steering wheel, ensuring that safety and entertainment are always within reach.

To ensure the ride is as quiet as it is refined, the Trailblazer benefits from a new wind noise package that was developed with newly redesigned door, window and windshield seals; front door glass that is 10 percent thicker; and a new aerodynamic headlamp design. As a result, the new Trailblazer is 8 percent quieter on the road than its predecessor.



### REFINED TOUGHNESS

On the outside, the New 2017 Chevrolet Trailblazer has more angular lines that exude refined toughness, while retaining its strong proportions that underlines its go-anywhere capability. Its dual-port front grille, bumper and lamps that now come with daytime running lights, give the midsize SUV its sophisticated exterior.

It also sports its signature goldenrod bowtie that represents Chevrolet's strong reputation of being a global leader in the highly competitive SUV segment.

The top-of-the-line Trailblazer Z71 variant sits on a set of 18-inch gunmetal wheels that add to the vehicle's sturdy, good looks.

The New 2017 Chevrolet Trailblazer is available in 7 exterior paint options: Pull Me Over Red, Summit White, Satin Steel Grey, Black Meet Kettle, Mountain Blue, Auburn Brown, and Switchblade Silver.

### SOPHISTICATED CABIN

Inside, the New 2017 Chevrolet Trailblazer boasts a freshly designed dashboard and front console with a modern upmarket feel, enhanced by soft-touch materials and contrast stitching. The full seven-seater's "theater-style seating" allows second- and third-row occupants a better all-around view. It offers generous interior space with flexible seating configurations to accommodate various cargo-loading requirements.

The new Trailblazer is fitted with new technologies that allow driver or passengers to project a simplified version of their smartphone screen onto the car's touchscreen. The Chevrolet MyLink Infotainment System has a wide, 8-inch touchscreen display, Bluetooth connectivity, and is compatible with multiple smartphone OS, making connections easier

wherever you are on the road. Complemented by Siri Eyes Free and voice recognition software, making calls, navigating maps and browsing through music are made easier through verbal commands – ensuring your hands never have to leave the steering wheel.

### TOP-NOTCH SAFETY

As safety and convenience for the family remain Chevrolet's number one priority, the new Trailblazer comes with a host of active and passive safety features that include Traction Control System (TCS), Anti-lock Braking System (ABS), Panic Brake Assist (PBA), Electronic Brake Force Distribution (EBD), Electronic Stability Control (ESC), Hill Descent Control (HDC), Hill Start Assist (HAS), Anti-Rolling Protection and Trailer Sway Control. Front airbags for the driver and passenger are also present.

The Z71 variant also comes with other technological and safety features including Forward Collision Alert, Front and Rear Parking Assist, Lane Departure Warning, Side Blind Zone Alert, Rear Cross Traffic Alert, and Tire Pressure Monitoring System. It also features Remote Engine Start that, using the key fob, the engine can be started, allowing the cabin to be cooled sufficiently before the family enters the vehicle.

The New 2017 Chevrolet Trailblazer comes with a special 5-year warranty coverage: 3-year bumper to bumper warranty plus a 2-year warranty on the Power Train or 100,000 kilometer, whichever comes first. Chevrolet owners are automatically enrolled in the 24/7 Chevrolet Emergency Roadside Support for 3 years, with an option to renew on the 4th year of ownership. 



## 2016 OVER-ALL WINNERS

### CELEBRITY CLASS

- |                   |   |                 |
|-------------------|---|-----------------|
| Over-all Champion | - | Jinno Rufino    |
| 2nd Over-all      | - | Fabio Ide       |
| 3rd Over-all      | - | Jericho Rosales |

### PROMOTIONAL CLASS

- |                   |   |               |
|-------------------|---|---------------|
| Over-all Champion | - | Kiko Dysico   |
| 2nd Over-all      | - | Marc Martinez |
| 3rd Over-all      | - | Aira Medrano  |

### SPORTING CLASS

- |                   |   |                |
|-------------------|---|----------------|
| Over-all Champion | - | Steve Bicknell |
| 2nd Over-all      | - | Gerard Loy     |
| 3rd Over-all      | - | Miko Maristela |

### SUPER SPORTING CLASS

- |                   |   |                 |
|-------------------|---|-----------------|
| Over-all Champion | - | Allan Uy        |
| 2nd Over-all      | - | Estefan Rivera  |
| 3rd Over-all      | - | Basti Escalante |



Participants of Toyota Vios Cup Season 3 with Toyota Motors Philippines Officials

# Allan Uy is Vios Cup Season 3 Champion

**D**ETERMINATION proved to be the greatest weapon for Toyota Quezon Avenue's seasoned driver Allan Uy (Toyota Quezon Avenue) to weather big struggles on the track as the recently-crowned Toyota Vios Cup Season 3 Overall Champion.

Uy was way off the list of top contenders for the coveted plum when his engine failed him, garnering no points during Race

5 and 6 of the disappointing Round 3 at the Clark International Speedway. Armed with a keen focus on details and strategy, and most of all, a big fighting heart, Uy staged a big comeback in the season finale also at the Clark International Speedway as he captured the crucial victory in Race 7 and finished seventh in Race 8 despite being ganged up by the top contenders.

Earning a total of 48 points in the final leg, Uy finally saw the light of glory, ending the season with a total of 111 points to clinch the Super Sporting Class title and eventually claim the overall plum of this event, powered by Bridgestone, ROTA, Motul, Toyota Racing Development Denso, AVT, Brembo, OMP, and TuasonRacing.com.

"It has been a rough but fruitful journey this season. Being part of the Vios Cup ever since it started two years ago has been a humbling experience. Going through tough struggles made me stronger and rewarded me with nothing but the best this year," said Uy.

Estefano Rivera (Toyota Alabang) emerged the overall first runner-up with 103 points while Basti Escalante of the Obengers saw his best season so far as he bagged the second runner-up title with 90 points. Dominic Ochoa (Toyota Quezon Avenue)



Allan Uy with Toyota Motor Philippines president Satoru Suzuki.

wound up fourth overall with 83 points, and Daniel Miranda (Obengers) got fifth overall with 82 points.

With regard to the Bridgestone Sporting Class, Steve Bicknell (Toyota San Fernando) won the crown with 112 points over Gerard Loy (Toyota Dagupan) with 108.5 points and Miko Maristela (Toyota Quezon Avenue) with 105 points. Sean Velasco (Toyota Cebu) gained 90 points as fourth placer while Sam YG got fifth place with 79 points.

For the ROTA Promotional Class, Kiko Dysico (Toyota Cabanatuan) copped the title with 109 points over Marc Martinez (Marcars) with 98.5 points. Aira Medrano (Toyota Alabang) and Oliver Matias (Toyota San Fernando) both got 98 points but Medrano took advantage of having more podium finishes for the season making her earn the third spot while Matias holding the fourth place. Oscar Suarez (Toyota Cebu) landed fifth place with 80 points. Moreover, Jinno Rufino bagged the ROTA Celebrity Class crown over Fabio Ide and Jericho Rosales with 111 points. In addition, Vios Cup Season 3 also saw celebrity drivers Joyce Pring, Jasmine Curtis Smith, Derek Ramsay, and Arci Muñoz rise up to the challenge on the track.

Toyota Motor Philippines' (TMP) very own President, Mr. Satoru Suzuki was elated about the outcome as he noted that "the Vios Cup Season 3 proved to be nothing short of the first two seasons and success is starting to be a tradition for TMP's flagship program."

In fact, the influx of new drivers and the emergence of more champion-caliber young drivers resulted to an even more phenomenal Vios Cup Season 3 as the level of competition stepped up, which created tougher rivalries, more drama, and more thrilling plots that preserved the unpredictability of the series to the very last lap. **aq**

# Win a Lexus and free Caltex fuel worth P100,000 with Robinsons Rewards Card Christmas promo

**T**HIS Christmas lucky motorists will have a chance to drive home a brand new Lexus compact luxury crossover courtesy of Robinsons Rewards Card each time they fuel up at Caltex.

From November 15, 2016 to January 15, 2017, Robinsons Rewards members will earn one (1) e-raffle entry for every Php1,000 single-receipt purchase at participating Caltex stations and Robinsons stores nationwide. More fuel ups mean more chances to win the brand new Lexus NX 200t. The lone car winner will also get a year's worth (P100,000 worth of StarCash) of free Caltex with Techron fuel.

Ten raffle winners will also get StarCash worth P10,000 each and another ten winners receiving Robinsons Gift Certificates, also worth P10,000 each. To earn an entry, customers simply have to present their Robinsons Rewards Card upon purchase.

"Chevron's Christmas tie-up with Robinsons is another testament of its continuing thrust in strengthening relationships with its motoring clients. By tapping into its extensive partner network and sponsoring

programs like the Robinsons Rewards Card Christmas Promo, Caltex ensures that loyal customers are rewarded with value-added on top of the products and services they get with each trip to our stations," said Peter Morris, country chairman, Chevron Philippines Inc., marketer of the Caltex fuel and lubricants.

Chevron offers high quality products and services, as part of its commitment to motorists' safety. The Caltex™ brand was recently reformulated with the new Clean & Glide technology, which optimizes engine protection, fuel economy, and power with continued use, for a smoother motoring experience. Earlier this year, Chevron was able to ensure that all its fuel products complied with Euro 4 standards. Motorists will get the dual value of gassing up with Platinum and Silver with Techron while also contributing to lesser emissions with the Euro 4 standards that are currently being implemented by the Energy Department.

Consumers can avail of the promo at



Caltex stations and Robinsons stores, including Robinsons Department Store, Robinsons Supermarket, Robinsons Selections, Robinsons Easymart, Robinsons Appliances, Handyman, True Value, True Home by True Value, Robinsons Builders, Toys "R" Us, Daiso Japan, Robinsons Specialty Stores (Topshop, Topman, Dorothy Perkins, Miss Selfridge, Burton Menswear, Warehouse, and G2000), Shiseido (stores operated by Robinsons Specialty Stores, Inc.), and Benefit (stores operated by Robinsons Specialty Stores, Inc.).

Robinsons Rewards Card Christmas 2016 promo winners will be announced on February 27, 2017. **aq**

## Chevron 'Week of Caring' addresses children's needs in education, safety, health, environment



CPI employees interact with pediatric cancer patients at the UP-PGH Cancer Institute during the arttherapy session on Day 4 of Chevron's Week of Caring.

**F**ROM a Makati public school to a beach in Batangas, from pediatric cancer patients to special students; children received extra attention during the recently held 2016 Week of Caring(WOC), the annual corporate volunteer program of Chevron Philippines Inc. (CPI). For five days from September 19 to 23, 2016, about 500 CPI employees engaged in various volunteer activities that addressed children's needs in education, safety, health and the environment.

CPI employees donated a total of 880 hours of charity work doing school renovations, teaching road-safety, creating artwork and cleaning a coastline. In all these activities, the volunteers were joined by children who will benefit from the projects.

Together, employees and kids painted walls, shelves, armchairs, and gates. They learned how to color murals and create greeting

cards. They discovered why road-safety is important especially in Makati where the students and employees are neighbors. Even hauling trash from the beach in San Pascual, Batangas to clear the way for endangered Olive-Ridley sea turtles was completed with employees, students and other volunteers working alongside each other.

The beneficiaries of the 9th edition of the annual WOC from day 1 to 5, respectively, were pupils of Bay Central Elementary School (BCES) in Los Baños, special kids of the SPED Learning Center (SLC) in Calamba, students of Makati Elementary School, patients of the pediatric cancer ward of the Philippine General Hospital (PGH) and the community of San Pascual, Batangas for the coastal cleanup.

With the four schools and PGH, about 4,000 children will benefit from the CPI volunteers' labor of love. The figure doesn't not include the residents who will benefit from the collection of 2.5 tons of trash from their coastline during the coastal cleanup.

"Focusing on environmentalism, health, education and safety, we were able to log in volunteer work that filled a week of truly caring for the community. It gets better and better every year, as we strive to reach out to more communities. The more the employees give a hand, the more inspired and motivated they become about valuing their work and their contribution to society," said Peter Morris, country chairman of CPI.

With diversity as one of the corporate values of the company, Chevron believes that active involvement in a variety of community services makes for well-rounded and high-performing employees. Aside from Week of Caring, CPI is involved in various other social investment projects. **aq**



## Serve Like Nadal and Get the Chance to be the Next Lucky Driver to Experience the 2017 Australian Open, LIVE!

**C**OLOMBIAN Autocar Corporation (CAC), the exclusive distributor of Kia vehicles in the Philippines will once again be flying another pair of tennis fans to experience the Australian Open, live, with Kia Lucky Drive to Australia. Fans of the sport may test-drive a Kia for a chance to win a trip for two to Melbourne for a complete Australian Open experience.

Aside from witnessing the world's best tennis players duke it out in the first Grand Slam of 2017 at the Rod Laver Arena, the lucky winners will also have a full Grand Slam adventure themselves as they get the chance to participate in a variety of Australian Open themed events for the length of their stay.

CAC President Ginia R. Domingo highlighted the brand's commitment to sporting excellence and providing the best experience for their fans.

According to her, "Kia has been sponsoring major sporting events across the globe and is now in its 15th year of supporting the premier tennis tournament in Asia and the Pacific, the Australian Open. We at Kia are always excited by the opportunity

to grant a lucky fan the experience of a lifetime, including the unique opportunity to witness a world-class sporting event up close."

Domingo adds: "This year, we're offering up a fun and wacky way for Kia fans to participate in the Lucky Drive to Australia promo, featuring our brand ambassador, Spanish tennis sensation, Rafael Nadal."

From November 4 to December 22, 2016, fans can show up at participating Kia dealerships and test drive any of Kia's modern and vibrant offerings to qualify for the Kia Lucky Drive to Australia promo. Kia's helpful sales representatives will guide you through the registration process as you pose for a photo of your best impression of Rafael Nadal' sin-match expressions. Your registration will qualify as your raffle entry for the promo.

Don't miss this opportunity to witness one of the world's greatest sporting events. Drop by your nearest Kia dealership and be the next lucky fan to fly to the Australian Open in 2017. 

## Nissan inaugurates new Sucat dealership with innovative showroom design

**C**ONTINUING its drive of providing innovation and excitement for its customers, Nissan Philippines, Inc. (NPI), the sole national sales company of Nissan in the Philippines, recently unveiled a new global retail visual identity, with the opening of the new Nissan Sucat dealership.

"This new visual identity is intended to become more inviting to our customers and at the same time showcase Nissan cars at its most attractive and exciting way," Ramesh Narasimhan, NPI President and Managing Director said. "It also gives our dealers a fresh, new look that projects a reinvigorated, stronger Nissan. A Nissan that promises one to rediscover excitement, whether being behind the wheel, or as a passenger in any of our refreshed fleet of vehicles."

The Nissan Retail Environment Design Initiative or NREDI 2.1 is a global retail visual design rolled out by Nissan Motors Co. Ltd. to its global network unifying different markets under one visual identity. Its philosophy is centered on enhancing Nissan customer experience through premium comfort and innovative services.

Nissan Sucat, under the management of Tetra Sales and Services Inc. (TSSI), considers this as a significant milestone for Nissan and

for their company. "With the implementation of the NREDI 2.1 for the first time under our group, we at TSSI are proud to continue upholding the driving spirit of innovation and excitement that is inherent in the Nissan DNA," said Felix Limcaoco III, TSSI President. "We are also proud to say that, as the largest dealer group, we are committed to help boost a stronger consumer trust and confidence for the Nissan brand."

Designed to enhance the customer's journey and buying experience, the new showroom is now twice the size of a normal dealership with a total area of 781 square meters. The Nissan design initiative revolves around five key components:

1. the iconic red Nissan tablet at the showroom entry and pylon;
2. an exciting red "Nissan Drive" that is an intuitive guide for clients navigating through the Nissan brand experience;
3. a variety of consultation areas;
4. a premium shared lounge equipped with a bar; and
5. an exclusive delivery area where clients can feel special upon receiving their brand-new vehicle for the first time.

These are some of the elements that are seen to work together to provide customers



with an optimized customer-centric experience that seamlessly blends all touch points of the buying event with an integrated approach to selling tools and customer experience.

The openness, customer-comfort and transparency integral to the NREDI 2.1 design concept offers Nissan customers a first-class experience, be it in purchasing or servicing a vehicle. In keeping with the continuing evolution of the Nissan brand of providing the best customer-centric automotive experience, customers can expect more of the NREDI 2.1 to be rolled out soon to other Nissan dealerships in the immediate future. 



From left to right: Mr. Yasuyoshi, President, CEO, COO and Representative Director, JACCS Co. Ltd., Mr. Hiroyuki Uchida, Minister for General Affairs, Consul General, Embassy of Japan, Mr. Mikihisa Takayama, President and CEO, MMPC Auto Financial Services Corp., Ms. Teresita Sy, Chairperson, BDO, Mr. Nestor Tan, President and CEO, BDO, Mr. Shigeki Dantani, Vice Chairman, Sojitz Corp. and Mr. Yoshiaki Kato, President and CEO, Mitsubishi Motors Phils. Corp.

## MMPC AUTO FINANCIAL SERVICES CORP. FORMALLY STARTS AUTO FINANCE BUSINESS

**M**PC Auto Financial Services Corporation or MAFS held its inauguration ceremony at Conrad Hotel to officially announce the start of its auto finance operations for buyers of Mitsubishi vehicles in Metro Manila and selected Provinces in Luzon.

During the ceremony, Mr. Mikihisa Takayama, MAFS President and CEO, announced that MAFS aims to cover all MMPC Dealers in Luzon within the 1st quarter of 2017 and Vismin Dealers within the 2nd quarter of 2017. All of MMPC's 49 outlets nationwide therefore will be fully covered before the end of the 1st semester next year.

In his speech, Mr. Takayama remarked that with the continued growth in automotive sales, the entry of MAFS in auto financing will enhance MMPC's retail business because of attractive and flexible loan products. MAFS will strive to make owning a Mitsubishi vehicle much easier.

MAFS is a joint venture between Mitsubishi Motors Philippines Corp. (MMPC), BDO Leasing and Finance Inc., Sojitz Corp., and JACCS Co. Ltd. and its office is located at the 38th Floor, Robinsons Equitable Tower, ADB Ave. corner Poveda St., Ortigas Center, Pasig City. Tel. No. 668-1490 or 688-1200. **AQ**

**M**ITSUBISHI Motors Philippines Corporation (MMPC) in its commitment to the Comprehensive Automotive Resurgence Strategy (CARS) Program recently held a ceremony to acknowledge local parts suppliers who will take major role in the local production of the Mirage and the Mirage G4 models beginning on January 2017. The Mirage and the Mirage G4 are among MMPC's bestselling models considering their outstanding value proposition, and fuel economy. Both models have also propelled MMPC to number 2 position in the passenger car category.

A total of twenty five suppliers were



## Mitsubishi Motors Philippines and partner suppliers reaffirm participation to PH government's CARS program

awarded the Certificate of Participation. This is just the first batch of suppliers who have firmed their involvement under MMPC's Local Parts Manufacturing Program. The awarding of the Certificate of Participation to the suppliers was headed by Mitsubishi Motors Corp. (MMC) General Manager for Philippine Business Office, Mr. Ken Kataoka, Mr. Toshihiro Ito, MMC Manager for Global Procurement Department, Sojitz Corp.'s Assistant General Manager, Mr. Junya Masuda and MMPC President and CEO, Mr. Yoshiaki Kato. Joining MMC, Sojitz Corp. and MMPC's executives on the awarding of the certificates were Department of Trade and Industry's Undersecretary Ceferino Rodolfo, Board of Investments' Governor Henry Co, Mr. Romulo Manlapig, Assistant Secretary & BOI CARS Program Director

and Embassy of Japan Trade & Commercial Attaché, Mr. Junichiro Suzuki.

This significant event marks another milestone as MMPC partakes in this government program. It can be recalled that last June 2016 the Department of Trade and Industry's Board of Investments approved MMPC's application to participate in the CARS Program. Following this approval, a ground breaking of the stamping shop soon was held at MMPC plant facilities at Sta. Rosa, Laguna. Last October, Mitsubishi Motors Corporation Chairman and CEO Osamu Masuko signed a Letter of Intent with the Philippine government dignitaries and witnessed by President Rodrigo Duterte during his Japan visit. The Letter of Intent reconfirms both parties' commitment to the CARS program and contribution to the

Philippine auto industry under the Duterte administration. MMC has invested Php 4.3 billion to support this program.

MMPC's participation on the CARS Program is expected to significantly contribute to the local automotive industry and the economy. Under this program MMPC is poised to create more jobs not only for the company but also to its local parts suppliers. MMPC, just recently started its second shift operation in preparation to the soon local production of the Mirage and Mirage G4.

A total of 500 assembly workers were hired to support this second shift operations. Additional manpower will be required when the stamping plant is operated by early 2018. MMPC is confident to produce world-class vehicles in its 21 hectares facilities located in Sta. Rosa, Laguna. **AQ**



# Suzuki Automobile furthers expansion in the south



**S**ETTING the bar higher for the local automotive industry and having posted a 38 percent year-on-year sales growth in Q3 2016, Suzuki Philippines (SPH) intends to continue its unwavering performance through to the last quarter by expanding its presence in Laguna with the newly-opened Suzuki Auto Binan.

The city of Binan is more commonly known as a trading center located immediately south of Metro Manila. It houses numerous banking institutions and a growing number of commercial establishments and shopping centers. With Binan as the center of commerce in its region, SPH recognized and translated the city's potential into an opportunity that caters to their widening customer base.

"With the opening of a new dealership store in Binan, we anticipate Suzuki's stronger market presence in the area. We also hope

that through this expansion, more Filipinos will come to experience first-hand the Suzuki Way of Life and incorporate it into their lives," says Mr. Shuzo Hoshikura, Suzuki Philippines General Manager for Automobile.

Located at SLEX Autoplex (Carmona-Binan Exit), Suzuki Auto Binan is owned by The Shaw Motor Plaza Corporation under the management of President Felix Limcaoco III. Being the group's 6th dealership outlet, it is also the 31st 3S (Sales, Spare Parts and Service) dealership of Suzuki Philippines

and the 52nd among all Suzuki Automobile dealerships.

It will serve as a dedicated one-stop shop that offers sales, spare parts and other related services to motorists in the vicinity and as another avenue for the pioneer manufacturer of compact vehicles to build new client relationships and improve on existing ones.

Among the product line-up of Suzuki Philippines are the well-loved models Suzuki Ertiga, Swift, Celerio, Jimny and Ciaz. In addition, the pioneer manufacturer of compact vehicles recently marked its additional entry in the utility commercial vehicle segment with the all-new Suzuki Super Carry. Boasting of high performance, strength, superior loading capacity and a Euro-4 certified Diesel engine, the Super Carry is ideal for micro, small and medium-sized businesses. **qq**



## Petron is official fuel of Formula 4 SEA Philippine Leg

**O**IL industry leader Petron Corporation has been tapped as the official fuel of the Philippine Leg of the 2016 Formula 4 Southeast Asia (F4/SEA) Championship, scheduled to run from October 15-16 at the Clark International Speedway in Pampanga.

As the largest oil refining and marketing company in the Philippines and a leading player in the Malaysian market, Petron has made its mark as a fuel innovator, by creating a full range of gasoline and diesel fuels that deliver better power, better mileage, and better engine protection.

According to Petron Corporation President and CEO Ramon S. Ang, himself an avid motorsports enthusiast,

"We are honored to be a part of the Formula 4 Southeast Asia championship, and we hope that the drivers will appreciate the power and other benefits of locally-manufactured and formulated Petron fuels."

Promoted by the Asian Autosport Action (AAA) group headed by Peter Thompson, F4/SEA offers a cost-effective first step to an FIA-certified career ladder in formula racing. The F4/SEA program focuses on driver experience and development by ensuring a level playing field in a one-make FIA single-operator championship using FIA-F4 homologated race cars and engines. All drivers have access to race and engine data, and learn from race engineers and coaches, so winning is based on race

craft and not performance aids. Meritus. GP provides race engineering services supported by race engineers, winning driver coaches, and professional technicians and mechanics.

The 2016 F4/SEA calendar kicked off last August with the first event at the Sepang circuit in Malaysia. The Philippine leg was the second event in the series, and consisted of six races. Drivers tested on October 13-14 while the official event started on Saturday, October 15, before concluding on Sunday, October 16.

Subsequent legs are scheduled in Indonesia on November 11-13, Malaysia on December 9-11, Thailand on January 6-8, 2017, and concluding in Malaysia on January 20-22, 2017. **qq**

# SsangYong opens dealership in Cebu

**S**ANGYONG Berjaya Motor Philippines, the exclusive distributor of SsangYong vehicles in the country opens its second dealership in the country, at the heart of the progressive Queen City of the South, Cebu. Owned and managed by Joseon Motors Company Inc., SsangYong Cebu is the first full-service SsangYong showroom and service center in the Visayas.

SsangYong Cebu is located at 66 Gorordo Avenue. The brand new dealership features a showroom that can display up to 6 vehicles, a well-appointed customer lounge, a parts and accessories counter and a six-bay working area to cater to Preventive Maintenance Service as well vehicle repair jobs including body and paintwork.

"We are proud to welcome SsangYong Cebu into the fast growing SsangYong Berjaya Motor Philippines network", says Dave Macasadia, Managing Director of SBMP. He adds, "Under the supervision of the Joseon Motors Company Inc., we can be sure SsangYong customers will receive top-notch customer service at par with the industry's finest. I am certain, with SsangYong Cebu, our

customers' SsangYong vehicles will be taken care of with the highest level of expertise and satisfaction."

Joseon Motors Company Inc. General Manager, Marco Borromeo expresses his commitment to the SsangYong brand with the opening of SsangYong's first showroom in Cebu. "We are very excited to bring the SsangYong brand to Cebu as its products cater to families and individuals who are passionate about being unique and stylish," says Borromeo. He adds, "We are committed to providing the highest service quality for SsangYong customers in Cebu."

SsangYong Philippines started its showroom operations this June 2016. Two more full-service SsangYong dealerships are scheduled to open in the northern part of Luzon, and Davao in Mindanao. SsangYong vehicles currently available are the 7, 9, 11 seater SUV-Rodius, the compact SUV- Korando, the subcompact crossover – Tivoli and the diesel, long body variant of the Tivoli – the Tivoli XLV. All SsangYong service centers will likewise provide maintenance and repair services to previous generation SsangYong models sold prior to the launch of the current lineup. **aq**

**2017 CALENDAR OF ACTIVITIES**

**FEBRUARY**  
METRO MANILA TOURISM FORUM 2017  
CROWNE PLAZA MANILA GALLERIA  
09-10 FEBRUARY

**MARCH**  
**CAPAS FREEDOM MARCH 2017**  
3RD CAPAS FREEDOM MARCH  
TARLAC CITY  
11 APRIL 2017

**JUNE**  
AAP-PETRON ILOCOS DRIVE-TOUR CARAVAN  
1-4 JUNE 2017

**AUGUST**  
AAP-PETRON PALAWAN FLY-DRIVE CARAVAN  
24-27 AUGUST 2017

**OCTOBER**  
AAP-PETRON DUMAGUETE FLY-DRIVE CARAVAN  
27-29 OCTOBER 2017

**DECEMBER**  
PHILIPPINE CHRISTMAS PARADE  
16 DECEMBER 2017

# A new spin on the Lexus IS

THE Lexus IS has always been a crowd-pleaser in the luxury car arena. With a daringly sporty styling direction and an aggressive engine to back up its looks, the IS is definitely the epitome of beauty on the inside and out. But ever since the introduction of the third generation, full model change IS last 2013, this entry-level sedan has surpassed Lexus' expectations with the even greater popularity that it gained among people.

This 2016, Lexus has decided to take the IS up a notch and give the IS a new spin. Most prominent in the new IS is the transformation of its entire front fascia, which is highlighted by new headlamps, large air intakes in the front bumper, and an evolved spindle grille. The reshaped and more pronounced headlamps now extend inward, resulting in a sharply-designed look that punctuates the "L"-shaped Daytime Running Lights (DRL). The bumpers, incorporated with air intakes, flow from the fenders, giving its façade an image of aggressiveness. An evident change is also seen in Lexus' iconic spindle grille, now with bigger top and bottom proportions. The new front grille folds back at a higher point, while seamlessly blending into the reshaped hood. This optically lower center of gravity gives the car sportier vibe. The F-Sport's grille, on the other hand, features an exclusive 3-dimensional F-mesh pattern, with a jet-black metallic coating. Its grille is integrated with functional brake ducts that improve the vehicle's aerodynamic performance.



Looking at its profile, we are arrested by the IS's sleek contours. Its enhanced character line running down the car's side gives the latest IS an appearance of constant motion. Playing up the IS's dynamic flair are its 10-spoke 17-inch wheels. To complete its new look, the IS is now highlighted by triple-layered "L"-shaped LED taillights. These commanding taillights paired with new rectangular chrome exhaust tips make for an even sportier-looking IS.

Keeping up with the exterior's evolution, the same thoughtful improvements have been made inside the cabin. The first thing to certainly catch your eye is the larger multimedia display that upgraded from 7 inches to 10.3 inches. The new stitching on the meter hood enhances the sporty feel of the cockpit, as do its redesigned speedometer, tachometer, and analog clock. More changes include new cupholders, and a new and bigger leather-wrapped palm rest with stitching for the Remote Touch Interface (RTI). An "Enter"

button has also been added to the RTI, providing ease-of-use of the system. The audio and ventilation-control panel on the center dash have been refined too to fit completely within the knee bolsters. Lined with a new hairline finish, it provides not just an improved appearance but a high-quality feel as well.

Two new paint schemes—Deep Blue Mica and Graphite Black Glass Flake—have been added to the IS's exterior color palate. A new interior color—Chateau—has replaced Moonstone and Ivory; Chateau is a new light shade that melds the elegance of Ivory with a contemporary light-gray tincture.

The new IS's engine will remain as powerful as its predecessor, powered by a 3.5L engine which comes with a smooth-shifting 8-speed automatic transmission. This makes the new IS the same high-performance sedan that people have come to love, but with a sportier look to match its fierce engine and exciting performance. **qq**

## Honda all-new BR-V now the most affordable 7-seater SUV in the Philippines



HONDA Cars Philippines, Inc. (HCPI), Honda's automobile business unit in the Philippines, finally announces the price of the All-New BR-V. Starting December this year, the entry price of a 7-seater SUV in the country will be Php 989,000. This currently makes the All-New BR-V the most affordable 7-seater SUV in the Philippines.

Reasonably priced, the features of the All-New BR-V S CVT variant remain uncompromised. Its masculine exterior design is emphasized by Fog Lights, Roof Rails, and 16-inch Alloy Wheels. It is equipped with a high quality and technology-packed interior featuring a spacious and comfortable cabin, 7-inch Touch Screen Display Audio, Digital Airconditioning Controls, and Rear Airconditioning System with Independent Controls.

Meanwhile, the All-New BR-V V Navi CVT is further enhanced with advanced technology through Smart Entry with Push Start System, Built-in Navigation powered by Garmin, Automatic Type Front Airconditioning System, Power Folding Mirrors, and Paddle Shifter. Its rugged and sporty exterior look is completed by Front and

Rear Bumper Garnish, Chrome Side Sill Garnish and Door Handle, and LED Position Light. In addition, this top-of-the-line variant is equipped with Leather Seats. This feature-packed variant will be available for only Php 1,119,000.

Priced the best in its segment, the All-New BR-V also has a High Ground Clearance of 201 mm that perfectly suits the Philippine setting. It also carries top-notch safety features such as Vehicle Stability Assist (VSA) and Hill Start Assist (HSA), making it the perfect SUV for the Filipino family.

The vehicle that makes you rise above your limits is almost within reach. Customers may reserve now and be one of the first to own the most affordable 7-seater SUV in the country.

The vehicle that makes you rise above your limits is almost within reach. Reserve now be one of the first to own the most affordable 7-seater SUV in the country.

For more information on the All-New BR-V, drop by the nearest authorized Honda dealership or visit HCPI's official website, [www.hondaphil.com](http://www.hondaphil.com). **qq**



## Mexican bags 2016 GT Academy International Championship

**J**OHNNY Guindi Hamui from Mexico realised his motorsport dreams today as he was crowned the 2016 Nissan PlayStation® GT Academy International champion at Silverstone Circuit.

The 22-year-old triumphed above 35 other elite Gran Turismo® gamers from around the world, winning a place on the comprehensive Nissan Driver Development Programme and a race seat in the 2017 Hankook 24 Hours of Dubai race, alongside 2011 GT Academy winner Jann Mardenborough.

The decision came after an epic eight-day Race Camp in the UK, with Hamui chosen as the winner due to his consistent pace and adaptability throughout the week, as well as a willingness to listen and take on all the advice given to him throughout Race Camp.

In a new format for 2016, Race Camp came to an end with a 16 lap endurance race around Silverstone International Circuit, with two competitors from each territory taking part in the final race. In previous years, mentors have selected just one competitor to contest the race but this new format gave a more in-depth look at how a larger range of competitors perform on the big occasion.

When the race got underway, Mexico initially made a quick getaway and led into the first corner, however they were hauled in by the quick-starting Mohamed Wally from North Africa who took the lead and built a gap in his eleven lap stint. Mexico pitted early, changing Enrique Manjarrez for Hamui, who within two laps had set the fastest lap of the race.

When North Africa eventually stopped, Hamui had narrowed the gap completely and the pair went into the first corner side-by-side after North Africa emerged from the pits. Hamui then went on to take and consolidate the lead before seeing the chequered flag.



"I can't believe it," said Hamui. "What I've just achieved is going to take a while to sink in! It's been an unbelievable experience with some seriously tough competitors and I've had the best time of my life. In the race I was just so concentrated on doing a good job that my 11 laps in the car flew by. I was alone for five laps and I was just looking for consistent lap times and then on my sixth lap I saw the North Africa car coming out of the pits. I was in a great rhythm and overtook him on the outside. After that it was all about holding it together and luckily I did that, I can't describe the feeling when Jann read out my name as the winner!"

Hamui's journey with Nissan will begin almost immediately, as he takes to the track for a national event at Brands Hatch this weekend with Nissan's RJJ Motorsport team. RJJ Motorsport, who run Nissan's participation in the Blancpain Sprint and Endurance Series throughout Europe, will also be the team that Hamui will race for in Dubai in the Nissan 370Z GT4 NISMO.

"The final race was just phenomenal," said Mike Carcamo, director, Nissan Motorsport. "Hats off to all the teams who did a great job with the new format with the two drivers. It made for a really exciting race. Johnny did a great job in his second stint, having to come from behind and also overtaking guys and pushing hard, this was a real-life racing scenario and another great year for GT Academy!"

Hamui earned his place at Race Camp from the hundreds of thousands of Gran Turismo gamers that entered the competition across the world.



Having won through the Mexico National Final, he arrived at Silverstone as one of six to represent Mexico, alongside 35 International competitors overall, split into six territory groups. Each group formed a close bond with their territory judge, who acted as a mentor, but then had to make the difficult decisions when it came to eliminations from the competition.

The on-track action got underway last Wednesday, with six finalists from Australia, Indonesia, Mexico, North Africa, Philippines and Thailand. Throughout their week at International Race Camp, a series of both racing and physical challenges whittled them down to 12 this morning that took part in the final race.

Throughout Race Camp, various surprise challenges were thrown at them including the SAS assault course, Gym khana elimination races, beach racing in Nissan GT-Rs and a Nissan Micra stock car race which decided the starting grid for today's final race.

It was a landmark Race Camp for a couple of occasions, with the first-ever female finalist and also the oldest ever finalist taking part.

Elysse Menorca, 22 from the Philippines, earned huge acclaim from the judges for her attitude and determination and made it to day three of the competition where she was narrowly eliminated in a head-to-head race in Nissan Juke RS NISMO cars.

Meanwhile Kanokphan Wathanakitanan, 46 from Thailand, was consistent throughout the competition and made it all the way to yesterday's final eliminator before losing out.

To follow Hamui's progress as well as previous GT Academy winners, more details about GT Academy can be found on various platforms including: [www.facebook.com/GTAcademy](http://www.facebook.com/GTAcademy), [www.gran-turismo.com](http://www.gran-turismo.com) and Twitter @GTAcademy. 

## 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 <sup>st</sup>				<input type="checkbox"/> GAS <input type="checkbox"/> DIESEL
2 <sup>nd</sup>				<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 GVP	
PAYMENT MODE				
Paid PhP _____	<input type="checkbox"/> Cash Payment	<input type="checkbox"/> Credit Card		
<input type="checkbox"/> BPI's check free payments Visit <a href="http://www.bplexpressonline.com">www.bplexpressonline.com</a> 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	
<b>FOR AAP USE ONLY</b>		
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  
Competition License for Motor Sports\*  
Comprehensive Motor Car Insurance and  
Other Non-life Insurance Coverage  
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Member Service Vehicle Program\***

\* Not available in some offices

\*\* Outsourced

### MAIN OFFICE

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Email: [info@aap.org.ph](mailto:info@aap.org.ph)  
Website: [www.aap.org.ph](http://www.aap.org.ph)

**Emergency Roadside Service Hotline: (632) 723 0808**

## GOLDEN RULES FOR SAFE DRIVING



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

(Source: FIA)

**PETRON**  
**BLAZE 100 OCTANE**  
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**THE COUNTRY'S ONLY 100 OCTANE GASOLINE.  
500% CLEANER THAN EURO 4.  
A FIRST FROM PETRON.**

Specially formulated with TriAction Advantage  
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**UNLEASH THE BLAZE WITHIN.**



# SMART NEVER GOES OUT OF STYLE.



## RIO 5-Door Hatchback



The Power to Surprise

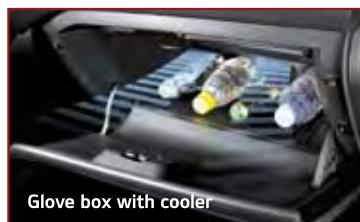
Designed to be the center of attention. Engineered to be a showstopper.



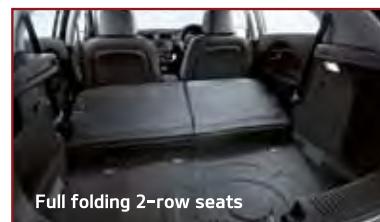
Push start and smart key



Automatic headlight and rain sensor



Glove box with cooler



Full folding 2-row seats

The Kia Rio is as beautiful on the outside as it is intelligent on the inside—with a push start and smart key that allows you to start the engine at the press of a button, and an automatic headlight and rain sensor that enables you to drive through various environments with ease. Every journey is better shared thanks to its relaxed seating space and cooling glove box for your added pleasure. Standing out is easy with the Kia Rio—because even if your style begs to be noticed, intelligence is what truly sets your drive apart.

Visit your nearest Kia dealer to learn more.

Photo may vary from actual unit.



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