

Toyota Motor Philippines debuts New Hilux GR-S

Retail starts September 13 in all Toyota dealerships nationwide

Toyota Motor Philippines (TMP) has further beefed up the lineup of the country’s number one pickup with its introduction of the new Hilux GR Sport (GR-S). Taking cues from the Dakar-winning GR Hilux, the New Hilux GR-S now comes with a tougher design through a wide-tread body, matte black GR-S overfenders, 17-inch alloy GR design wheels with All-Terrain Tires, and the GR Aero sports bar.

The new Hilux GR-S is also wider by 120 mm and taller by 65 mm. All in all, the exterior of the New Hilux GR-S features a more rugged look than its predecessor, giving a better impression of its improved generational characteristics of quality, durability, and reliability.



Under the hood, the New Hilux GR-S is powered by a 2.8L Diesel, 4-Cylinder, 16-Valve DOHC Variable Nozzle Turbo engine with an air-cooled intercooler. It now features an improved maximum output of 224PS and a maximum torque of 550Nm. Additionally, the New Hilux GR-S includes GR front and rear disc brakes with GR brake calipers, and monotube shock absorbers, enhancing overall driving experience on or off the roads.

Inside, the New Hilux GR-S is clad in GR-S suede and leather seats. A GR-S emblem embellishes the leather steering wheel, while the leather door trims with technical mesh and red seatbelts add to the over-all sporty appearance of the interior. New amenities such as the 9-inch Display Audio with wireless Apple CarPlay and Android Auto and a Wireless Charger add spirit to every adventure in the New Hilux GR-S, while functions such as Smart Entry and Push Start System offer convenience in each ride.

Now with a Blind Spot Monitor (BSM) and Rear Cross Traffic Alert (RCTA), the New Hilux GR-S is as safe as it is exhilarating to drive. It is also equipped with Toyota Safety Sense (TSS) and other safety features such as a Panoramic View Monitor (PVM), Anti-Lock Brake System (ABS), Vehicle Stability Control (VSC), Hill-Start Assist Control (HAC), and Downhill Assist Control (DAC).

Available colors and respective prices for the New Hilux GR-S are as follows:

Color	SRP
Emotional Red	PHP 2,186,000
Super White II / Attitude Black Mica (2-tone)	
Attitude Black Mica	PHP 2,166,000

Retail sales for the New Hilux GR-S started on September 13.

To know more about the New Hilux GR-S, visit toyota.com.ph/hilux or contact any Toyota dealership nationwide.

Follow Toyota Motor Philippines on Facebook and Instagram, ToyotaMotorPH on Twitter, and Toyota PH Viber to get the latest updates on Toyota products, services, dealer operations, announcements, and events.

RIVAL 4X4 MARKS ITS TERRITORY IN THE PHILIPPINES

With the ever-growing community of off-road enthusiasts in the Philippines, there is no doubt that global brands catering to the lifestyle are entering the country left and right. RIVAL 4x4 is ready to take over the scene under its official distributor: Premium Overland Outfitters.

Premium Overland Outfitters has been dedicated to providing top-quality 4x4 accessories since 2014, for the market that deserves no less. They have been a constant for the distinct clientele who love to explore the outdoors through rugged

enthusiasts out there. Perez also mentioned that product deliveries for the Next-Gen Ford Ranger sold out as soon as they landed in the Philippines, and Next-Gen Ford Ranger Raptor customers should also watch out for their share of RIVAL accessories soon. RIVAL 4x4 Bumper Kits available locally come with a 12-month warranty, and via official dealers, RIVAL 4x4 aims to give the following vehicles their much-needed support:

- Ford Ranger
- Ford Everest



terrains, ensuring peace of mind while looking good as they embark in extraordinary adventures.

Joining the company’s line up of premium 4x4 accessories like Front Runner, Eezi-Awn, QuickPitch, Smartcap, and Securi-Lid, Premium Overland Outfitters adds one of the world’s leading aluminum bumper and underbody protection manufacturers under its wing. Last September 8, Sales Director, Alex Perez expressed great optimism for the brand, highlighting how the lifestyle has evolved in the country saying, “During the pandemic, the 4x4 and camping scene became a huge hit, and camping is now a way of life for many. Our products aim to satisfy this market segment fashionably, while never sacrificing functionality”.

A showcase of off-road vehicles welcomed the audience during the media launch at One Esplanade, with a sneak peek of what Premium Overland Outfitters can do for all the off-road

- Isuzu D-Max
- Jeep Wrangler



Left: Dmytro Chernychenko, Head of RIVAL Middle East; Right: Alex Perez, Sales Director

- Land Rover Defender
 - Nissan Navara
 - Nissan Patrol
 - Suzuki Jimny
 - Subaru Forester
 - Toyota FJ Cruiser
 - Toyota Hilux
 - Toyota LC100
 - Toyota LC150
 - Toyota LC200
 - Toyota LC300
 - Toyota LC78
- RIVAL 4x4 was founded in 2006, and is present in over 65 countries worldwide, continuously expanding across America, Europe, Australia, Middle East, and Asia. Dmytro Chernychenko, Head of RIVAL Middle East, graced the event and expressed his excitement about the brand’s future and presence locally, “We believe in the massive potential in the Philippines and by expanding our range globally, Filipino off-roaders can expect brand new technologies from RIVAL by June 2024.”
- These are very exciting times for the Philippine Off-roading and Overlanding enthusiasts!



SUZUKI AUTO FESTIVAL GOES TO SM CITY BACOLOD

Suzuki Philippines, the country’s pioneer compact car distributor, will bring its fun-filled and much anticipated Suzuki Auto Festival to the Main Atrium of SM City Bacolod on September 23 and 24, 2023.

Coming from the heels of a successful two day extravaganza last month at SM City Bacoor, the Suzuki Auto Festival at SM City Bacolod promises to be an even bigger event for car enthusiasts but for their families as well with several activities and shows spread out in two days.

Ilonggos will surely love the Suzuki Auto Festival as it offers an on the spot cash discount of Php 5,000 on its three iconic cars – the new Ertiga Hybrid, Dzire and XL-7 – on top of any existing promotions by the company. Suzuki Philippines sales staff will be available throughout the event to assist any customers’ inquiry on how to purchase the vehicle of their dreams, requirements and other related information. A seamless experience awaits potential buyers.

Equally sharing the spotlight during the Suzuki Auto Festival are the activities set to be hosted by the Suzuki Philippines. Designed to make the visit to the event more relaxing and a great time for families to bond especially during the weekend, all day activities include Suzuki Maze Run, Plinko and Digital Memory Games.

Both adults and children can partake in a variety of enjoyable contests, including Roll the Dice, Put A Ring on It, Stack Me Up, Spot and Count, Tag Me Right, and Color Coding. Additionally, for those attending with their kids, the award-winning Suzuki Kids Scouts Area will be open. This secure and supervised area is designed for children aged four to 12, offering a range of entertaining games and activities.

Each session can accommodate up to six children.

Exciting Suzuki merchandise and other surprise prizes will be given to lucky visitors and participants throughout the two day event.

#ALLABOUTYOU

JOIN US FOR ANOTHER ROUND OF FUN AND EXCITEMENT!






SM CITY BACOLOD
MAIN ATRIUM

SEP 23 & 24
10AM-10PM

SM CITY BACOLOD 

As an added attraction, actress, social media personality, digital creator and Bacolod’s pride Jai Agpangan is expected to join the Suzuki Auto Festival.

Each day of the Suzuki Auto Festival will feature four shows running from 12:30 pm to 7:30 pm. The event at SM City Bacolod will be open from 10 am to 10 pm on Saturday, September 23, and from 10 am to 9 pm on Sunday, September 24, 2023