

## OMODA & JAECCOO Debuts at MIAS: Shares Brands’ vision to customers

OMODA & JAECCOO made a spectacular appearance at the Manila International Auto Show (MIAS) in the Philippines. Not only did they showcase their product lineup, but they also demonstrated their technical prowess and influence as a global automotive brand.

OMODA & JAECCOO displayed four highly anticipated models: the crossover intelligent SUV OMODA 5, the all-electric intelligent SUV OMODA 5 EV, the high-end off-road vehicle JAECCOO J7, and the luxury off-road vehicle JAECCOO J8. These models captivated many visitors with their unique design philosophies and the application of cutting-edge technologies.

To provide Filipino users, media, and dealers with a more direct experience of the vehicle performance, OMODA & JAECCOO hosted four test drive events during the auto show, drawing over 50 participants to experience the exceptional quality of OMODA & JAECCOO firsthand.

At the show, OMODA & JAECCOO also unveiled a new brand strategy for the Philippines, “Global Brand, Filipino Centric,” centered on the operating philosophy of “In the Philippines, for the Philippines.” Combined with a comprehensive product lineup, this strategy affirmed OMODA & JAECCOO’s commitment to building a personalized brand.

As an emerging automotive brand, OMODA & JAECCOO have rapidly made their mark in the fiercely competitive market since their global launch in 2023. To date, they have successfully entered 19

countries and regions worldwide, with global export sales exceeding 160,000 vehicles. This achievement underscores their strong market appeal and consumer attraction.

OMODA & JAECCOO’s significant success can first be attributed to their development philosophy of “Born Global, Developed Globally, Manufactured Globally.” The brand selects top global suppliers for vehicle assembly components and is simultaneously dedicated to creating a complete world-class network of research and development, production, marketing, and service. This not only ensures high product quality standards but also enables OMODA & JAECCOO to rapidly respond to market changes and meet the diverse needs of consumers in different regions.

Furthermore, OMODA & JAECCOO place a high priority on vehicle safety: their production base includes an advanced super-factory and houses their own NVH (Noise, Vibration, and Harshness) facilities and crash test facilities. These stringent quality control measures enable OMODA & JAECCOO’s models to achieve global 5-Star safety certifications such as E-NCAP and A-NCAP, providing consumers with a safe and reliable driving experience.

In the Philippine market, OMODA & JAECCOO have developed a localized strategic plan aimed at meeting the actual needs of Filipino consumers by offering competitive products, building a high-quality product lineup, providing reasonable prices, and excellent af-



ter-sales service. Simultaneously, OMODA & JAECCOO are actively exploring new high-quality financial service models in collaboration with BDO, the largest bank in the Philippines, and are building an efficient and rapid automotive logistics service system with logistics giant DB Schenker. These initiatives further consolidate OMODA & JAECCOO’s market

position in the Philippines and expand their influence in the Southeast Asian region.

Lastly, OMODA & JAECCOO consistently adhere to a “customer-centric” philosophy, committed to building a comprehensive ecosystem of brand, product, and service. Through the O-Universe and J-Club ecological platforms, they offer

differentiated services to vehicle owners, driving transformation in user experience within the industry and setting new industry benchmarks.

Looking to the future, OMODA & JAECCOO view the Philippines as a strategic springboard into the Southeast Asian market. They plan to host more offline events and test drive experiences to deepen interactions and connections with consumers. Simultaneously, they will leverage social media and other digital platforms to promptly deliver the latest brand updates and product information, enhancing their recognition on social media and establishing a robust brand image.

OMODA & JAECCOO’s outstanding performance at the Manila International Auto Show also served as an ideal warm-up for the upcoming Beijing International Automotive Exhibition. The brand will soon showcase three models at the Beijing International Automotive Exhibition: OMODA 5 EV, JAECCOO 7 PHEV, and JAECCOO 8 PHEV. These displays will further demonstrate the brand’s technological innovation and leadership in the new energy sector to a global audience. Following this, these models are set to launch in the Philippine market. As the brand continues to expand and deepen its development in the global market, OMODA & JAECCOO are poised to continue leading the wave of innovation in the automotive industry, offering consumers more high-quality, intelligent transportation options.



## “Made in Thunder”. Maserati’s show ushers in the Trident’s new electric era and presents the GranCabrio Folgore to the world

In the evening on Monday 15 April, in a show full of energy and immersed in an atmosphere that evokes transformation, innovative momentum, ingenuity, creative inspiration, and a whole new experience that anticipates an exciting new journey into the future, Maserati staged “Made in Thunder”, an overture to the Folgore, the new 100% electric chapter of the House of the Trident.

Kicking off the show was the hypnotic and engaging sound experience from the internationally renowned Italian artist and friend of the Trident Dardust, to greet the sunset and welcome the arrival of a new era in the name of Folgore.

Next up was the talented Italian actress Matilda De Angelis, accompanied by a brilliant Italian representative of the world of science, astrophysicist and communicator Edwige Pezzulli, the Trident’s guest for this special occasion. They officially opened the event and introduced the evening to the audience: together, they set out the early history of the Motor Valley brand – which this year

celebrates 110 years of its fascinating wealth of motoring and racing history – on the very day of the year on which the greatest Italian genius who ever lived, Leonardo Da Vinci, was born, and the national day to celebrate Made in Italy.

The artistic and creative vigour of the Tuscan scientist, inventor and artist, and the renowned outstanding products produced in Italy, have formed the impetus that Maserati has made its own to enter the Trident’s new era, with Folgore as the standard-bearer of the Italian flag around the world, represented by the Modena-based company’s full-electric range.

After the two young Italian stars had done the honours, the stage was taken over by the world premiere of the car taking a leading role in Maserati’s electric era, with the same disruptive force as thunder: GranCabrio Folgore, the 100% made in Modena and 100% full electric convertible.

Elegant, attractive, with a sporty and adventurous character, a harmonious and



gritty synthesis of all that is innovation, without sacrificing the pleasure of a car with the utmost comfort and distinctive craftsmanship, GranCabrio Folgore is the first 100% electric convertible in the luxury segment and the fastest on the market. After the GranTurismo Folgore, the brand’s first fully electrified icon, and the Grecale Folgore, the first 100% electric SUV in the Trident’s history, the new open-top Maserati completes the Modena-based company’s current full-electric offering.

With its new ‘creature’, the offspring of the most overwhelming force of innovation, Maserati is once again a pioneer and forerunner in the automotive world, where electrification now sets the boundaries and rules, interpreted and set out by the Italian luxury brand with its timeless creations that can reconcile the

brand’s powerful DNA according to new, contemporary stylistic, technological and engineering inspirations.

The show continued with speeches from Klaus Busse and Davide Grasso. The Maserati Head of Design led the audience on a voyage of discovery of the beauty and spirit of the GranCabrio Folgore, which for its debut sported the exclusive Liquid Rose Gold colour, Titan Grey soft top and sophisticated Denim and Ice interiors, with contrasting stitching – a jewel of the Maserati Fuoriserie customisation programme. He told the story of the car’s distinctive features, from its captivating design and amazing performance to the unmistakable signature of the Folgore sound and the incredible tech specs derived from Formula E cars, shared with Maserati for mass production.

Alongside a group of representatives from the Maserati Family, Maserati’s Chief Executive Officer then took the reins of the show for the final farewell, thanking the guests for coming and bearing witness to Maserati’s new electric future. Recalling how the thunderous, harmonious encounter and clash between art and science has for centuries generated and inspired the search for excellence inherent in the Italian DNA, and how the same impetus has always featured in Maserati’s work and spirit, Davide Grasso noted that there could be no Maserati without Italy, even in the new electric chapter of the brand’s history, as he officially welcomed in the new era.

Folgore is the voice of Maserati’s future, a thunder that infuses new energy and ignites the future of the brand.

