

## Isuzu Philippines Corporation Unveils Groundbreaking Innovations at the 9th Philippine International Motor Show

Isuzu Philippines Corporation (IPC), led by President Tetsuya Fujita, showcased its latest innovations at the 9th Philippine International Motor Show (PIMS), reinforcing its commitment to delivering cutting-edge products that elevate the driving experience and support the country's goal of achieving carbon neutrality. With the theme, "Innovations For You," IPC highlighted its forward-thinking approach to addressing the evolving needs of both personal and business customers.

"This year, every vehicle we present reflects our dedication to combining top-tier performance with modern solutions, designed to meet both personal and commercial needs. This line-up demonstrates our unwavering commitment to delivering the best driving experiences while empowering businesses nationwide to succeed and move closer to achieving carbon neutrality," said Tetsuya Fujita, IPC President.

### Exciting New Product Line-up

First on their line-up was the Isuzu D-MAX 4x4, unveiled in two versions: the standard model equipped with new Differential Lock System and Rough Terrain Mode. Both versions come with advanced safety features such as the 5-Star Safety ADAS, a 360-degree Around View Monitor (AVM), a Digital Video Recorder (DVR), Wireless Charging and Connectivity.

To demonstrate the versatility of the D-MAX, IPC also presented a customized D-MAX 4x4 fitted with a TJM Steel Bumper, Modular Side Step, and Rear Bumper. This rig is perfect for 4x4 and overlanding adventures, equipped with a Manley Canopy Camper, which features a 200Ah lithium



battery, an 85-liter water tank, portable air conditioning, a 270-degree awning, and a portable shower. Its rugged look is completed with 17" Method Wheels and Nitto Grappler off-road tires – that is sure to deliver the best performance on any terrain.

On the luxury side, IPC introduced the Isuzu mu-X Executive Edition, an eye-catching SUV that redefines comfort and style. The mu-X Executive Edition boasts a sophisticated Red and Black leather interior with elegant red stitching. The second-row seats have been upgraded

to custom VIP seats, featuring power recline, leg rests, massage functions, USB/Type-C charging ports, and ambient lighting, offering a truly first-class experience. To add to its modern sleek exterior, IPC fitted it with a 20" Black Rhino wheels with Nitto S City Tires enhancing its over-all look.

### Innovations for Business and Logistics

IPC also revealed the Isuzu TRAVIZ Concept Cargo Van, an ideal solution for logistics and last-mile delivery businesses. With a modern, secure cargo area capable of carrying up to 1,660

kilograms of gross payload, this TRAVIZ concept model offers enhanced efficiency for business operations.

For heavy-duty operations, the new Isuzu EW5 Tractor Head was featured in IPC's outdoor truck display. Powered by a robust GH11E EURO V engine that delivers 415PS of maximum power and 1,990 Nm of torque, paired with a 12-speed Automated Manual Transmission (AMT), this tractor head is designed to be a dominant force in the hauling industry, further solidifying Isuzu's leadership in the commercial

truck segment.

### Leading the Change Towards Carbon Neutrality

One of the most anticipated highlights of IPC's booth was the introduction of the Isuzu N-Series EV Concept Truck, a light-duty electric truck equipped with a powerful HP11 full electric motor. Generating 90kW of maximum power and 370Nm of maximum torque, this truck is ideal for urban and suburban cargo deliveries. With a 40kWh battery that offers a range of approximately 115 kilometers, it is both efficient and environmentally friendly. The truck also supports both Type 1 normal charging and CHAdeMO rapid charging options.

Fujita further emphasized Isuzu's advantage when it comes to offering new business solutions alongside its carbon neutrality aspiration, "What sets the N-Series EV apart is our holistic approach to supporting our customers' carbon-neutral goals. Through our EVISION Plan, we offer a Total Solution Program—assessing customer operational needs, providing optimal charging schedules, recommending the best chargers, and offering fleet management support. Our goal is to ensure a seamless transition to electric vehicles without sacrificing performance or efficiency."

### Commitment to Innovation and Customer Success

With this groundbreaking line-up, Isuzu Philippines demonstrates its dedication to delivering vehicles designed with the best interests of its customers in mind. Whether for personal enjoyment or to boost business operations, these new products offer advanced solutions tailored to modern needs.

## Kia Philippines Launches the New Kia EV9 GT-Line: Pioneering a New Era for Luxury Electric SUVs

*Raising the standards for first-class family and executive travel with a new electrified movement that inspires*

Kia, in collaboration with its official distributor in the country, ACMobility, proudly unveils today the highly anticipated Kia EV9 all-electric SUV at the 2024 Philippine International Motor Show. Building on the success of the Kia EV6, this launch underscores Kia's commitment to electrification and sets new standards for luxury electric vehicles. The Kia EV9 in GT-Line trim represents a significant step toward electric mobility in the Philippines as Kia merges cutting-edge technology with premium features—redefining luxury for both modern families and first-class executives.

Kia electric vehicles are designed to seamlessly integrate into users' daily routines, enhancing everyday experiences for families and busy executives. The Kia EV9 combines luxury, performance, and practicality while meeting the needs of the drivers and passengers for electric vehicles that align with modern living, thus making the Kia EV9 the ideal choice for those who seek a harmonious blend of style and functionality.

"Together with Kia Philippines, ACMobility is proud to launch the Kia EV9, offering a luxurious experience that aligns with our vision for the future of electrified mobility," stated Jaime Alfonso Zobel de Ayala, CEO of ACMobility. "We are committed to enriching the lives of our customers through innovative and forward-thinking solutions, ensuring that electric mobility is not only accessible but also reflects the premium quality and advanced technology that customers expect and deserve."

### Sleek Styling Meets Luxurious Comfort

As the flagship model of Kia's electrified lineup, the Kia EV9 makes a bold statement with its striking dimensions. Spanning 5,015 mm in length, 1,980 mm in width, and 1,780 mm in height, the Kia EV9's futuristic styling, impressive performance, and comprehensive amenities have also earned the electric SUV global accolades such as the highly coveted 2024 Red Dot Best of the Best Award, a Gold trophy at the International Design Excellence Awards 2024, and the 2024 iF Design Gold Award. Along with the 2024 Electric Vehicle of the Year, and 2024 World Car of the Year titles from the prestigious World Car Awards, these recognitions validate the success of the Kia EV9, earning it the title of the ultimate flagship SUV.

The digital tiger face further accentuates the Kia EV9's bold and distinctive styling. The iconic design language, penned to be in harmony with nature, combines a robust and aerodynamic profile with fine accents,

including Star Map Small Cube Projection LED headlights, an Intelligent Front Lighting system, Auto-flush Door Handles, and Digital Side Mirrors. The Kia EV9 embodies the brand's new global aesthetic while delivering modern practicality and usability.

Futuristic 21-inch alloy wheels wrapped in 285/45 series tires surround its wide, commanding presence. With 177 mm of ground clearance, the Kia EV9 projects an undeniable stance on and off the road.

"The launch of the Kia EV9, an award-winning vehicle recognized globally, underscores our commitment to enhancing the lives of our customers through innovative and electrifying new solutions," said Brian Buendia, Chief Operating Officer of Kia Philippines. "We began our journey of electrification with the Kia EV6, and now with the Kia EV9, we are poised to take a leading role in the shift towards electrified mobility in the automotive industry."

### Only the Finest Cabin Experience

Inside, the Kia EV9 offers a luxurious experience with two 12.3-inch displays—one serving as the digital instrument cluster and the other as the touchscreen infotainment system center. With wireless Apple CarPlay and Android Auto capabilities, the infotainment system showcases a premium 14-speaker Meridian Surround Sound setup that delivers an outstanding high-fidelity audio experience.

A Digital Center Mirror lets the driver select between optical and digital modes with the flick of a switch. The elegant suede-lined interior of the Kia EV9 is punctuated by a dual sunroof, slim air vents, hidden haptic touch buttons, and an intuitive center console, creating an immersive futuristic driving experience.

Its 3,100 mm wheelbase and versatile 2+2+2 three-row seating configuration guarantee generous cabin space. While premium leather seats, made from sustainable and recycled materials, enhance comfort and reinforce eco-friendliness.

Luxurious seating accommodations begin with the front Ergo Motion Seat for the driver. It comes with 8-way power and 4-way lumbar support, as well as Premium Relaxation Seat functions such as cooling and memory configuration. The seat memory settings also automatically adjust the steering wheel tilt and telescopic angles to offer the ideal driving position.

The front passenger seat features 8-way power and 2-way lumbar support, as well as Premium Relaxation Seat functionality. A massage feature in the



second-row Premium Relaxation Seats also elevates riding comfort for rear passengers. At the same time, a One-Press Power Fold function allows for easy ingress and egress to the power folding 50:50 split third-row seats. A Tri-Zone Automatic Climate control system cools down the interior for comfortable and relaxing journeys ahead.

Connectivity is a key priority in the Kia EV9, with advanced technology options that enhance convenience. The front center console includes one connectivity port and one charging port, while the front seat back panel offers an additional two. A wireless charger keeps devices powered, complemented by ambient mood lighting and power outlets in the front and rear. The innovative V2L (Vehicle-to-Load) feature allows users to power devices directly inside and outside the vehicle, making the EV9 a versatile companion for on-the-go living.

### Electrifying Performance and the Kia DriveWise Advantage

At the heart of the Kia EV9 are powerful dual electric motors that deliver 384 PS and 700 Nm of torque. With the ability to sprint from 0 to 100 km/h in just 5 seconds, the Kia EV9 ensures an exhilarating driving experience.

This all-electric powertrain also allows the Kia EV9 to have a 2,268 kg towing capacity, which is ideal for

hauling gear wherever your adventure takes you. With its large-capacity 99.8 kWh lithium-ion battery pack and its Smart Regeneration System with I-PEDAL STOP, the Kia EV9 realizes an exceptional combined city and highway range of up to 505 kilometers.

The Kia EV9 charging options are versatile: an 11 kW AC charger can fully charge the battery in 9 hours and 45 minutes, while a 50 kW DC fast charger takes it from 10% to 80% in 83 minutes. Using a 350 kW DC charger can achieve this in just 24 minutes. The Kia EV9 offers Normal, Sport, and Eco driving modes, and its all-wheel drive enhances performance for everyday commutes and adventures.

Notwithstanding its commanding size, the Kia EV9 also excels in emergency maneuvers such as quick lane changes, acceleration, braking, and overall cornering performance. This exhilarating driving experience redefines luxury driving associated with SUVs in its class.

Thanks to its DriveWise suite of safety systems, the Kia EV9 is also packed with advanced safety features that ensure safer journeys.

These include Smart Cruise Control, Blind Spot Collision Avoidance Assist, and a Blind View Monitor. Additional features such as Forward Collision

Avoidance Assist 2.0, Safe Exit Assist, and a 360-degree Surround View Monitor ensure effortless maneuvering and peace of mind.

Passive safety features include ten airbags, a Multi-Collision Brake System, Electronic Stability Control, Hill-start Assist Control, and an anti-theft system, setting a new benchmark for safety in electric SUVs.

### Pricing Details and Warranty Benefits

The Kia EV9 GT-Line will be priced at Php 5,888,000. Customers can choose from various exterior colors, including Ocean Blue, Snow White Pearl, and Aurora Black Pearl. For peace of mind, the Kia EV9 GT-Line includes a 5-year or 160,000-km vehicle warranty and an 8-year or 160,000-km warranty for the electric motor and battery.

The flagship Kia electric vehicle will be available for viewing and purchase at Kia New Manila, Kia Pampanga, Kia Alabang, and Kia Otis.

Orders and reservations may also be accepted at all 40 Kia dealerships nationwide.

With the Kia EV9 GT-Line, Kia Philippines reaffirms its commitment to providing stylish, innovative, and premium performance electric vehicles that inspire movement, enhance day-to-day experiences, and lead the way toward a greener future.