

MOTORING

Mitsubishi DST Concept Debuts at Philippine International Motor Show

Mitsubishi Motors Corporation (hereafter, Mitsubishi Motors) premiered the Mitsubishi DST Concept, a 7-seater SUV concept car, at the 9th Philippine International Motor Show1.

Mitsubishi Motors offers fulfilling mobility lifestyles that awaken the adventurous spirit of drivers and provide excitement for everyone on board. Adding to the current lineup in the ASEAN region – which includes the Pajero Sport2 midsize SUV, the Xforce3 compact SUV, and the Xpander and Xpander Cross crossover MPVs – the Mitsubishi DST Concept is the brand's all-new monocoque SUV that offers three-row seating for customers seeking a full seven-seater with comfort for everyone aboard.

"The Mitsubishi DST Concept is an embodiment of an all-new three-row SUV to be launched during our current mid-term business plan Challenge 2025, and the production vehicle will be rolled out primarily in the ASEAN region including the Philippines starting in fiscal year4 2025," said Takao Kato, president and chief executive officer, Mitsubishi Motors. "The all-new SUV will follow in the footsteps of the Xpander crossover MPV that was born in the ASEAN region

it as a distinctively Mitsubishi SUV that expands our customers' range of mobility."

The Mitsubishi DST Concept features a refined, authentic SUV design with spacious, classy interior for all passengers to ride in comfort, and the road handling to navigate through any weather or road conditions to reach the destination safely with comfort and peace of mind. This three-row SUV is an invitation for drivers and their family and companions to take their first step toward a new adventure.

Refined, authentic SUV design

Its design concept is "Gravitas & Dynamism". Gravitas, which conjures overwhelming presence and solidity, is expressed in proportions that combine the roomy cabin offering space ample even for the third row of seats, with the solid stability and wide stance of an SUV. Its sleek, strong nose also give it a commanding aura. The roominess of the cabin space has been accentuated by blacking out all the pillars and enveloping the cabin with smooth wraparound windows, while the rich surface on the rear further emphasizes its formidable presence.

Dynamism represents a design bursting with energy and motion, expressed through its large-diameter tires



handling of an SUV. Further, the side protectors and large skid plates in the front and rear express a sense of protectiveness and robustness.

The imprint of Mitsubishi's iconic design is evident all over the exterior. On the front side, the Dynamic Shield design concept expresses both powerful performance and protection. The front grille, which features a three-dimensional design with a honeycomb-shaped inner grille under a transparent outer cover, is integrated with left and right bumpers that protect it, creating a cutting-edge, premium and commanding look. The front daytime running lights and rear tail lights are LEDs that light up in a T-shape, accenting the wide stance. On the body side, horizontal bars are carved into the

C-pillar for a distinctive, robust design. **Spacious, classy interior for all passengers to ride in comfort**

The interior features spacious, classy cabin space for everyone aboard to ride comfortably. The instrument panel is wrapped in soft, upscale material that exude a premium feel, connecting with the door trim in a dynamic shape creating a sense of vast openness. With a panoramic sunroof that ushers soft sunlight into the roomy interior, everyone aboard can enjoy a bright and relaxing cabin space.

At the instrument panel, a large display panel integrates a full LCD driver display and a center display for a cutting-edge look, while also displaying road conditions and other information needed for driving on triple meter for a safe, reas-

suring driving experience. **Road handling to navigate through any weather or road conditions and reach the destination safely with comfort and peace of mind**

In addition to securing high ground clearance to drive with confidence on rough road surfaces, five drive modes are available to handle the various road conditions of the ASEAN region - the Wet mode for reliable driving on roads flooded by sudden showers, Tarmac mode for nimble driving on paved winding roads, as well as Normal, Gravel and Mud modes. Even as a front-wheel drive, it can navigate through any weather or road conditions to reach the destination safely, ensuring comfort and peace of mind for family and companions.



and grew to become a model beloved by customers around the world, and the Xforce compact SUV that has been highly acclaimed since its introduction in fiscal 2023. With the aim of making it a global strategic vehicle, we will further develop

and high ground clearance offering a high level of maneuverability and capability as an SUV. Its sculpted front and rear fender flares leaning over the tires like the muscles of a well-trained athlete foreshadow toughness and powerful road



eVX Concept, Jimny Rhino Editions highlight Suzuki Philippines' Future City at the 9th Philippine International Motor Show

Suzuki Philippines captivated audiences at the 9th Philippine International Motor Show (PIMS) during the opening day, held at the World Trade Center Manila. The show highlighted the exciting reveal of Suzuki's electric concept car, the eVX, alongside the Jimny 3-Door and 5-Door Rhino Editions, further demonstrating Suzuki's commitment to innovative and eco-friendly mobility solutions.

Mr. Norihide Takei, Director and General Manager of Suzuki Philippines' Automobile Division, delivered an inspiring message during the program, focusing on Suzuki's pursuit of sustainable transportation solutions. "At Suzuki, our goal is to be a company dedicated to enriching people's lives through mobility solutions that not only meet current needs but also anticipate future demands. We recognize that staying attuned to local communities and providing innovative, environmentally friendly mobility is key to our mission. As the world evolves, so does our approach to mobility. Our efforts toward carbon neutrality go beyond simply replacing gasoline-powered vehicles with electric ones." Mr. Takei emphasized, highlighting Suzuki's multipathway approach to environmental sustainability. **eVX Concept: A Glimpse of the Electric Future**

Among the event's showstoppers was the Suzuki eVX. Inspired by the overarching concept of an 'Emotional Versatile Cruiser', the Concept eVX's unmistakable progressive SUV silhouette is instantly distinct from that of a conventional SUV. The eVX's upright posture, horizontal hood, commanding high seating, maximized cabin size, long wheelbase, large wheels, high ground clearance, and signature LED light elements are unmistakable design elements derived from Suzuki's SUV heritage. With Dedicated EV platform offering safe battery technology, the Concept Electric SUV eVX is designed to offer class leading cabin comfort, convenience and connected features.

Meanwhile, futuristic design elements have been engineered to deliver high levels of aerodynamic efficiency by lowering the drag coefficient, distinguishing it as a car with advanced technology. Size-wise, the said concept EV measures 4,300mm



long, 1,800mm wide, and 1,600mm tall.

The Concept eVX offers an impressive range of up to 550km (measured in modified Indian driving cycle (MIDC)). It is scheduled to be introduced to the market by 2025. "The eVX aims to carry forward Suzuki's 4x4 legacy into the new electric era, delivering the true Suzuki SUV driving experience," said Mr. Takei.

Jimny Rhino Edition: Off-Road Excellence Elevated

Joining the eVX in the spotlight was the Jimny Rhino Edition, a crowd-favorite at the 9th PIMS. Suzuki Philippines proudly previewed both the Jimny 3-Door Rhino Edition and the Jimny 5-Door Rhino Edition, each fitted with specialized accessories to enhance their rugged appeal.

These Rhino Editions come equipped with a distinctive front grille, front bumper under garnish, side under garnish, mud flaps, and a Rhino decal, all designed to elevate the Jimny's off-road prowess. Both models are powered by Suzuki's reliable 1.5-liter gasoline engine, delivering 120 PS and 130 Nm of torque, paired with either a five-speed manual

or four-speed automatic transmission.

Hybrid Power: XL7 Hybrid Black Upgrade and Ertiga Hybrid

Reflecting Suzuki's dedication to reducing carbon emissions, the XL7 Hybrid Black Upgrade and the Ertiga Hybrid also took center stage. The XL7 Hybrid Black Upgrade features enhanced styling, including a new black front grille and black alloy wheels. It comes equipped with additional accessories, such as a rear upper spoiler and sports emblems, showcasing Suzuki's attention to both performance and design.

Meanwhile, the Ertiga Hybrid displayed its upgraded features, including a new radiator grille design, a sports emblem, and protective accessories such as the rear bumper scuff plate and door sill guards, making it as stylish as it is eco-friendly.

S-Presso: Bold and Confident

Completing the lineup was the S-Presso, Suzuki's bold and confident hatchback. For PIMS, the S-Presso featured an Expedition Kit that included a front upper grille garnish, side cladding, and wheel arc cladding, among other stylish additions,

proving that compact cars can definitely make a big statement.

Innovative Partnerships and Technologies

During his speech, Mr. Takei emphasized Suzuki's commitment to advancing mobility through a variety of groundbreaking partnerships. One of the key collaborations highlighted was Suzuki's work with TIER IV, a leader in open-source autonomous driving software. Together, they are exploring the future of autonomous vehicles with the goal of making roads safer and driving more efficient, positioning Suzuki at the forefront of autonomous driving technology.

Additionally, Suzuki's contribution to the HAKUTO-R commercial lunar exploration program was showcased, where Suzuki applied its structural analysis expertise to develop the landing gear for the lunar lander. This partnership underscores Suzuki's ability to drive innovation across diverse industries.

Further demonstrating its investment in cutting-edge mobility solutions, Suzuki is also a key partner in the SkyDrive flying car project. SkyDrive, a Japanese startup focused on urban air mobility, is developing compact, electric flying vehicles aimed at revolutionizing urban transport.

Moreover, Suzuki has collaborated with M2 Labo to develop the Mobile Mover robot, specifically designed for agricultural use. This robot highlights Suzuki's efforts to apply its technological expertise beyond the automotive industry and into the agricultural sector, showcasing the broad scope of its innovations.

Commitment to a Sustainable Future

Mr. Takei concluded his speech by reaffirming Suzuki's dedication to a sustainable and innovative future: "Whether through hybrid vehicles, autonomous driving, or even flying cars, Suzuki is committed to building a future that is exciting, innovative, and sustainable for everyone."

Suzuki's participation at PIMS 2024 celebrated not only its latest vehicle lineup but also its forward-thinking approach to technology and environmental responsibility, leaving audiences excited for the future of Suzuki and its role in shaping mobility.