

Suzuki Philippines and Sakura Autoworld Strengthen Presence in Mindanao with the Opening of Suzuki Auto Surigao

Suzuki Philippines Incorporated (SPH), the country's leading distributor of compact vehicles, continues to expand its nationwide network with the grand opening of Suzuki Auto Surigao, operated by long-time partner Sakura Autoworld, Inc.

Located at Km. 5, Brgy. Luna, Surigao City, the newly inaugurated dealership is Sakura Autoworld's 15th Suzuki outlet and marks another milestone in the brand's mission to provide reliable mobility and quality service across the Philippines. The event gathered representatives from both Suzuki Philippines and Sakura Autoworld, joined by Surigao City Councilor Joshua Geli, who graced the ceremony and expressed support for the continued economic and business growth of the city.

Representing Suzuki Philippines was

Mr. Norihide Takei, Director and General Manager for the Automobile Division, who congratulated Sakura Autoworld for the successful expansion.

"This new dealership represents more than just growth — it stands as a testament to our shared commitment to bring Suzuki's products and services closer to more Filipinos. Surigao's spirit of resilience and optimism mirrors the same values that Suzuki upholds. We at Suzuki will always be 'By Your Side,' supporting every journey of our customers and partners," said Takei.

Suzuki Auto Surigao is designed to deliver a complete customer experience. It features a modern showroom that can display three vehicles, complemented by a fully equipped service area with four service bays to ensure efficient vehicle care and maintenance. The dealership also



From L-R: Ms. Karen Son – Chief Finance Officer, Sakura Autoworld, Inc., Mr. Roy Mitchel Silverio – General Manager, Sakura Autoworld, Inc., Hon. Joshua Geli – Surigao City Councilor, Mr. Marco Gabriel Borromeo – Managing Director, Sakura Autoworld, Inc., Mr. Norhide Takei - Suzuki Philippines' Director and General Manager for Automobile Division, Mr. Yukio Sato – Suzuki Philippines' General Manager for After Sales & Marine Division, Mr. Yasuki Nakagawa – Suzuki Philippines' Assistant to the General Manager and Auto Sales Department Head.



maintains ample stock of genuine Suzuki parts, ensuring prompt and reliable service for customers in the region.

Speaking on behalf of Suzuki Philippines' After-Sales Service and Marine Division, Mr. Yukio Sato, General Manager, highlighted the company's dedication to service excellence: "At Suzuki, we believe that great service continues long after a vehicle is sold. With skilled technicians, quality facilities, and the availability

of genuine parts, Suzuki Auto Surigao is well-prepared to provide the kind of dependable care our customers can truly rely on," Sato shared.

Sakura Autoworld, Inc., led by Managing Director Mr. Marco Borromeo, General Manager Mr. Roy Silverio, and Chief Finance Officer Ms. Karen Son, continues to be one of Suzuki's strongest dealer partners in the Visayas and Mindanao regions. Their unwavering ded-

ication and commitment to the brand have been key to strengthening Suzuki's dealership network and ensuring a consistent level of quality and trust among customers.

The inauguration of Suzuki Auto Surigao marks another step forward in Suzuki's ongoing mission to serve more communities across the country — a reflection of the brand's promise to stay "By Your Side" in every journey.

From Manila to Tokyo: FUSO Philippines invites Auto Media on a journey towards our Future Together

Sojitz Fuso Philippines Corporation (SFP) recently invited select members of the Philippine automotive media to Japan for two exclusive engagements: participation in the 2025 Japan Mobility Show (JMS) held at Tokyo Big Sight, and a visit to the Mitsubishi Fuso Truck and Bus Corporation (MFTBC) headquarters and production facilities in Kawasaki.

This initiative forms part of SFP's ongoing commitment to enhance market awareness and strengthen the presence of the FUSO brand in the Philippines. Through this program, members of the media were provided with firsthand insights and experiences that reflect FUSO's dedication to innovation and excellence, in line with its global vision of "Future Together."

MFTBC exhibits at Japan Mobility Show 2025

The Philippine media delegates joined international press members and audiences from other ASEAN markets, including Taiwan and Malaysia, to witness MFTBC / FUSO Japan's unveiling of its hydrogen-powered heavy-duty truck concepts.

During the event, MFTBC showcased the H2IC and H2FC trucks, innovative models that embody the brand's commitment to achieving zero-emission transportation through hydrogen combustion and fuel cell technologies. These cutting-edge vehicles highlight MFTBC's dedication to advancing sustainable mobility solutions that deliver optimal performance, extended range, and environmental responsibility.

Another highlight was the eCanter COBODI concept, a next-level logistics solution designed to streamline parcel delivery. Showcasing the integrated sorting system within its aluminum cargo body, the COBODI eliminates the need for manual sorting, significantly improving efficiency for delivery operators.

In addition to vehicle concepts, FUSO also presented a comprehensive approach to delivery operations including fleet management, body infrastructure, and sustainable maintenance



programs.

MFTBC Kawasaki Plant Tour

The group also visited the MFTBC Plant in Kawasaki, Japan, where they were given an exclusive opportunity to gain firsthand insight into Mitsubishi Fuso Truck and Bus Corporation's advanced manufacturing processes. The visit highlighted the company's use of cutting-edge technologies designed to enhance eco-friendly operations and fuel-efficient performance.

The Japan Mobility Show and the MFTBC plant tour provided valuable perspectives on FUSO's global direction, one that emphasizes sustainability, innovation, and drivability. This initiative likewise underscores the brand's strong presence in the

Philippines and its commitment to fostering a deeper understanding of FUSO's heritage and future in the country's commercial vehicle industry.

SFP President & CEO, Mr. Yosuke Nishi expressed his outlook from the tour, "Experiencing this year's Japan Mobility Show and the visit to MFTBC allowed us to see how FUSO continues to refine the way commercial vehicles and logistics systems work together. The global tagline, 'Future Together', is for the transport to be efficient, sustainable, and customer-driven – and FUSO is clearly preparing for it. For SFP, we carry this direction moving forward – ensuring the level of quality, reliability and capability to the products and services we offer to each and every Filipino customer."

A Touch of Korean Flair: Kia Launches the Limited Sonet K-Style Edition

A refreshed take on Kia's best-selling SUV with Korean-inspired flair and youthful energy

Kia Philippines, a subsidiary of ACMobility, introduces the new Kia Sonet K-Style Edition, a limited-number variant that builds on the Sonet's already striking appeal. Known for its head-turning design, the Sonet has become a favorite among style-conscious drivers, and Kia Philippines has further enhanced its look with exclusive additions inspired by modern aesthetics. Its name reflects Kia's heritage and design philosophy: "K" for its Korean roots, and "Style" for its expressive design, capturing the individuality and creativity of today's generation.

"The Kia Sonet K-Style celebrates the vibrant energy of today's new generation of drivers," said Jay Lopez, Managing Director of Kia Philippines. "It's designed for those who want their first car to reflect their individuality, expressive, confident, and ready for new adventures, while embodying Kia's understanding of what young drivers value most."

Style and Heritage in Motion

The Kia Sonet K-Style Edition amplifies the SUV's bold personality with exclusive exterior touches and a limited color palette, Sparkling Silver and Aurora Black. Each color features contrasting 16-inch alloy wheels, with black wheels for silver units and silver wheels for black models, creating a striking, distinctive look unique to this edition.

A bespoke K-Style side decal adds visual length and accentuates the SUV's sporty stance. As an exclusive, limited-edition offering, the Sonet K-Style Edition elevates the model's bold look with refined details and youthful character, making it an exceptional choice for first-time and young buyers who want a stylish and practical compact SUV that stands out.

Confident Performance, Everyday Practicality

The Kia Sonet K-Style Edition retains the premium features and advanced technologies that have made the model a standout in its segment. It's powered by Kia's proven 1.5-liter gasoline engine paired with an Intelligent Variable Transmission (IVT), delivering smoother acceleration and fuel-efficient performance that's perfect for both city drives and weekend getaways.



Inside, the cabin offers a refined and tech-forward experience, featuring a 10.25-inch touchscreen display with wireless Apple CarPlay and Android Auto, a digital instrument cluster, and an electric sunroof that brightens the interior with natural light. Convenience features include Remote Keyless Entry and Remote Engine Start for seamless operation.

Completing the package is Kia DriveWise, the brand's suite of advanced driver assistance technologies that elevate safety and driving confidence. Standard features include Cruise Control, Lane Keep Assist, Lane Following Assist, and Forward Collision-Avoidance Assist. Backed by Kia's 5-year or 160,000-kilometer warranty, the Sonet K-Style Edition

provides lasting dependability and peace of mind for today's confident, connected drivers.

Movement with Meaning

Limited to 150 units, the Kia Sonet K-Style Edition stands as an exclusive offering for drivers seeking a distinctive design and refined practicality in the compact SUV segment. Priced at Php 1,158,000, it exemplifies Kia's Movement That Inspires philosophy through confident styling and purposeful features. Kia Philippines encourages prospective buyers to visit their nearest showroom at the earliest opportunity to secure their unit and confirm availability while supplies last.