

# Li Auto Opens Its Second Philippine Showroom With the Launch of Its Flagship MPV, the Li Mega Home

*The global EV brand that turned the family car into a first-class ride continues its expansion in its first Southeast Asian market, the Philippines, with a full lineup starting at PHP 3.49 million*

Li Auto, one of the world's fastest-growing premium electric vehicle brands, officially opens its second Philippine showroom today at Aseana City, Parañaque—signaling the next phase of its expansion in the country following the debut of its first showroom in Bonifacio Global City (BGC), Taguig. The opening also marks the launch of the Li Mega Home, the brand's flagship MPV, designed as a true extension of the home.

The showroom launch, held under the theme "A first-class family ride for every drive," introduces Filipinos to a vehicle brand built entirely around the idea that a family car should do more than get you from point A to point B. It should be the best part of the trip.

"We are committed to creating value for families by building smart electric vehicles that deliver safety, comfort, and convenience," said Li Xiang, Chairman and CEO of Li Auto.

"The opening of our Aseana Showroom marks an important milestone in bringing Li Auto's premium intelligent mobility experience closer to Filipino families," adds Stone You, Chief Executive Officer of Li Auto Philippines.

### Build for families, from the ground up

Founded in 2015, Li Auto was built on the conviction that families deserve a car designed with them in mind, not one adapted for them after the fact. Every vehicle in the Li Auto lineup is engineered around the experience of the people inside—the space they need, the quiet they want, and the intelligence that makes them savor the journey, no matter how long it may be.

In less than a decade, that conviction has produced results. Li Auto reached one million vehicle deliveries in just 58 months—among the fastest in the global EV industry—and delivered over 500,000 vehicles in 2024 alone.

Currently, The Philippines is Li Auto's first and only Southeast Asian market, a deliberate choice driven by the country's strong family culture and growing appetite for premium, intelligent mobility. The local operation is managed by HomeAuto Philippines, the brand's official national distributor.

### Technology you feel, not just see

Li Auto vehicles run on a proprietary Range-Extended Electric Vehicle (REEV) platform—a system that combines a 52.3 kWh battery and a 1.5L four-cylinder range extender to deliver up to 1,421 km of total range, with 286 km on pure electric



Left to right: Lanson Liang, Managing Director, Li Auto Philippines, Stone You, CEO, Li Auto Philippines, Lim Li, Vice President, Li Auto Philippines, March Mayo, Sales Manager, Li Auto Philippines

- Over-the-air (OTA) updates — wireless software enhancements that allow the vehicle to continuously improve after purchase.
- Fortress Safe Body — structural engineering built around occupant protection

What it feels like inside  
The interior of a Li Auto vehicle is where the brand's philosophy becomes tangible. Key cabin features across the lineup include:

- Nappa leather seating throughout
- Queen Seat and Zero Gravity modes for rear passengers
- Massage seat function
- Built-in refrigerator and warmer
- Bed mode and Camping mode
- Vehicle-to-Load (V2L) capability — the car can power external devices
- 5-screen, 3D spatial interaction system via Li Smart Space

**The hero of the launch: Li Mega**  
Taking center stage at the Aseana Showroom is the Li Mega—the brand's flagship MPV and its most complete expression of mobile luxury. Available in two variants, the Li Mega Ultra (PHP 5,990,000) and the Li Mega Home (PHP 6,490,000), the Mega is built for families who want the space of a home and the experience of a premium cabin, on every road they travel.

### Flagship MPV

- Li Mega Home — PHP 6,490,000 | Flagship MPV, top-of-range

The Li Mega series is Li Auto's pure electric offering, while the Li L6, Li L7, and Li L9 are powered by the brand's REEV platform, combining electric driving with an onboard range extender for added flexibility.

### Here for the long drive

The Aseana Showroom is a full-service sales and experience hub where customers can explore the full Li Auto lineup, engage with the brand up close, and access complete after-sales support—from routine maintenance to specialized servicing. Li Auto Philippines continues to evaluate strategic locations, including Cebu, Davao, Alabang, Quezon City, and Clark, Pampanga, as priority locations for expansion, with plans to grow its national footprint. Vehicles are available for viewing and test drives at the Li Auto Showroom, 9 Diosdado Macapagal Boulevard, Aseana City, Baclaran, Parañaque, Metro Manila. More information is available at [www.liauto.ph](http://www.liauto.ph).



From Left: Representative from Home Auto HQ, Lanson Liang, Managing Director, Li Auto Philippines, Stone You, CEO, Li Auto Philippines, Lim Li, Vice President, Li Auto Philippines, and March Mayo, Sales Manager, Li Auto Philippines

## Modern Classic Is the New Street Style

*From throwback fits to city streets, style now comes full circle*



Fashion in the Philippines is in a throwback phase, but this time, it's intentional. Now, it comes in the guise of "Modern Classic," where style isn't simply copied from the past, but refined, blending timeless elements with a fresh, trend-aware edge. Clean, curated, and expressive, it reflects a young, trendy, and fashionable generation that values both nostalgia and individuality. It shows not just in how people dress, but how they live, favoring choices that feel effortless, styled, and personal. More than a look, modern classic is a mindset that shapes how people move.

### From style to movement

Today, the modern classic style goes beyond clothing, it shapes lifestyle, including mobility. Movement becomes part of self-expression, where function meets style. It's not just about getting around but doing it in a way that feels aligned with a young, trendy, and fashionable identity.

When style is intentional, it shows up everywhere, even in motion.

### A modern classic, reimagined with The Giorno+

This is where The Giorno+ from Honda Philippines, Inc. (HPI), the leading motorcycle manufacturer in the country, naturally fits in.

Designed around a modern-classic concept, The Giorno+ carries the same visual language shaping today's fashion—timeless, understated, and refined, embodying the class that lasts. Its silhouette draws from modern classic inspiration, elevated through clean lines and contemporary detailing that make it feel relevant in today's urban landscape.

At the center of its design is color used not just for distinction, but for expression.

With colorways like Pearl Retro Blue, Pearl Organic Green, Pearl Jubilee White, and Turmeric Yellow, each option reflects a different mood rooted in classic tones but styled for today. Whether subtle or standout, these shades mirror the palettes seen in modern vintage fashion which are effortless, curated, and distinctly personal.

More than just a mode of transport, The Giorno+ functions as a lifestyle scooter, one that brings together design, identity, and everyday usability. Powered by a 125cc, Liquid-Cooled, eSP+ Engine, 4-Valve, it delivers smooth, responsive performance with stronger and better acceleration, making it ideal for quick starts and navigating city traffic with ease. This is complemented by fuel efficiency of up to 47.0 km/L and an automatic V-Matic transmission for effortless city riding.

Designed with comfort and control in mind, it features a telescopic front suspension, unit swing rear suspension, and a hydraulic front disc brake with rear drum brake for stable stopping power. Its 780 mm seat height, compact build, cast wheels, and 5.4L fuel tank make it well-suited as an everyday premium scooter for urban environments.

### Class that lasts on the road

Modern-classic fashion isn't about fleeting trends; it's about choosing pieces that endure. That same idea now extends into mobility, where form and function come together in ways that feel timeless yet practical. It's not just about how something looks today, but how it continues to hold relevance over time.

Because in a world shaped by style, even movement becomes part of the statement. And the best statements are the ones with class that lasts.

The new colorways of The Giorno+ will be available in all Honda 3S Shops and authorized dealers nationwide for a Suggested Retail Price of PHP 102,900.



power alone. A 65-liter fuel tank ensures that range anxiety is a non-issue, even in areas where charging infrastructure is still developing.

Beyond the drivetrain, Li Auto's technology is designed to serve comfort:

- Magic Carpet Air Suspension — adjusts in real time to road conditions, smoothing out the irregularities of city driving and provincial roads alike
- LiDAR-assisted pilot system — all-scenario driving assistance with a lifetime free subscription
- Li Auto NVH Technology — cabin noise reduction that makes the interior quieter than most living rooms

### The Philippine lineup

Li Auto Philippines launches with a full range of SUV and MPV models, offering families options across different sizes and configurations:

- Li L6 Max — PHP 3,490,000 | Mid-size family SUV
- Li L7 Pro — PHP 3,890,000 | Full-size SUV
- Li L7 Ultra — PHP 4,490,000 | Full-size SUV, premium variant
- Li L9 Pro — PHP 5,190,000 | Large flagship SUV
- Li L9 Ultra — PHP 5,490,000 | Large flagship SUV, premium variant
- Li Mega Ultra — PHP 5,990,000 |

