

Ford Philippines brings mobile showroom in Antique, more runs in Visayas in May

Customers in Antique can inquire about and test drive Ford's latest vehicles, enjoy special discounts, and get exclusive merchandise until April 26



As part of its commitment to reach and engage more customers outside a Ford dealership, Ford Philippines is bringing its mobile showroom to the Visayas, giving more customers the opportunity to experience Ford vehicles up close and enjoy exclusive offers in a convenient community setting.

Currently at Robinson's Antique until April 26, 2026, Ford's showroom-on-the-go allows customers to inquire about and test drive Ford's latest vehicles, as well as enjoy special deals and get exclusive merchandise upon completion of a test drive.

Customers can get behind the wheel of three exciting Ford vehicles: the Territory Hybrid, Everest Sport, and Ranger Wildtrak. Leading the lineup is the Territory Hybrid, a full hybrid SUV that combines a gasoline engine and electric motor for a smart balance of performance and efficiency. It delivers an impressive fuel economy of 19.6 km/L* and range of up to 1,000 kilometers per tank, making it an attractive option for customers looking for a practical, modern, and fuel-efficient daily drive.

The Everest Sport offers customers a stylish and capable 7-seater SUV, making it well-suited for families and road trips. Meanwhile, the Ranger Wildtrak brings premium pickup appeal with a bold exterior and advanced driver-assist technologies designed to support both everyday driving and weekend adventures.

"Our mobile showroom reflects our commitment to putting the customer first by being where our customers are. By bringing our vehicles closer to communities in the Visayas, we are making it easier for more customers to explore our lineup, experience our products firsthand, and connect with the Ford brand in an easier and more convenient way," said Mark Parulan, Marketing Director, Ford Philippines.

Following its run in Antique, the Ford mobile showroom will continue its Visayas roadshow in Kalibo, Aklan and Kabankalan, Negros Occidental in May 2026, allowing even more customers in the region to discover Ford's vehicle lineup and take advantage of exclusive offers and deals.

Customers can catch the Ford mobile showroom in Robinson's Antique until April 26 from 11am to 9pm. For the exact dates and venues of upcoming Ford mobile showroom stops, customers can visit Ford Philippines' social media pages.

*Combined Fuel Economy figure is based on a laboratory test with controlled conditions and may not perfectly reflect real-world driving conditions. Factors like driving habits, road conditions, weather, and vehicle maintenance can all influence actual fuel consumption.

GAC PHILIPPINES ANNOUNCES 2026 EMZOOM: SPECS, COLORS, INDICATIVE PRICING NOW OFFICIAL

GAC Philippines introduces the highly anticipated 2026 EMZOOM, marking the latest evolution of one of the brand's most popular models. Designed for modern drivers, the updated EMZOOM arrives with a refreshed design, upgraded in-cabin technology, and enhanced comfort and convenience features across its lineup.

The 2026 EMZOOM arrives in two distinct variants: the GB, offering a sophisticated everyday look, and the R-Style, which emphasizes a sportier aesthetic. Both feature a refined exterior with a redesigned grille and sharper visual detailing.

Under the hood, the EMZOOM is a 5-seater subcompact crossover outfitted with a 1.5 TGDI engine, complemented with a 7-speed wet dual clutch transmission (7WDCT), producing 174 horsepower and 270 Nm of torque.

The interior sees a major tech boost, anchored by a larger multifunctional



commitment to engineering precision and everyday versatility."

The 2026 EMZOOM GB

The 2026 EMZOOM GB features a new "Star Diamond" grille design that adds a sleek and understated elegant character to this versatile subcompact

The variant is also fitted with 18-inch tires, and now comes with frameless-type rear wipers, and a ventilated driver's seat.

On the ADAS front, the top-spec variant now features Integrated Parking Assistance and Blind Spot Video Driving Assistance, enhancing both safety and



touchscreen display featuring wireless smartphone integration. Higher trims add premium conveniences like ventilated seats, wireless charging, and advanced parking assistance. With the GS3 EMZOOM previously proving very popular in the Philippines with over 8,000 customers, these latest enhancements ensure the nameplate remains a top contender in the market.

"The 2026 EMZOOM is a vanguard of our Philippine lineup, embodying refined quality and dynamic performance," said Steven Wang, Senior VP of GAC International. "We are deeply grateful to our Filipino customers for choosing this vehicle, and we remain dedicated to providing them with unwavering, long-term support as we uphold our

crossover. It now also comes equipped with auto-sensing windshield wipers and frameless-type rear wipers for improved visibility and convenience.

The cabin is fitted with a 14.6-inch multifunctional touchscreen display with Android Auto mobile phone projection. Additional features include a second-row unfastened seatbelt warning system and automatic headlights.

The 2026 EMZOOM R-Style

The 2026 EMZOOM R-Style introduces a Black Edition package for the iconic EMZOOM grille, letting the vehicle retain its rugged and sporty look.

It is equipped with a 14.6-inch multifunctional touchscreen display, a fast-charging 50W wireless charger, and Android Auto mobile phone projection.



Practicality Meets Convenience: Early Hybrid Adopters Share What They Love About Their Ford Territory Hybrid

Less than a year since its launch in the Philippines, the Ford Territory Hybrid has become a household name in the electrified vehicle segment with its advanced hybrid engine that delivers a fuel-efficient performance. Within three months since its launch, Territory Hybrid's sales exceeded 1,000 units, a testament to its growing popularity among young affluents and starting families, particularly those who are first-time owners of a hybrid vehicle.

Fitness coach Zach Peña and environmentalist and mental health advocate Cat Triviño are among the early adopters of the Ford Territory Hybrid. Both are previous owners of internal combustion engine (ICE) vehicles, and are proud to share their first-hand ownership experiences and how their daily drives have become more efficient and practical with the Ford Territory Hybrid.

Refined and Responsive Choice

"Transitioning to a hybrid vehicle was an interesting exercise, but one that quickly proved worthwhile," said Peña. "I'm a Ford Everest owner as well, and I'm used to hearing and feeling the car, but with the Territory Hybrid, the silence really stands out. The fuel efficiency is a huge win, so if you want to be smart about your daily costs, a full hybrid vehicle is a no-brainer."

The Territory Hybrid is equipped with a dedicated hybrid powertrain of 1.5L Turbocharged engine mated to a 2-speed dedicated hybrid transmission and electric motor, optimizing the balance between power and efficiency. The whole hybrid powertrain produces max engine power of 150PS, max engine torque of 230Nm, max electric power of 218PS, and max electric torque of 315Nm – delivering combined fuel economy of up to 19.6 km/L*.

As a full hybrid vehicle, the Territory Hybrid recovers battery power automatically throughout the trip via regenerative braking and energy capture from the internal combustion engine.

For Triviño, a previous owner of a Ford EcoSport, the Territory Hybrid's smaller environmental footprint is the big draw. "Sustainability is one of my advocacies. The fact that I'm able to use less fuel and reduce emissions on my everyday drives without sacrificing the comfort and performance I've come to expect from a Ford is what made me go for the Territory Hybrid. I live in a condominium that isn't designed for charging vehicles, and EV charging infrastructures in the Philippines are still catching up, so for now, a full hybrid vehicle gives me the best balance."

For both Peña and Triviño, a full hybrid vehicle like the Ford Territory Hybrid was a good entry point to owning an electrified vehicle, combining practicality and convenience during these times. The shift to a hybrid vehicle was also a smart choice as it does not require changes to daily driving behavior.

Confidence in Every Drive

With its hybrid technology, the Territory Hybrid can achieve a range of up to 1,000 kilometers per tank. Its spacious cabin, intuitive technology, and safety features make it a well-rounded option, supporting daily commutes and drives within the city and beyond.

As someone who's always on the go, Triviño values versatility and peace of mind. "My work takes me around, from city drives for mental health discussions to more remote areas for community work and clean-ups. I've found my Territory Hybrid to be very reliable, with safety features that keep my mind at ease on the road," she adds.

Peña, on the other hand, puts a premium on moving more people for less. "It's the second-row legroom that really stands out. A lot of people are surprised by it — it's actually more spacious and comfortable than many SUVs in its class."

He adds, "I save on fuel, my family and friends stay comfortable, and I have confidence in the car's durability. Whether it's daily use or longer drives, the Territory Hybrid is a solid all-around vehicle that keeps up with everything I do."

Both Peña and Triviño also favor the availability of a spare tire in their Territory Hybrid for emergency purposes, unlike other hybrid vehicles that only offer repair kits.

Driven by Real Value

To maximize engine performance on various road conditions, the Territory Hybrid is also equipped with three driving modes: Eco, Normal, and Sport. Each one allows users to tailor performance to road conditions or personal preference. Both variants benefit from the hybrid system's quiet operation, low emissions, and seamless transition between electric and gasoline power.

This April, the Territory Hybrid Titanium X comes with a bigger cash discount of P50,000 or on a lower all-in downpayment deal of P89,000. Price starts at P1,399,000 for the Ford Territory Hybrid Trend. With these more competitive offers, the Territory Hybrid now becomes a more viable option for customers looking for a full hybrid vehicle. For more information, visit the Ford website or a Ford dealer nearest you.

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MODEL	PRICE	BODY COLOR	INTERIOR
2026 EMZOOM GB	PHP 1,059,900	Graphene Grey Ivory White Moonlight Grey	Blue and Black
2026 EMZOOM R-STYLE	PHP 1,159,900	Superstar Silver	Brown and Black

driver confidence. Pricing, Variants, Warranty and Availability

The 2026 GAC EMZOOM 5-seater subcompact crossover enters the market in the GB and R-Style variants, with the indicative pre-sale prices and color options: GAC Philippines delivers a "zero-anxiety" ownership experience for the 2026 EMZOOM and the rest of its lineup by combining global R&D expertise with robust local infrastructure. Managed directly by GAC headquarters, the brand ensures seamless service through an expanding network of 30 dealerships nationwide and a dedicated Manila warehouse for rapid parts fulfillment. This commitment to reliability is backed by the

GAC Global Sales & Service Way (GSSW) standards, offering comprehensive warranties of up to five years for internal combustion vehicles and eight years for EVs, alongside two years of free roadside assistance for all new owners.

As a premier automaker, GAC Group leverages over two decades of strategic partnerships with industry giants like Toyota and Honda. This legacy of world-class manufacturing and hybrid innovation ensures that every vehicle meets rigorous standards for quality and performance. By blending international engineering with localized execution, GAC provides Filipino customers with high-performance vehicles built for long-term durability and peace of mind.