

MOTORING

Ford Employee Pricing Program Returns This Month, Up To P340,000 Savings for Ranger or Up To P600,000 Savings for Mustang Mach-E Up For Grabs

Customers and families invited to join the Ford Family Weekend on May 14-16 in Ford dealerships nationwide and on May 17 in select Ford dealerships and enjoy dealer-exclusive deals, fun activities and prizes as well as free refreshments on top of Employee Pricing offers

Ford Philippines is bringing back its highly-anticipated Employee Pricing Program this May, allowing customers to pay what Ford employees pay with purchase of a Ford Ranger, Everest, Mustang Mach-E or Territory Hybrid.

Unbeatable Offers

Customers looking for a Ford Ranger can save up to P340,000 or get an all-in low downpayment of P59,000 or low monthly fee of P15,167 monthly. Considered as one of the most popular pickup trucks in the market today, the Ranger features improved capability and comfort, advanced technologies, and smart connectivity designed to support both everyday driving and weekend adventures.

Meanwhile, the Ford Everest comes with savings of up to P180,000 or an all-in low downpayment of P69,000 or low monthly fee of P19,048 monthly. The Everest blends adventure-ready capability with exceptional comfort and customer-focused technology in a rugged, refined, and fun to drive SUV.

Ford Philippines' first battery electric vehicle, the Mustang Mach-E, is available with savings of up to P600,000 or 0% interest at 50% downpayment for 60-months amortization. The Mach-E combines electric power, modern driving technology, signature design cues, and a legendary driving experience and is available in rear-wheel and all-wheel drive variants.

Finally, the Territory Hybrid Trend is available



with a P15,000 savings this month or a free 2-year scheduled service plan (SSP). The Territory Hybrid is 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.

Other Deals

The Territory Hybrid Titanium X is still available with a P50,000 savings or a lower all-in downpayment deal of P89,000 this month. The

entry-level Ranger XLS also offers practical utility and convenience with a P99,000 all-in downpayment or low monthly fee of P28,932, while the refined Explorer 2.3L Limited EcoBoost comes with either P1,000,000 in savings or a 0% interest with 20% down payment for 60 months amortization.

Empowered Ownership

Out-of-warranty Ford vehicle owners also have more reasons to head to their nearest dealership this month with a 10% discount on Periodic Maintenance Service (PMS) covering both parts and labor, general

maintenance and service jobs, and even on Ford Genuine accessories. This is available across Ford dealerships nationwide until May 31, 2026.

Ford Family Weekend

All customers and motoring enthusiasts are also invited to visit Ford dealerships nationwide on May 14-16 and select Ford dealerships on May 17 to celebrate Ford Family Weekend, where aside from availing of Employee Pricing offers, they can also enjoy dealer-exclusive deals, fun activities and prizes as well as free refreshments for the whole family.

Select Ford dealerships will also be displaying Ford vehicles during the Ford Family Weekend and for the entire month of May, including Greenhills Mall (May 9-16), SM Megamall (May 14-20), SM Bataan (May 13-19), SM Baguio (May 11-17), Robinsons Place Dumaguete (May 9-15), SM Butuan (May 14-20), Limketkai Center (May 14-31), Gmall of Digos (May 1-31), and Yubenco Star Mall (May 1-30).

"This month, we're focusing on family by opening our employee pricing benefits to both new and returning Ford customers," said Byron Daquil, Retail & Product Marketing and Business Growth Director, Ford Philippines. "We also invite families to visit their nearest Ford dealership for the nationwide Ford Family Weekend, join the fun, and discover what makes being part of the Ford family truly special."

Ben&Ben Introduced as New Ambassadors for Toyota Choice Campaign



Toyota Choice Campaign Brand Ambassadors, Ben&Ben, with the bz4X BEV (left) and the RAV4 LTD HEV (right)

Toyota Motor Philippines (TMP) has recently introduced Ben&Ben as the new brand ambassadors of the Toyota Choice campaign, bringing together one of the country's most beloved bands and a brand long associated with trust, reliability, and innovation. The partnership reflects a natural fit for both sides, as Ben&Ben are real Toyota vehicle owners, while the band's authenticity and values closely align with Toyota's brand direction.

Ben&Ben, the Filipino indie folk-pop band from Manila led by twin brothers Paolo and Miguel Benjamin Guico, first emerged in 2016 and has since become a major force in the local music scene. Known for songs that connect deeply with listeners such as "Leaves", "Pagtingin", "Ride Home" and "Kathang Isip", the group has built a reputation not only for its music but also for tackling meaningful themes such as mental health, social justice, feminism, and individualism.

With the four pillars of the Toyota Choice campaign, the partnership also shines a light on what Toyota and Ben&Ben have in common: Toyota and Ben&Ben are brought together by shared values rooted in trust, connection, versatility, and innovation—each reflecting the pillars of the Toyota Choice campaign.

As a trusted brand, Toyota has become a name people return to over time, much like how Ben&Ben has earned lasting loyalty through consistent and sincere music that stays with listeners across different moments. In terms of genuine customer support, Toyota focuses on building relationships beyond the initial purchase, mirrored by Ben&Ben's openness and meaningful engagement with fans that foster a deeper sense of connection.

As a one-stop shop, Toyota offers a wide range of mobility solutions suited to various needs and lifestyles, like how Ben&Ben's music spans diverse themes and sounds while maintaining a clear identity. Through expert innovations, Toyota continues to refine its technology to enhance everyday driving, while Ben&Ben evolves its sound and storytelling with purpose: both moving forward with the shared goal of shaping a better future, one drive and one hit at a time. Together, these qualities give the campaign a more relatable and human feel, especially for younger audiences.

With Ben&Ben joining the campaign, TMP adds a fresh and relatable voice to Toyota Choice, one that speaks strongly to younger audiences while reinforcing the brand's message of empowering Filipinos to make choices that matter.

Suzuki Philippines Inaugurates Business Operations Simulation Facility at Don Bosco College in Laguna



From L-R: Yukio Sato (SPH GM for Aftersales Service and Marine); Takuya Nakajima (SPH Spare Parts Sales Manager); Catherine Magtibay (SPH GM for Finance and Administration); Atty. Gio Gomez (TESDA Executive Director); Norminio Mojica (SPH Managing Director); Koichiro Hirao (SPH President); Fr. Jeffrey Mangubat, SDB (President and Rector); Fr. Jun Innoncencio, SDB (TESDA Board Member); Reynaldo Lorenzo (Sr. TESDA Specialist); Jennifer Silao (Dean of Don Bosco College Canlubang); and Rommel Cabanela (Group Head, MC Dealer Training Group).

Suzuki Philippines inaugurated its Business Operations Simulation Facility on April 16, 2026, at Don Bosco College, Canlubang in Calamba City, Laguna, in partnership with the academic institution. The initiative aims to provide students with practical exposure to dealership operations within an educational setting. Don Bosco College, Canlubang, recognized for its Salesian educational framework, offers a range of degree programs, including Technical Vocational Education and Training (TVET). Its automotive programs focus on equipping students with applied skills, technical knowledge, and industry relevant competencies.



During the event, Suzuki Philippines President Koichiro Hirao formally presented the authorization to operate the simulation facility to Fr. Jeffrey Mangubat, SDB, reinforcing the shared objective of preparing students for careers in the automotive sector.

The Suzuki Business Operations Simulation Facility is structured to simulate real world dealership environments, integrating key functions across sales, aftersales, and customer engagement. It provides students with end-to-end exposure to automotive operations, from initial customer interaction and

service consultation to diagnostics, repair procedures, parts handling, and post service support. Through guided training modules and scenario-based activities, learners are able to apply classroom knowledge in a controlled, industry aligned setting that reflects actual workplace conditions.

By bridging academic instruction with practical application, the facility supports the development of graduates who are not only technically capable but also equipped with problem solving skills, professionalism, and an understanding of customer centric service. This initiative reinforces Suzuki Philippines' continued commitment to education, workforce development, and its promise of being By Your Side, empowering future professionals every step of the way.

