

Suzuki Philippines Strengthens Nationwide Presence as BER Months Begin

Suzuki Philippines welcomes the BER months with renewed momentum as it strengthens its nationwide dealership network through three key milestones from September to October 2026. The opening of Suzuki Auto Oton and Suzuki Auto Batangas City, together with the relocation and reopening of Suzuki Auto Manila Bay, expands customers’ access to Suzuki vehicles, professional sales assistance, and reliable after-sales service in more areas across the country.

The expansion begins with the Grand Opening of Suzuki Auto Oton on September 28, 2026. Located along J.C. Zulueta St. Poblacion South, Oton, Iloilo, the dealership is operated by Grand Canyon Multi Holdings, Inc. under the leadership of Dealer Principal Mr. Andrew Jan Po. As the group’s 10th Suzuki dealership, the new 3S Satellite facility provides customers with a complete dealership experience - from exploring Suzuki’s vehicle lineup and receiving personalized assistance from its sales team to having their vehicles serviced and maintained by trained technicians using genuine Suzuki parts. Its presence in Oton gives customers in the area a convenient destination for both their vehicle purchase and after-sales needs.

Suzuki Philippines will then welcome the opening of Suzuki Auto Batangas City on October 2, 2026. Situated at JAH Bldg. National Highway Alangilan, Batangas City, the dealership is operated by Mt. Sinai Motors Corporation under Dealer Principal Mr. Anthony N. Cheng, marking the group’s 12th Suzuki dealership. As a 3S Satellite facility, it expands Suzuki’s sales and service reach in Batangas, allowing

customers to conveniently inquire about and purchase Suzuki vehicles while also having access to essential service and parts support closer to home. Its location along the National Road further enhances accessibility for customers from Batangas City and nearby areas.

On October 6, 2026, Suzuki Auto Manila Bay will mark its Relocation Opening under Wheels, Inc., led by Dealer Principal Mr. Ramon T. Goh. Located along Diosdado Macapagal Boulevard in Pasay City, Metro Manila, the relocated 3S Satellite facility offers customers a refreshed and more accessible setting for their Suzuki needs. The dealership provides sales assistance for customers looking to find their next Suzuki while also offering service and parts support for existing owners. The relocation marks the group’s second Suzuki dealership and reflects its continued commitment to strengthening its presence in Metro Manila.

Norihide Takei, Director and General Manager for the Automobile Division of Suzuki Philippines Incorporated, said, “We are grateful to our dealer partners for their continued trust and commitment to growing with Suzuki Philippines. These new and improved facilities strengthen our network and bring us closer to more Filipino customers as we continue to be By Your Side.”

The opening of Suzuki Auto Oton and Suzuki Auto Batangas City, along with the relocation of Suzuki Auto Manila Bay, marks another step in Suzuki Philippines’ continued expansion nationwide. More than simply adding dealership



locations, these facilities strengthen the brand’s ability to provide customers with convenient access to its vehicles, professional sales support, and dependable after-sales services throughout their ownership journey. Together with its trusted dealer partners, Suzuki Philippines remains committed to enhancing the customer experience and supporting more Filipino motorists as they head into the most festive season of the year.

Mitsubishi Motors Unveils the All-New Pajero Cross-Country SUV – A new-generation flagship model that embodies the Mitsubishi Motors brand

Mitsubishi Motors Corporation (hereafter, Mitsubishi Motors) today unveiled the fully redesigned, all-new Pajero1 cross-country SUV at its world premiere, positioning it as a new-generation flagship model that embodies the next chapter of the Mitsubishi Motors brand.

Built at Mitsubishi Motors’ production base in Thailand, the model will first be launched in the Thai market, followed by Japan and Australia during fiscal 20262. From fiscal 2027 onward, the company plans to launch the all-new Pajero in approximately 100 countries worldwide, including markets in ASEAN, Latin America, and the Middle East.

Introduced in 1982, the Pajero was developed as a cross-country 4WD that brought together authentic off-road performance and dependability with passenger-car-like comfort. It went on to earn widespread popularity, particularly among customers with a passion for the outdoors, and became one of the models that drove Japan’s RV boom in the 1990s. With total production across four generations exceeding 3.29 million units, the Pajero became one of Mitsubishi Motors’ most iconic models, earning a loyal following in more than 170 countries and regions.

The all-new Pajero further evolves the long-standing product philosophy that has defined the model since its first generation - combining “Confidence,” embodied in its proven off-road capability and reliability, with “Comfort,” reflected in passenger comfort and ease of handling. Building on this enduring foundation, the all-new Pajero introduces a defining new dimension of “Prestige,” expressed through the premium quality expected of a flagship model. Together, these qualities represent a significant evolution across every aspect of the vehicle. Bold, commanding proportions characterized by strong horizontal lines are complemented by a functional, advanced, and finely crafted interior. Inside and out, signature motifs from previous Pajero generations are woven throughout the vehicle, creating a design worthy of a new-generation flagship.

The all-new Pajero offers a refined cabin in which every occupant can travel in comfort, while retaining dimensions that make it easy to maneuver. It is also equipped with Mitsubishi Motors’ Super-All Wheel Control (S-AWC), which integrates control of acceleration, cornering, and braking to deliver precise and intuitive vehicle behavior, as well as Super Select 4WD-II (SS4-II), which balances outstanding off-road performance with ease of use in everyday driving. Combined with a highly rigid, durable ladder frame and a carefully tuned suspension system that helps maintain tire contact with the road, these technologies encourage drivers to enjoy travel with confidence on any road and take the next step toward new adventures with peace of mind.

“Under our Mid- to Long-Term Vision for the 2030s, we aim to enhance customer satisfaction and corporate value by developing distinctive products and strengthening our brand, while further reinforcing what makes Mitsubishi Motors unique,” said Keisuke Kishiura, president and chief operating officer of Mitsubishi Motors. “The all-new Pajero is the first model to bring this vision to life. As our flagship model, it will lead not only the Pajero series to follow, but the entire Mitsubishi Motors lineup. Evolved with a new level of refinement, the all-new Pajero is a premium cross-country



SUV that drivers can rely on in any situation. We will introduce the model to markets around the world in phases, and we hope customers will look forward to its arrival.”

Special website for the all-new Pajero: <https://www.mitsubishi-motors.co.jp/global/en/lineup/pajero/special/>
Prestige: Premium quality worthy of a flagship model

The all-new Pajero was developed to carry forward the heritage established by previous generations while pursuing a distinctive evolution for a new era, reflecting the changes over the 20 years since the launch of the fourth-generation model. Guided by the design concept of “Grand Charisma,” every detail has been meticulously crafted to achieve a powerful presence and premium feel, giving the model a stature worthy of Mitsubishi Motors’ next-generation flagship.

Exterior Design

Building on the bold, upright proportions and horizontal design theme inherited from the first-generation model, the all-new Pajero evolves the design further with powerful fenders that express its performance capabilities and sculpted body surfaces that enhance its commanding presence. The front design conveys a sense of inner strength inspired by kendo, a traditional Japanese martial art that emphasizes discipline and composure. Two distinctive grille designs are available: a horizontal-bar grille that reflects the precision of Japanese craftsmanship, and a honeycomb grille that evokes streamlined functional beauty and strength. The headlights adopt a distinctive T-shaped design, creating a modern and advanced appearance. Signature Pajero design elements appear throughout the exterior, including the C-pillar inspired by the roll bar of the first-generation model and a hexagonal rear motif that reinterprets the rear-mounted spare tire of earlier generations. Together, these elements blend Pajero heritage with innovation, creating an exterior design that befits Mitsubishi Motors’ new-generation flagship.

Interior Design

The interior adopts a horizontally oriented instrument panel inherited from the first-generation Pajero, combining functionality with a refined cabin. The monolithic display integrates two highly visible 14.3-inch4 screens with graphics inspired by the Pajero’s heritage, including the Multi Meter display that brings the iconic triple-meter cluster into the modern era. Soft-touch material incorporating a stitching technique inspired by Kimekomi, a traditional Japanese craft, is applied to the instrument panel and door trims, creating a sense of depth and premium quality worthy of a flagship model.

Color Options

The all-new Pajero is available in body colors that enhance its commanding presence and premium character. Of the two theme colors, Armor Copper Metal-

lic evokes the solidity and weight of substantial metal, accentuating the body’s thick, sculpted forms and powerful proportions. The other theme color, Phantom Blue Metallic, is an elegant grayish blue with a solid appearance, accented by gold highlights that emerge as the light changes. Symbolizing the all-new Pajero’s advanced character, precision, and functional beauty, this modern color harmonizes with a wide range of settings, from everyday driving to outdoor adventures.

Inside, the color scheme creates a refined cabin that highlights premium quality and functional beauty. The Camel color draws on the natural tones of genuine materials while helping make signs of everyday use less noticeable. It has also been carefully designed to create a sophisticated contrast with black and harmonize with the vehicle’s powerful exterior.

Enhanced Cabin Quietness

The all-new Pajero features comprehensive sound-insulation enhancements designed to allow all occupants to converse naturally, even at highway speeds and in other high-noise conditions. In addition to the windshield, acoustic glass is used for the front and rear door windows, while extensive noise-reduction measures are applied throughout the body and other areas of the vehicle. By reducing wind and engine noise, these measures create a serene, refined cabin where occupants in every row can enjoy comfortable conversation.

Advanced Infotainment and Connected Services

The all-new Pajero’s advanced infotainment system brings new value to time spent on the road. The large 14.3-inch horizontal monolithic display inspires a sense of adventure through simple, intuitive graphics and dynamic visual presentations. In addition to a dedicated opening sequence and unique visual effects for each drive mode, the meter display offers 16 background themes that change in real time with the time of day. The iconic triple-gauge layout featured in previous generations of the Pajero has also been reimagined as the Multi-Meter. Driving information such as altitude, compass heading, temperature, vehicle pitch and roll angles, and AYC control status allows drivers to assess driving conditions at a glance. The Smartphone-link Display Audio system supports wireless smartphone connectivity, providing intuitive access to mapping, music and other compatible smartphone apps. Carrying Forward and Evolving the Pajero’s Product Philosophy
Confidence: Off-Road Capability and Reliability

Building on the SS4-II refined in some of the world’s harshest environments, the all-new Pajero adds the S-AWC system to deliver high levels of all-around capability expected of a flagship Pajero.

A powerful yet easy-to-control clean diesel engine, a highly rigid ladder frame, and a specially developed suspension that maintains excellent tire contact give the all-new Pajero dependable off-road performance, along with easy handling and a refined ride on paved roads. Together, these technologies deliver the capability and reliability to travel with confidence wherever the journey leads.

2.4L Clean Diesel Engine and a Newly Developed 8AT

A specially developed 2.4-liter clean diesel engine featuring a wide-range single variable geometry turbocharger (VGT) delivers a maximum torque of



480 Nm5, providing strong and responsive acceleration from standstill through to high-speed driving. The engine is paired with a newly developed 8-speed automatic transmission (8AT) with sport mode, offering smooth and seamless gear changes. From on-road driving to off-road terrain, the powertrain combines acceleration that responds faithfully to the driver’s intentions with improved quietness, delivering a refined driving experience.

Robust Ladder Frame and High-Performance Suspension System

Forged through decades of rally experience and development in demanding environments, the highly rigid ladder frame serves as the foundation of the all-new Pajero. The expanded use of high-tensile steel contributes to weight reduction, while measures such as increasing the frame cross-sectional area significantly enhance torsional and bending rigidity, achieving a high level of both handling stability and ride comfort, together with enhanced durability and reliability.

The suspension features an independent double-wishbone front setup and a newly developed five-link rigid rear axle. By helping the tires maintain contact with the road while supporting strong off-road capability, it also delivers a natural steering feel and a flat, composed ride.

Beyond simply delivering exceptional off-road capability, the all-new Pajero was developed with occupant comfort during long journeys and on rough surfaces as a key goal. To achieve this,

“off-road comfort” was established as a key development benchmark, with the aim of balancing off-road performance and on-road refinement at a high level. Strengthened body mounts suppress unwanted vibrations on rough roads while contributing to improved handling and ride comfort, further enhancing overall driving refinement.

All-Around Driving Performance with S-AWC

The all-new Pajero features the S-AWC, Mitsubishi Motors’ integrated vehicle dynamics control system, delivering natural, responsive handling and outstanding vehicle stability. The SS4-II system allows drivers to select from four 4WD drive modes according to driving conditions: 2H (rear-wheel drive), 4H (full-time 4WD), 4HLc (locked center differential), and 4LLc (locked center differential with low-range gears). SS4-II combines high off-road capability with excellent handling stability on paved roads.

Alongside SS4-II, S-AWC integrates control of Active Yaw Control (AYC), which controls torque distribution between the left and right wheels through the front brakes; Active Stability and Traction Control (ASTC), which optimally distributes driving force to enhance stability on slippery surfaces; and

the Anti-lock Braking System (ABS), which helps prevent wheel lock and skidding during braking. By optimizing driving and braking forces at all four wheels according to driver inputs and road conditions, S-AWC enables safe, reassuring, and comfortable driving across a wide range of weather and road conditions.

Seven selectable drive modes are available, each optimized for specific driving conditions: Normal, Eco, Gravel, Snow, Mud, Sand, and Rock. These modes allow drivers of all experience levels to enjoy driving with confidence across a wide range of road surfaces. In addition, large 18-inch brake rotors and an electric brake booster provide a reassuring brake feel.

Vehicle Dimensions Engineered for Versatile Performance

Designed for easy, comfortable driving from city streets to adventures in the great outdoors, the all-new Pajero measures 4,920 mm long, 1,925 mm wide and 1,910 mm6 high, with front and rear tracks of 1,630 mm and a wheelbase of 2,870 mm.

The model combines a ground clearance of 230 mm6 with an approach angle of 30.4 degrees6, a ramp breaker angle of 22.6 degrees6 and a departure angle of 25.8 degrees6. Its optimized 52:48 front-rear weight distribution and highly rigid, durable ladder frame complement the long-travel suspension, whose excellent road-holding performance helps maintain tire contact over uneven surfaces. Together, these attributes deliver outstanding performance over challenging terrain.