

This World EV Day, Kia’s Electrified Lineup Drives Modern Filipino Mobility

From the EV5 and EV9 to the upcoming EV3 and PV5, Kia expands its electric lineup to make sustainable driving practical for everyday Filipinos.

In celebration of World EV Day, Kia Philippines, a subsidiary of ACMobility, is highlighting its growing roster of electric vehicles tailored for modern drivers. Led by models like the Kia EV5 and the Kia EV9, the lineup combines practical everyday usability with advanced technology. Supported by ACMobility’s expanding charging network, Kia demonstrates how its Electric vehicles fit into daily life.

“World EV Day is a reminder that sustainable driving is rapidly transforming into the standard for modern Filipino roads,” says Jay Lopez, Managing Director of Kia Philippines. “Our growing EV lineup, which includes the EV5 and EV9 as well as the upcoming EV3 and PV5, provides drivers with purpose-built electric technology and versatile space designed for their daily lives.”

Work and Play Unbound: The Kia EV5

Designed for modern professionals and

creative entrepreneurs on the move, the Kia EV5 bridges the gap between daily work routines and weekend road trips. Its cabin features two 12.3-inch displays, wireless Apple CarPlay and Android Auto integration, and a built-in 3.6 kW Vehicle-to-Load (V2L) technology to power electronics on the go. A dedicated EV platform pairs an 88.1 kWh LFP battery with a front motor to generate 217 PS and 310 Nm of torque, delivering up to 550 kilometers of range on a single charge. The EV5 comes equipped with driver assistance features like Kia DriveWise advanced safety systems and a 360-degree Surround View Monitor for easy maneuvering, complemented by practical storage spaces.

Executive Comfort Meets Family Logistics: The Kia EV9

Serving as the flagship fully electric three-row family SUV in Kia’s electric lineup, the Kia EV9



turns daily family travel, school runs, and executive commutes into a comfortable experience. Its second-row Relaxation Seats feature power adjustments, ventilation, and massage functions to ease long hours in traffic. Powered by an 800V architecture and a dual-motor all-wheel drive system, it produces 384PS and 700 Nm of torque, reaching 100 km/h in 5.3 seconds. The 99.8 kWh battery yields up to 505 kilometers of range and supports 350 kW DC fast charging, moving from 10 to 80% in less than 30 minutes. These features and more earned the Kia EV9 both World Car of the Year and World Electric Vehicle of the Year at the 2024 World Car Awards.

The Next Horizon: A Growing Electric Ecosystem

Looking ahead, Kia Philippines is expanding its lineup with two new electric models launching locally within the year. The upcoming Kia EV3 compact electric SUV, a global World Car of the Year winner in 2025, will officially launch this

September, bringing bold styling, practical range, and easy-to-use technology to Filipino drivers and first-time EV buyers.

Kia will also introduce the Kia PV5, a fully electric van built on a modular and adaptable platform. Tailored for local businesses, fleet management, and commercial transport, its cargo variant will lead the rollout this October. Guided by its promise, “Movement that Inspires,” Kia Philippines continues to make sustainable driving practical and accessible for every Filipino driver.

Kia’s EV lineup is supported by ACMobility’s growing network of EV charging hubs, now accessible in over 200 locations across the Philippines. By connecting the Philippine EV Spine from Pagudpud in the north to General Santos City in the South, ACMobility is giving more Filipino drivers the confidence that they can now “charge anywhere, drive everywhere.”



BUILT FOR EVERY ROAD: MICHELIN STRENGTHENS ITS COMMITMENT TO PHILIPPINE MOBILITY

As the Philippines continues to experience growth in mobility, transportation, infrastructure, and industrial development, Michelin, the world’s leading tire company and manufacturer of life-changing composites and experiences, is reinforcing its commitment to the market through a strategic expansion of its Philippine distribution ecosystem, designed to bring greater expertise, stronger support, and improved customer access across every mobility segment.

The move represents more than an expansion of Michelin’s route-to-market capabilities. It reflects the company’s long-term confidence in the Philippines and its vision of building a more responsive, customer-focused, and future-ready mobility ecosystem. As customer needs continue to evolve across passenger mobility, commercial transportation, and industrial applications, Michelin is investing in a model that brings the right expertise closer to the customers it serves.

is strengthening its distribution network through a more specialized ecosystem that aligns expertise with the distinct requirements of different customer segments. Rather than taking a one-size-fits-all approach, Michelin is building a model that reflects how customers buy, operate, maintain, and manage their vehicles and equipment.

This expanded ecosystem complements Michelin’s existing importer-distributor network, strengthening overall market coverage while preserving the partnerships that continue to play an important role in the company’s Philippine business.

A Long-Term Investment in Philippine Mobility

The strengthened distribution architecture reflects Michelin’s broader ambition to build a more resilient platform for long-term growth in the Philippines.

With more than 130 years of innovation and mobility leadership, Michelin continues to invest in



Michelin Philippines and its distributors come together to expand the road ahead. From L-R: Tan Eng Hwa, Chief Financial Officer, Bermaz Auto Philippines; Steven Tan, President, Bermaz Auto Philippines; Jarvis Corral, Chief Financial Officer, Jason Corral, Chief Executive Officer, and Jasper Corral, Chief Operating Officer, Drakester; Caroline Ang, General Manager, Entire Car Care Centre Inc.; Jonathan Khong, Managing Director, Michelin Philippines. Thomerson Yao, Finance Director, and Frederick Yao, Sales and Marketing Director, RYCO Inc.; Royce Ang, President, and Nilo Luna, General Manager, Tiara Commercial & Industrial Corp.; Fernando Imperial, Chairman, and Chris Imperial, President, Icon Equipment Solutions Philippines Inc.; Ian Bangayan, President, BSB Junrose Corporation.



Through the years, Michelin continues to strengthen its overall market coverage to meet customers.

A Smarter Distribution Strategy for a Growing Market

The Philippine mobility landscape is evolving rapidly. Growing vehicle ownership, expanding logistics networks, increased infrastructure activity, and rising industrial investment are creating new opportunities across passenger mobility, commercial transportation, construction, mining, agriculture, and beyond-road operations.

To support this growth, Michelin

technologies, solutions, and partnerships that help customers move more safely, efficiently, and sustainably. The Philippines remain an important market within Michelin’s Asia Pacific footprint, supported by increasing demand for premium mobility solutions across both consumer and industrial sectors.

“At Michelin, we believe mobility is one of the foundations of human progress. As the Philippines continues to evolve, we want to ensure we are



Michelin’s expansion reflects its long-term commitment to the country and confidence in its future.

evolving alongside our customers,” said Jonathan Khong, Managing Director, Michelin Philippines. “This expansion

reflects our long-term commitment to the country and our confidence in its future. By strengthening our distribution ecosystem, we are bringing greater expertise, stronger support, and more relevant solutions closer to the industries and communities that keep the Philippines moving.”

Delivering Better Support Across Every Journey

The enhanced ecosystem is designed to improve how Michelin serves a wide range of customers, from automotive dealerships and vehicle owners to logistics operators, industrial businesses, contractors, and mining companies.

For passenger vehicle customers, stronger integration with dealership networks can help improve access to vehicle-specific tire fitments and enhance

the ownership experience. For commercial operators, greater technical expertise and fleet-oriented support can help improve uptime, operational efficiency, and service responsiveness. For industrial and beyond-road customers, access to specialized application knowledge supports reliability, productivity, and long-term equipment performance in demanding environments.

Across industries, downtime carries real costs. Whether keeping delivery schedules on track, maintaining project productivity, or supporting operations in challenging locations, businesses increasingly require solutions tailored to their specific needs. By aligning expertise and support more closely with customer requirements, Michelin aims to help customers maximize performance, strengthen safety, and create greater long-term value.

This customer-centric approach reflects Michelin’s broader purpose: giving people a better way forward through solutions that help businesses and communities move confidently toward the future. As Michelin looks ahead, the company’s focus remains clear: investing in the partnerships, capabilities, and support systems that help customers move safely, efficiently, and sustainably. Through a stronger and more specialized mobility ecosystem, Michelin is building a more responsive platform for long-term growth while helping keep Philippine industries, businesses, and communities moving forward.

Because no matter where the road leads, Michelin is committed to delivering solutions built for every road.



Michelin aims to help consumers maximize performance, strengthen safety and create greater long-term value across industries.