商報 MOTORING

Suzuki Philippines Brings the Suzuki Experience Closer to Oton with New Dealership

Suzuki Philippines Incorporated (SPH) continues to bring its products and services closer to more Filipino communities with the grand opening of Suzuki Auto Oton, a new 3S dealership located at J.C. Zulueta St., Poblacion South, Oton, Iloilo.

Operated by Grand Canyon Multi Holdings, Inc., led by Dealer Principal Mr. Jan Andrew Po, the opening of Suzuki Auto Oton marks a significant milestone for the dealer group as its 10th dealership under the Grand Canyon Group, further strengthening its growing partnership with Suzuki Philippines.

Strategically located in Oton, an important center of commerce and trade in Southern Iloilo, Suzuki Auto Oton brings Suzuki's vehicle sales and after-sales services closer to customers in Oton and nearby communities. The dealership features a spacious showroom where customers can explore Suzuki's lineup in a welcoming environment, along with a dedicated service area designed to support customers throughout their ownership journey.

The opening also highlights The All-New e VITARA, Suzuki Philippines' fully electric SUV, which will be showcased at the dealership during the grand opening. Guests and customers will have the opportunity to experience Suzuki's latest step into the fully electric vehicle segment and discover how the e VITARA brings together Suzuki's expertise in mobility with an electric driving experience.

During the opening ceremony, Norihide Takei, Director and General Manager of Suzuki Philippines Incorporated, highlighted the significance of the new dealership in bringing Suzuki closer to customers in Southern Iloilo. He also recognized Grand Canyon Multi Holdings' achievement of reaching its 10th dealership, noting that the milestone reflects the group's continued growth and strong partnership with Suzuki. With Oton serving as an important center of commerce and trade in the area, the new dealership further strengthens Suzuki's accessibility to customers and communities in the region.

(Top row, L–R: Robert Po – Director of Grand Canyon Multi Holdings Inc., Mr. Eddie Po – Director of Grand Canyon Multi Holdings Inc., Mr. Ivan Herrick Po – HR Director of Grand Canyon Multi Holdings Inc.; Bottom row, L–R: Mr. Peter Po – Chairman of Grand Canyon Multi Holdings Inc., Ms. Caroline Po – Comptroller Head of Grand Canyon Multi Holdings, Inc., Mr. Norihide Takei – Suzuki Philippines' Director and General Manager for Automobile Division, Mr. Jan Andrew Po – President of Grand Canyon Multi Holdings Inc, Mr. Migs Flores – Executive Assistant of Oton Municipal Mayor, Mr. Yukio Sato – Suzuki Philippines' General Manager for After Sales Service and Marine Division, Mr. Lorenzo Aguilar – Vice President for Operations of Grand Canyon Multi Holdings Inc.

From an after-sales perspective, Yukio Sato, General Manager for After Sales and Marine Division of Suzuki Philippines Incorporated, highlighted the role of Suzuki Auto Oton in bringing reliable after-sales support closer to customers in Oton and surrounding communities.

The dealership will provide customers with access to genuine Suzuki parts and professional service from trained personnel, helping ensure a consistent and dependable ownership experience. More than the facilities and services, Suzuki remains committed to building lasting relationships with its customers and supporting them every step of their ownership journey.

With Suzuki Auto Oton, customers in Oton and surrounding areas can now enjoy a more accessible Suzuki experience backed by a dealership team committed to providing support before, during, and after the purchase. The new dealership further strengthens Suzuki Philippines' growing network and its commitment to customer service and long-term relationships.

As Suzuki Philippines continues to expand its presence across the country, the opening of Suzuki Auto Oton reflects the brand's commitment to being "By Your Side", supporting customers not only when they choose their Suzuki, but throughout the many journeys and experiences that follow.

Kia Philippines Expands Electric Lineup with the All-New Kia EV3

Crowned 2025 World Car of the Year: Flagship Technology and Award-Winning Design, Now Within Reach for Filipino Drivers

Kia Philippines, a subsidiary of ACMobility, has officially introduced the all-new Kia EV3, recently recognized as the World Car of the Year in 2025. Designed to amplify Kia's electric vehicle strategy globally, the EV3 packages the advanced engineering, bold styling, and cabin technology of its larger siblings, the EV5 and EV9, into an accessible package for the compact SUV market.

"Our goal is to make electric driving a natural upgrade to daily life," said Jay Lopez, Managing Director of Kia Philippines. "The Kia EV3 pairs world-class technology with daily utility, giving drivers a quieter, smarter, and more comfortable way to experience the future of mobility."

World Car of the Year: Award-Winning Design and Sculpted Exterior

Determined by international automotive journalists evaluating design, safety, and innovation, the prestigious World Car of the Year title cements the EV3 as a new benchmark for modern mobility, bringing an award-winning standard directly to Filipino drivers.

Building on this global recognition, alongside Red Dot "Best of the Best" and iF Design accolades, the EV3 brings futuristic proportions and sharp geometric surfacing to the compact SUV segment. Its exterior features an evolved Digital Tiger Face framed by signature LED headlights. To maximize aerodynamic efficiency, the EV3 features flush outer door handles, a rear spoiler, standard roof rails, and 17-inch alloy wheels.

Efficient Power and Everyday Performance

Underpinning the Kia EV3 is a front-mounted Permanent Magnet Synchronous Motor delivering 204 PS and 283 Nm of torque. Energy is supplied by a 58.3 kWh lithium-ion battery pack, providing a NEDC driving range of up to 511 kilometers on a single charge. Replenishing the battery takes 5 hours and 20 minutes via an 11 kW AC charger (10% to 80%), while a 350 kW DC fast charger completes the same charge in 29 minutes.

Comprehensive Safety and Driver Assistance

Complementing its connected cabin, the Kia EV3 provides comprehensive road protection with the Kia DriveWise suite. Key assistance systems include Advanced Smart Cruise Control, Forward Collision Avoidance with Autonomous Emergency Braking, Lane Keeping and Following Assist, Blindspot Safety Warning, and Rear Cross Traffic Safety. Passive safety is anchored by seven standard airbags (front, side, and curtain), complemented by Electronic Stability Control, Hill-Start Assist, front and rear parking sensors, and a rear-view camera.

A Connected Cabin with Flagship Ergonomics

Inside, the Kia EV3 pairs driver-focused ergonomics with clever interior packaging. The cabin gets standard leather upholstery, an 8-way power driver's seat with power lumbar support, and dual-zone automatic climate control. Driving cabin utility includes an innovative sliding console tray designed for flexible workspace or storage options, alongside versatile 60:40 split-folding rear seats for expanded cargo capability.

At the center of the dashboard layout is Kia's 30-inch Triple Panoramic display, which combines the gauge cluster, infotainment display, and a 5.3 inch Climate Control Display. Standard connectivity features include wireless Apple CarPlay and Android Auto, dual wireless charging pads, five USB-C charging ports, and a 6-speaker audio system.

Pricing, Colors, and Warranty

The all-new Kia EV3 is available with an included wall charger at Php 1,898,000, but is currently offered at a special introductory price of 1,868,000, representing Php 30,000 in savings, along with an EV3-exclusive 5 years free Preventive Maintenance Service until October 31. It is backed by a 5-year/160,000 km vehicle warranty and an 8-year/160,000 km high-voltage battery warranty. Available exterior colors include Aventurine Green, Snow White Pearl, Aurora Black, Terra Cotta, Frost Blue, Shale Grey, and Ivory Silver. Reservations start September 21, and unit deliveries will begin by October 1.

"The Kia EV3 marks an essential step as we expand our EV lineup in the Philippines," said Jay Lopez, Managing Director of Kia Philippines. "By bringing award-winning global design, proven electric technology, and long-range efficiency to an accessible price point, the EV3 serves as our primary vehicle to lead the market's shift toward electric mobility."