

商報

# MOTORING

## Suzuki Philippines Launches the All-New Fronx and XL7 Hybrid Black Edition in a Grand Celebration

Suzuki Philippines (SPH) officially unveiled the All-New Suzuki Fronx, a bold new contender in the compact SUV segment, during a festive launch at the Lakehall at Nena's Sanctuary in Sta. Rosa City, Laguna last September 12. Attended by valued media and bank partners, the event also served as the debut of the XL7 Hybrid Black Edition, further strengthening Suzuki's commitment to providing innovative, stylish, and value-packed vehicles for Filipino families.

Opening the program, Mr. Koichiro Hirao, President of Suzuki Philippines, underscored the significance of the launch, tying it to the company's 50th anniversary celebration:

"For five decades, Suzuki has been part of the Filipino journey—through our motorcycles, automobiles, and marine engines. Guided by our ONE SUZUKI vision, we bring these three businesses together to provide complete mobility solutions. Today, we add another exciting chapter with the launch of the All-New Suzuki Fronx," Hirao said.

He also expressed gratitude to Suzuki's network and partners:

"These achievements are made possible through the trust of our customers, the dedication of our dealer network, and the unwavering support of our media partners and bank partners who help us bring Suzuki closer to more Filipinos."

Special guest Takashi Yokoyama, Chief Engineer of the Fronx, shared the story and passion behind the creation of the Fronx. Inspired by the strength and elegance of a thoroughbred horse, the design blends coupe-inspired sophistication with SUV ruggedness.

"The Fronx is not only a stylish coupe SUV, but also one that provides the comfort to bring smiles to everyone who rides in it. With 'strength and beauty' as our theme, we created a vehicle that shines both in the city and in nature," Yokoyama explained.

The Fronx comes in multiple variants



to suit different customer needs:

- The GL variant is equipped with a 1.5L engine paired with a 4-speed automatic transmission (4AT) for dependable everyday driving.

- The higher GLX and SGX Hybrid variants feature Suzuki's mild hybrid system and a 6-speed automatic transmission, offering responsive performance with greater efficiency.

When it comes to safety, the All-New Fronx is equipped with Suzuki Safety Support Technology, which includes a suite of advanced driver-assist features:

- Dual Sensor Brake Support II (DSBS II)
- Adaptive Cruise Control
- Blind Spot Monitor
- High Beam Assist
- Lane Departure Warning and Prevention
- Lane Keep Assist
- Rear Cross Traffic Alert

In addition, the Fronx offers 6 airbags for comprehensive occupant protection, ensuring confidence and peace of mind for both driver and passengers.

Alongside the Fronx, SPH introduced the XL7 Hybrid Black Edition, offering

customers a fresh and distinctive take on the well-loved hybrid MPV.

The Black Edition boasts black-painted body garnishes and door handles, a black roof rail, and dark-tinted rear combination lamps, further emphasizing its bold SUV character.

Mr. Norihide Takei, Director and General Manager of Suzuki Philippines Automobile Division, proudly announced the nationwide availability of both models and Suzuki's strong sales performance:

"From January to August 2025, Suzuki Philippines sold a total of 14,519



- XL7 GLX AT Hybrid Black Edition – P1,259,000
- XL7 GLX AT Hybrid Black Edition Two-Tone – P1,269,000
- Fronx GL AT (4AT) – P1,059,000
- Fronx GLX AT Hybrid (6AT) – P1,219,000
- Fronx GLX AT Hybrid Two-Tone (6AT) – P1,229,000
- Fronx SGX AT Hybrid Two-Tone (6AT) – P1,299,000

In a celebratory toast, Mr. Norminio Mojica, Managing Director of Suzuki Philippines, commended the collaboration and support of Suzuki's partners:

"This launch is not only about introducing new vehicles but also about celebrating our enduring partnership with media, banks, and dealers who share our mission. Together, we will continue to open doors to endless possibilities for every Filipino family."

With the successful launch of the All-New Fronx and the XL7 Hybrid Black Edition, Suzuki Philippines reaffirms its commitment to innovation, dependability, and style—hallmarks that have made the brand a trusted partner in mobility for 50 years.

Suzuki Philippines is also inviting the public to be part of the FRONX



From L-R: Catherine Magtibay, General Manager - Finance and Admin Division (SPH), Norminio Mojica - Managing Director and Treasurer (SPH), Koichiro Hirao - President (SPH), Takashi Yokoyama - Chief Engineer, Automobile Line B&C segment Division, Product Planning (Suzuki Motor Corporation), Norihide Takei - Director and General Manager for Automobile Division (SPH), Yukio Sato - After-Sales Service and Marine Division General Manager.

units, reflecting a 10% growth compared to last year, outpacing the industry which declined slightly. We are very confident that, with your continued support, the Fronx and the XL7 Hybrid Black Edition will follow this success story and win the hearts of even more Filipino families."

He also revealed the official pricing:

Nationwide Experience, happening on September 19 to 20, 2025. Suzuki Automobile dealerships nationwide will join the celebration with festive showroom displays, fun activities, and test drive opportunities for customers to experience firsthand the style, performance, and safety of the All-New Fronx.



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## The Workhorse of Tomorrow: DFSK's Commercial Vans for the Digital Age

An all-electric cargo van designed for logistics, regional delivery, and modern fleet needs.

In a fast-moving economy where logistics is the backbone of every thriving business, the demand for smart, sustainable, and affordable fleet vehicles has never been greater. At the forefront of this movement is the DFSK EC75 – a fully electric commercial van designed to meet the needs of modern-day cargo operations, from small business deliveries to large-scale regional transport.

Built to Move Businesses

The DFSK EC75 stands out with a payload capacity of 1,200 kg and a cargo volume of 6.7 cubic meters, offering both power and space in one highly functional platform. Measuring 5,130 mm in length with a 3,200 mm wheelbase, it gives B2B operators and fleet buyers the cargo room they need without compromising maneuverability in urban or regional routes. It rides on a MacPherson independent front suspension for smoother

handling and a leaf spring rear suspension built to carry heavy loads—ideal for day-to-day logistics, SME deliveries, and mid-sized regional hauls.

Powered for the Long Run

The EC75 features a 50.38 kWh lithium iron phosphate battery, delivering a driving range of up to 310 kilometers on a single charge. Its DC fast-charging capability powers the van from 20% to 80% in just 45 minutes, ensuring minimized downtime for operations that rely on speed and uptime. With the rising fuel costs in the Philippines, fleet owners will appreciate the long-term value of electrification with minimal energy costs and reduced maintenance overhead.



Modern Cabin. Smarter Driving.

Inside, the EC75 does not hold back. The cabin is equipped with a 10.1-inch touchscreen infotainment system, digital driver display, multi-function steering wheel, and even a cooled glove box. With practical additions like wireless phone charging, USB-C support, and Bluetooth connectivity, DFSK ensures drivers and fleet partners have both comfort and connectivity on the road.

Safety as Standard

Built into the EC75's design is a full suite of driver-assistance and safety systems, including:

- Adaptive Cruise Control (ACC)
- Lane Departure Warning (LDW)

- Forward Collision Warning (FCW)
- Autonomous Emergency Braking (AEB)
- Lane Keeping Assist (LKA)
- A 360° panoramic camera and parking sensors
- ABS with EBD, Hill Hold Control, Traction Control, and Brake Assist

These technologies promote safer long-distance and last-mile deliveries, giving fleet managers peace of mind while lowering risks across high-traffic or complex driving environments.

Value That Works for Fleets

With a suggested retail price of ₱1.45 million, the DFSK EC75 offers exceptional value for fleet buyers, especially when considering fuel savings, government incentives for EV adoption, and reduced operational costs. It also comes with a 3-year/100,000 km vehicle warranty and a 6-year/150,000 km battery warranty, offering peace of mind to fleet procurement officers.

"The DFSK EC75 strikes the right balance between practical utility and long-term value for logistics-driven enterprises. It's exactly the kind of solution our clients are looking for as they modernize their fleets," said John Tovoillo, Business Development Manager, QJS Motors Philippines.

Final Gear

Whether you're scaling your logistics fleet, upgrading to cleaner tech, or looking for a reliable partner to power your business expansion, the DFSK EC75 delivers. It's more than just a van—it's the workhorse of tomorrow, ready for the digital age of transport.