

MOTORING

Toyota PH Previews Three New Models ahead of PIMS 2026

Toyota Motor Philippines is set to debut three much anticipated new models at PIMS 2026

Toyota Motor Philippines (TMP) has given a preview of the three new models that it will be displaying at the 10th Philippine International Motor Show (PIMS). From June 4 to 7, 2026, attendees will be able to see the all-new Land Cruiser FJ, Hilux BEV, and the Land Cruiser 300 HEV in the metal.

The Legend Continues

The Land Cruiser line has a fresh new addition to its withstanding legacy with the Land Cruiser FJ. The LC FJ, which stands for Land Cruiser Freedom & Joy, highlights the nameplate's adventurous and versatile nature. Bringing together the Land Cruiser's 4x4 heritage in a more accessible and compact package, the LC FJ gives customers a new way to enjoy the Land Cruiser legacy in both the city and the trail.

The LC FJ features an Internal Combustion Engine (ICE) perfect for maximizing its 4x4 nature. It also features a Differential Lock, Auto Limited Slip Differential, 2nd Start Mode, and a Panoramic View Monitor,



The All-New Land Cruiser FJ

The arrival of a 4x4 BEV is a new step toward the future for the Hilux nameplate, and one that caters to customers who look to take charge toward an electrified future. Guided by the Tough and Agile design philosophy, customers can expect the Hilux BEV to have a much more dynamic and sophisticated fascia in the form of a "Cyber-Sumo" aesthetic.

Aligned with Toyota's efforts in improving their cars, the diesel variants of the Hilux have also

a much smoother driving experience.

The body kit of the LC300 has also gone through improvements with it now being an Aero body kit with Jet Black Garnish.

The LC300 HEV's new powertrain offers Land Cruiser heritage with improved driving experience using practical HEV technology. With the addition of an HEV variant to the LC300 line, Toyota looks to further solidify its efforts in contributing to reducing carbon emissions through electrified vehicles.



June 4-7, 2026 | World Trade Center



Towards the Future

Thoughtfully crafted innovation meets heritage in the LC300 HEV. The all-new LC300 HEV is set to redefine its legendary status with the combination of the Land Cruiser 300's proven durability, unmatched power and performance, and Toyota's practical hybrid system added to its 3.5 V6 engine. Additionally, the LC300 HEV now includes electronic power steering, giving customers

All-New Cars Backed by Legacy

With the confirmation of these three new models, Toyota once again fully commits itself to empowering customers by giving them multiple mobility options to

choose from. Backed by a legacy of proven quality, durability, and reliability, Toyota aims to continue providing customers with their perfect ride home that answers the different needs of each customer.

Starting June 4, customers can already reserve the Land Cruiser FJ through www.toyota.com.ph/reserveLCFJ. While customers can reserve for the Hilux BEV & ICE through <https://www.toyota.com.ph/reserveHilux>. LC300 HEV reservation on the other hand, can be directly done through any authorized Toyota dealer

nationwide, to view the list of Toyota dealerships, visit <https://www.toyota.com.ph/dealer>.

To learn more about these previewed vehicles and to see them in the metal, visit the Toyota Choice Booth at the 10th Philippine International Motor Show on June 4-7, at the World Trade Center Metro Manila.

Secure your tickets for the 10th Philippine International Motor Show by going to Philippine International Motor Show and learn more about the latest news about PIMS 2026 by following the official CAMPI Facebook page.



The All-New Hilux BEV

giving it a rugged yet urban-ready approach.

Invincible Spirit, Electrified

With its "invincible spirit" of durability and performance, the all-new Hilux is ready to make its debut in the country as a Battery Electric Vehicle (BEV).

adopted this design language, alongside the high-grade version of a 2.8-liter, turbo-diesel engine-reiterating Toyota's mission of constantly improving their cars to better cater to the needs of their customers.

Toyota's Heritage Driving

Electrified Innovation: Suzuki Philippines Powers into the Future at the 2026 PIMS



Suzuki Philippines is set to make a powerful and exciting return to the 10th Philippine International Motor Show (PIMS) 2026, happening from June 4 to 7, 2026, at the World Trade Center Metro Manila. In line with this year's PIMS theme, "Forward in Every Drive," Suzuki proudly brings its own bold showcase direction, "COME ALIVE: THE NEW ERA BEGINS"—a dynamic expression of the brand's next leap in innovation, electrification, and future-ready mobility for Filipino drivers.

As the automotive landscape continues to evolve, Suzuki moves forward with renewed energy and purpose, presenting a lineup that embodies smart engineering, efficiency, and driving excitement. On display at the Suzuki Showcase are the Jimny 3-Door with Suzuki Safety Support, XL7 Hybrid Black Edition, Dzire Hybrid, Fronx Hybrid, and Suzuki's latest global electrified model, each reflecting the brand's commitment to delivering practical yet forward-thinking mobility solutions designed for everyday life and beyond.

Bringing the experience closer to guests, Suzuki invites everyone to take the wheel through its full test-drive lineup, featuring the Jimny 3-Door and 5-Door, S-Presso, Ertiga Hybrid, Fronx Hybrid, and Dzire Hybrid. From city driving to weekend adventures, participants will experience firsthand Suzuki's performance, comfort, and efficiency, with complimentary refreshments available for all test-drive guests throughout the event.

The excitement begins on Day 1 with a special product launch presentation from 1:00 PM to 1:15 PM, setting the tone for Suzuki's bold new chapter. The energy continues across the succeeding days with the Suzuki Show featuring guest performers, happening from 3:30 PM to 4:00 PM on Day 2 and 3:30 PM to 4:30 PM on Day 3 and 4, bringing entertainment, engagement, and vibrant energy to the booth.

Families and young visitors can enjoy the Suzuki Safety Scouts activity area, featuring fun and educational road safety experiences for children, exciting booth games with free prizes, and special merchandise for guests who complete a bank application and reservation. Visitors can also purchase the newly launched Suzuki Fronx Shirt, available exclusively at PIMS for a special price of PHP 299.

PIMS 2026 will be open to the public on June 4 from 11:00 AM to 9:00 PM, and on June 5 to 7 from 10:00 AM to 9:00 PM. Tickets are available onsite at PHP 200 for adults and PHP 150 for senior citizens, PWDs, and children 12 years old and below, or online via <https://pims.helixpay.ph>

With "COME ALIVE: THE NEW ERA BEGINS," Suzuki Philippines reaffirms its commitment to delivering mobility that excites, empowers, and moves every Filipino forward. At this year's PIMS, Suzuki showcases more than vehicles—it brings a new era of driving experiences to life.

THE ALL-NEW

FRONX

(HYBRID) VIBE DIFFERENT

SUZUKI

Safety Support

Preventive safety technology

AP

THE ALL-NEW FRONX HYBRID

UP TO

27.99

km/Ltr

HEAD-UP DISPLAY (SGX)

DUAL SENSOR BRAKE SUPPORT II (SGX)

LANE KEEP ASSIST

360-DEGREE VIEW CAMERA

FRONT DUAL AIRBAGS, SIDE AIRBAGS, AND CURTAIN AIRBAGS

SUZUKI FRONX TESTED SEPTEMBER 2025

ASEAN NCAP 5-STAR RATING

DRIVE PROTECTED WITH A 5-STAR SAFETY RATING.

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