Suzuki Dzire Elevates Its Style with a New All-Black Interior

A more refined cabin experience awaits Dzire GL and GLX CVT customers, with no change in price.

Suzuki Philippines introduces a fresh take on its popular compact sedan as the Suzuki Dzire GL and GLX CVT now feature an all-black interior. This latest enhancement brings a more sophisticated character to the cabin, complementing the vehicle's modern design while retaining the practicality and value that have made the Dzire a popular choice among Filipino motorists.

The update replaces the previous beige finishes with a coordinated black color scheme across the front and rear seat materials, seat belts, and partition trim. This unified palette gives the cabin a sleek and contemporary appearance, offering a timeless aesthetic that complements the Dzire's overall styling.

Beyond its visual appeal, the darker interior creates a clean and understated atmosphere suited to different lifestyles and occasions. Whether navigating daily city commutes, attending to everyday errands, or heading out on weekend trips with family and friends, the Dzire continues to provide a welcoming space for every journey.

Making this enhancement even more appealing, customers can enjoy the updated cabin at no additional cost. The prices of both the Dzire GL and GLX CVT remain unchanged, allowing buyers to benefit from this design upgrade while enjoying the same value and





accessibility.

The Suzuki Dzire GL and GLX CVT with the new all-black interior are available effective immediately at Suzuki dealerships nationwide.

This latest enhancement reflects Suzuki Philippines' continued efforts to provide vehicles that meet the changing preferences of Filipino motorists. Through thoughtful updates and a commitment to customer

satisfaction, Suzuki remains dedicated to its By Your Side philosophy, supporting customers through every mile of their journey.

BOI at ASEAN EV Conference: EV imports and local manufacturing can work together





With electric vehicle sales continuing to boost overall auto demand in the Philippines, the Board of Investments (BOI) shared with delegates at the ASEAN EV Conference 2026 that the country can import EVs and build them at home at the same time, as it laid out the incentives meant to bring EV and parts manufacturing to the country.

"Importation and local assembly policy should be complementary because I don't think we can produce all types of vehicles and all models in the world," said Ma. Corazon Halili-Dichosa, Executive Director of BOI's Industry Development Services.

The breakout session on connecting imports, investment and local production was moderated by Ellaine Jane Macalino, Senior Project Development and Management Specialist at Clean Air Asia. She noted that signals of a fuel crisis earlier this year left several new EV buyers waiting in line amid a surge in demand, and framed the discussion around how to meet that demand while building local manufacturing.

"It's not a question of do we make it here in the Philippines or do we buy, but how do we strike that balance?" she asked.

Dichosa presented the Electric Vehicle Incentive Strategy (EVIS), established under Executive Order No. 121, signed in August. "In terms of what we want to happen, it's really to encourage more domestic manufacturing of EVs and the parts and components," she said.

The government has allocated P60 billion in fiscal support over a ten-year program for passenger cars and commercial vehicles, both hybrid and battery electric. The program is open to vehicle manufacturers and assemblers and their accredited parts and components makers. "We wanted really to spread the economic benefits and supply chain development in the country," Dichosa said.

For smaller producers that cannot meet EVIS minimums, such as P5 billion in investment capital and 10,000 units of planned production, Dichosa pointed to the CREATE MORE Act, which offers an income tax holiday of four to seven years followed by ten years of enhanced deductions and duty-free importation of capital equipment. It also gives an additional deduction for power expense. "That is recognizing the high cost of power in the Philippines," she said.

Asked what moves an investor from interest to a manufacturing commitment, Dichosa pointed to the market. "Aside from incentives, the more important consideration for them would be the market, particularly the scale that would allow them to earn back," she said. She added that the Philippines has strengths to build on. "We do a lot of auto electronics and we export them outside, particularly in Europe and in Japan," and the country has "critical minerals, for example, nickel, that we can process into battery materials." Local supply also protects against disruption: "if you actually have it in the country, then that is more resilient for you."

On imports, she explained that the government issued an order to encourage importation until 2028, "particularly to create the market and create confidence among consumers in the use of electric vehicles." As the market grows, she said, local industry should share in the benefits. "If we actually develop the automotive industry in the Philippines, that would mean a lot of parts manufacturers, a lot of SMEs, a lot of service suppliers that will benefit," Dichosa said.

Mohammad Zaki, Program Manager for Southeast Asia at ClimateWorks Foundation, said government policy sets the pace for what suppliers bring to market. Citing Ethiopia's ban on combustion vehicle imports as a radical example, he said that "it kind of shows clear policy direction on the supply, which really gives a lot of confidence to investors."

For ASEAN, he said, the regional advantage is scale. "The most indisputable asset is obviously the size of the market," Zaki said, and governments can add to it with direction. "One thing that the government, each government, can really provide is a clear signal."

Oliver Lah of the UN-Habitat Collaborating Centre at the Wuppertal Institute, who joined virtually and works on the Green Intelligent Affordable New Transport Solutions (GIANTS project), urged a bolder, more coordinated approach built on real use cases. "We need to have a very strong focus on both supply and demand, and have a stronger coordination role also from the government to bring both of it together to have more value being generated domestically," he said.

He added that vehicles need viable businesses behind them: "it does not help if we have nice and shiny vehicles that we can sell, but we also need different kinds of businesses that have viable business models that can be sustained over the long term." He also called for training "at all levels" with a bigger share of women entering technical jobs.

The session is part of the ASEAN EV Conference 2026, themed "Driving ASEAN Forward," held on November 11-12 at SPACE, Level 5, One Ayala, Makati City. The conference is jointly led by the Electric Vehicle Association of the Philippines (EVAP), the Department of Energy (DOE), MERALCO, Meralco Power Academy and the e-mobility ASAP Project through Clean Air Asia, and takes place during the Philippines' 2026 ASEAN Chairship. It follows the Philippine EV Summit tradeshow held on 22 to 24 October.

MG Motor Philippines Records 1,018 Unit Sales in October, Surpasses 52,154 Cumulative Units Sold Since 2019

MG Motor Philippines marked three significant milestones in October 2026, led by its record-breaking sales of 1,018 units in a single month, its highest monthly sales volume since SAIC Motor Philippines, Inc. (SMPI) took over the Philippine market. This performance secured the brand the #6 position in the Philippine automotive industry for October 2026 and contributed to its 52,154 cumulative units sold since its local entry in 2019.

Based on reports from the Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI), MG recorded a 33% year-on-year increase and a 4% month-on-month improvement in October 2026, achieving a 2.76% market share and ranking #6 in the industry. From January to October, MG sold 8,112 units, up 7% from 7,578 units during the same period last year, maintaining its #8 year-to-date ranking. This growth comes despite total industry sales declining by 10.1%, from 383,852 units in January–October 2025 to 344,929 units in the same period in 2026, highlighting MG's ability to sustain growth despite challenging market conditions.

"Recording our highest monthly sales to date in October and reaching the Top 6 in the industry are encouraging achievements for our team. Reaching 52,154 cumulative sales since MG entered the Philippines is also an important milestone for our brand, and we are grateful to every customer, partner, and member of the MG team who helped us reach this point. As we move forward, we remain committed to bringing more products, technology, and experiences that respond to the evolving needs of Filipino motorists." said Mr. Wei Wei Zhang, President of MG Motor Philippines.

Since entering the Philippine market in 2019, MG has sold a cumulative total of 52,154 units, with the MG ZS and MG5 serving as two of the brand's core models throughout its growth in the country. The MG ZS has recorded 24,567 units sold, while the MG5 has reached 15,242 units. Together, these two models account for nearly 40,000 units, highlighting their significant contribution to MG's presence in the Philippine market.

This October's performance reflects continued demand for MG's diverse vehicle lineup, led by the MG G50 with 354 units, followed by the MG5 with 190 units and the MG ZS with 186 units. The results reflect continued demand across MG's lineup, with its MPV and established passenger vehicle nameplates maintaining strong contributions to the brand's monthly sales.

The MG G50's leading performance highlights its appeal among Filipino families who need a vehicle that can accommodate more passengers while providing comfort and convenience. As a seven-seater MPV available in both internal combustion engine (ICE) and plug-in hybrid electric vehicle (PHEV) variants, it offers the space and flexibility for daily commutes, school runs, and weekend trips, while giving families the option to choose a powertrain that best suits their driving needs. For the year to date, the MG G50 leads MG's sales with





1,997 units, followed by the MG5 with 1,945 units, the MG ZS with 1,623 units, and the MG HS with 934 units. These figures cover each model line across its available powertrain variants, reflecting sales across MG's range of conventional and electrified vehicles.

MG's New Energy lineup also contributed to its performance in the Philippine automotive market. The brand ranked #3 in the PHEV category with 1,882 units sold and a 14.98% market share. It also secured #5 in HEV sales with 1,244 units and a 3.70% share, and #6 in EV sales with 415 units and a 2.12% share. These rankings underscore MG's growing presence across the country's electrified vehicle segments.

MG's familiar nameplates continue to evolve alongside changing customer preferences, offering more choices within models that motorists already know. The MG ZS is available with ICE and hybrid electric vehicle (HEV) options, while the MG HS offers HEV and PHEV variants. This approach allows MG to serve customers with different driving needs and levels of readiness to transition to electrified mobility.

With its growing product portfolio, expanding New Energy lineup, and strengthened dealer network, MG Motor Philippines remains focused on making its vehicles and ownership experience more accessible to customers across the country.