iCAUR OFFICIALLY LAUNCHES IN THE PHILIPPINES, ANNOUNCES PRICES FOR V23 AND V27

Following an exclusive preview for the Philippine motoring media in September, iCAUR has officially launched in the Philippines, announcing the prices of its first two models, the V23 and V27, along with its dealership network and plans for nationwide expansion.

The brand celebrated its Philippine debut at Okada Cove in Manila, where it formally introduced the V23, a fully electric SUV with distinctive classic styling, and the V27, a larger range-extended electric SUV designed for customers seeking greater flexibility for everyday driving and long-distance travel.

The launch marks a significant milestone for iCAUR Philippines under OMODA & JAECOO Motor Philippines, Inc. (OJMPI), expanding the company's new-energy vehicle portfolio with a brand that brings together classic design, modern technology, and personal expression.

Headlining the launch was the announcement of the official Philippine prices for the V23 and V27, both available in Rear-wheel-drive (RWD) and All-wheel-drive (AWD) variants.

The V23 enters the Philippine market as a compact, fully electric SUV that combines a bold, boxy silhouette with modern technology and a strong focus on personalization. Inspired by classic off-road vehicles, its design offers a distinctive alternative to the styling of many contemporary electric SUVs.

The V23 comes with a choice of 59.93-kWh and 81.76-kWh battery configurations, with the dual-motor all-wheel-drive version delivering up to 155 kW (208 hp) and 292 Nm of torque.

In an Automobile Association Philippines (AAP)-observed driving run, the larger-battery V23 recorded a total range of 529.8 kilometers. Measuring 4,220 mm in length, the electric SUV also features a 15.4-inch infotainment display with wireless Apple CarPlay and Android Auto.

The larger V27, meanwhile, features iCAUR's Golden REEV technology, pairing a 1.5-liter turbocharged gasoline engine that serves as a generator with an electric drive system. Its dual-motor all-wheel-drive configuration delivers up to 505 Nm of torque, while its 5,045-mm length provides a spacious cabin for families and long-distance travel.

During the AAP-observed run, the V27 recorded a combined range of 1,246 kilometers. Like the V23, it features a 15.4-inch infotainment display with wireless smartphone connectivity.

The recorded consumption also points to potential savings in everyday driving. For a motorist travelling 1,000 kilometers a month, estimated energy costs would be approximately ₱2,570 for the V23 and ₱4,100 for the V27, including electricity for recharging. Compared with a gasoline vehicle achieving 10 kilometers per liter at ₱75 per liter (or ₱7,500 for the same monthly distance), that translates to potential monthly savings of around ₱4,900 and ₱3,400, respectively1. Put another way, for every ₱1,000 spent on gasoline in that comparison vehicle, covering the same distance would cost approximately ₱340 in home-charging electricity for the V23, or ₱550 in gasoline and electricity for the V27, thereby leaving more of the household budget for groceries and other essentials.

Together, the two models offer different approaches to electrified mobility. The V23 caters to customers ready to embrace fully electric





driving, while the V27 provides an alternative for those who want the benefits of electric propulsion with the added flexibility of a gasoline-powered range extender.

A canvas for personal style and customization

Beyond their distinctive designs and electrified powertrains, the V23 and V27 also embrace a growing aspect of Filipino automotive culture: the desire to personalize and modify vehicles to reflect their owners' individual tastes.

With their clean, boxy proportions and classic SUV styling, both models provide an ideal canvas for customization. Owners can explore different looks through accessories, exterior styling enhancements, and lifestyle-oriented modifications, whether they prefer a rugged adventure-ready appearance, a refined urban look, or something entirely their own.

This spirit of personalization was highlighted during the launch through four modified V23 and V27 models on display, demonstrating how the vehicles can take on different personalities beyond their original factory design. For iCAUR, customization is more than an aesthetic choice. It is an extension of the brand's philosophy, which celebrates timeless design while encouraging owners to make their vehicles uniquely theirs.

"Today, many customers want more than a vehicle that takes them from one place to another. They want a vehicle that reflects their personality and lifestyle. With the V23 and V27, we want to give customers the freedom to express themselves. Not only do both vehicles have a classic design that looks good on its own, but they also offer many possibilities for personalization," said Weijia Luo, Vice President, iCAUR Philippines.

Building the iCAUR network in the Philippines

Alongside its new vehicle lineup, iCAUR is building its Philippine sales and aftersales network to support customers across the country.

iCAUR Greenhills is ready to welcome customers from Metro Manila, while iCAUR Iloilo serves customers in the Visayas, giving customers the opportunity to explore the brand and its vehicles firsthand.

Working with its dealer partners, iCAUR plans to expand into key locations, including Quezon Avenue, Manila Bay, Pampanga, Davao, Makati, and Cebu. Official opening dates will be announced as each location becomes ready to welcome customers.

As part of its longer-term expansion, iCAUR aims to establish 20 dealerships nationwide by the end of 2027, strengthening access to vehicle sales, test drives, maintenance, and technical support.

While these new locations are being prepared, iCAUR's service network is all set to provide services to its customers. With iCAUR Service Point centers in Bacoor, Banawe, Marikina, Pasay, Sta. Rosa Tagaytay, and Sumulong Highway already up and running, iCAUR Philippines is committed to providing reliable long-term customer service support.

"Launching iCAUR in the Philippines is only the beginning. Our goal is to build a brand that Filipino customers can trust, supported by quality products, a strong dealer network, and reliable aftersales service. We see strong potential for iCAUR in the Philippines, and we are committed to growing our presence and supporting our customers for the long term," said Marc Zhang, Executive Vice President, iCAUR Philippines.

To support the ownership experience, iCAUR will offer bumper-to-bumper warranty of 7 years or 200,000 km, whichever comes first, and battery warranty of 8 years or 160,000 km, whichever comes first complemented by a Battery Health Warranty. Under the warranty, should the vehicle's high-voltage battery State of Health (SOH) fall below 70 percent within the applicable warranty period, the battery will be replaced at no cost to the customer, subject to the warranty's terms and conditions.

Additional ownership benefits include three years of complimentary roadside assistance, a one-year Care Pass covering complimentary preventive maintenance, and home and portable charging kits for added convenience.

For iCAUR, delivering the vehicle is definitely not the end of the customer relationship, but rather just the beginning. The company is also preparing its local service capabilities. Currently, 99% of iCAUR vehicle parts are already maintained in the Philippines. These parts can be delivered within 24 hours after they are ordered.

With the official launch now underway, iCAUR is preparing for its first batch of customer deliveries, expected to happen by the end of this month.

As iCAUR begins its journey in the Philippines, the V23 and V27 bring a fresh perspective to the growing new-energy vehicle market with two vehicles that combine classic SUV character, modern electrification, and the freedom for owners to make their vehicles their own.

JSK Auto Fun Run 11: The Fun & Camaraderie is Back!



During an informal press conference / get-together at the recently-opened Vikings Luxury Buffet in Greenhills on November 6, 2026, Johnson Tan, the proprietor of JSK Custom Paint and Auto Works, announced the revival of the much-anticipated JSK Auto Fun Run, the annual auto fun run, mobile car show, and car club gathering.

Johnson, who's affectionately called "Uncle", by most of his friends in the car clubs, automotive aftermarket and accessories community, announced that JSK Auto Fun Run 11, will be held on April 17, 2027. The auto fun run convoy is slated to start at the Philippine Arena in Bocaue, Bulacan and then snake their way through the North Luzon Expressway (NLEX) to San Fernando, Pampanga, where they will converge at the LausGroup Event Center along the San Fernando Interchange.

The JSK Auto Fun started in 2011 as a simple drive from Valenzuela City to Subic with car-loving friends in a convoy of 70 vehicles. The convoy grew to 180 vehicles in 2012; 300 vehicles in 2013; 510 vehicles in 2014; 1,059 vehicles in 2015; 1,182 vehicles in 2016; 1,052 vehicles in 2017; 1,016 vehicles in 2018; and more than 900 vehicles in 2019.

In 2020, Johnson and his team were planning a grand event to celebrate the 10th year of the JSK Auto Fun Run. They were looking forward to establish a world record with a 2,000-car convoy as well as give away grander prizes, such as several motorcycles, two cars, and a condominium unit. Unfortunately, the COVID-19 pandemic prevented them from carrying out their grand plans and the auto activity went on hiatus until 2023.

In April 2024, Johnson and his team finally organized the JSK Auto Fun Run X, with the convoy gathering at SM City North EDSA and then driving all the way to the LausGroup Event Center in San Fernando, Pampanga. Several events, such as the local elections and the traditional year-long mourning of the passing of Johnson's beloved mother, again prevented the holding of the auto fun run in 2025.

Sponsors who signed up this early for JSK Auto Fun Run 11 include Pista Lubes performance-driven motor oils and lubricants; Amaron automotive batteries; Meguiar's Philippines car care, accessories, cleaners, polishes, waxes, conditioners, and protectants; and Decal Republic automotive wrap and accessories shop. Support will be provided by NLEX Corporation, in coordination with the Land Transportation Office (LTO), under LTO Chief Assistant Secretary Markus Lacanilao.

"Expect the return of fun and camaraderie, especially among car clubs", said Johnson Tan. "As we've always done, we will have awards and contests, including an 'Early Bird' for the early registrants, 'Mr. & Miss JSK Auto Fun Run', 'Largest Club Contingent' and lots of games, such as our Hamburger Eating Contest for the men and Hotdog Eating Contest for the ladies, and lots of raffle prizes. Hope to see you on April 17, 2027 at JSK Auto Fun Run 11!"



Mitsubishi Motors Philippines and San Juan Motor Corporation Open New Dealership in San Jose Del Monte, Bulacan



From left to right: Mr. Leo Anthony San Juan (Dealer Principal), Atty. Anna Lynne San Juan-Ponferrada (President), Mr. Ritsu Imaeda (MMPC President & CEO), Hon. Arlene Bartolome-Arciaga (Vice Mayor, SJDM), Mr. Toshiaki Kato (MMPC EVP for Sales & Marketing), Ms. Carmen P. San Juan (Dealer Principal), Mr. Amando "Amang" S. San Juan (ESJAY Auto Group Chairman), and Mr. Alejandrino Alexis San Juan (Dealer Principal)

October 22, 2026 — Mitsubishi Motors Philippines Corporation (MMPC), together with its dealer partner San Juan Motor Corporation (SJM), officially inaugurated SJM San Jose del Monte dealership, expanding the brand's reach in one of Bulacan's fast-growing urban centers.

Located along Quirino Highway in Barangay Sto. Cristo, San Jose del Monte City, the new 3S dealership is designed to provide customers exceptional sales and aftersales support.

The facility spans a total floor area of 4,936 square meters and features a showroom display for four vehicles, seven service work bays—including one Quick Service bay, and an ample parking space for customers visiting the facility.

This dealership marks SJM's second Mitsubishi Motors 3S dealership under the SJ Auto Group, following the opening of SJ Legacy Motors in Cordon, Isabela in September 2021. The new branch represents another milestone in the group's continued partnership and its commitment to bringing Mitsubishi Motors to more customers in the northern part of Luzon.

"Our dealerships are often the first point of contact between our customers



and our brand. The experience we provide is what builds trust, strengthens relationships, and encourages customers to choose Mitsubishi Motors. May this new facility bring greater opportunities and continued success for both SJ Group and MMPC," said Mr. Ritsu Imaeda, President and CEO of MMPC, during his inaugural speech at the dealership.

Imaeda also reaffirmed MMPC's commitment to supporting its dealer partners as customer expectations evolve— emphasizing that success is measured not only by vehicles sold, but also by the trust and confidence earned from customers.