

# DIFFERENT LANGUAGES, ONE MESSAGE ; JETOUR worldwide partners proud, excited to grow together

Key officials and executives of JETOUR Auto Philippines Inc (JAPI), the exclusive distributor of the renowned JETOUR brand of SUVs, C-SUVs, and EVs, traveled to Beijing, China to participate in key events and functions at the very heart of the world's most dynamic and vibrant automotive landscape.

JAPI President, Mr. Yves Licup, Executive Director, Mr. Vincent Licup, Managing Director, Mr. Miguelito Jose, Marketing Director, Ms. Cherry May De Los Santos, as well as other JAPI officers met and mingled with executives and key stakeholders of other JETOUR partners from all around the world and discussed best practices and concepts to accelerate the JETOUR brand's growth and further successes.

More opportunities for expanding networks, and getting an expansive feel of the latest trends in automotive technologies, designs, and innovative engineering were made possible when the JAPI group also attended the much-anticipated Beijing International Automotive Exhibition, or more popularly called the Auto China 2024, held from April 25 to May 4, 2024.

With China now becoming the undisputed largest automotive market in the world, Auto China 2024 has taken a much more relevant role since it began its biennial exhibits in 1990. For JAPI, being in the thick of the action in Auto China 2024 opened many windows of opportunities, enabling the group to

expand its networks, putting it ever closer to fulfilling its commitment to expand their knowledge and wisdom, and create more partnerships.

A highlight of Auto China 2024 was the collaboration between JETOUR Auto and the Discovery Channel, Warner Bros' flagship channel, for JETOUR's "Travel+" concept highlighting the journeys and explorations to the unknown, and breaking boundaries—which aligns with JETOUR's brand spirit and development and upholding the concept of "Travel+," instilling in its user the fearless attitude toward the rugged road ahead, just like its SUVs. At

the signing of the strategic collaboration were Vikram Channa, Warner Bros. Discovery Vice President (left), and Li Xueyong, President of JETOUR Auto International (right).

JETOUR Auto also displayed its roster of world-class SUVs, C-SUVs, and EVs at Auto China 2024. Prominently displayed, and garnering much attention, was the JETOUR T2, the brand's first 4WD SUV which created a buzz immediately after being recently launched in the Philippine market.

Another highlight of the JAPI group's trip to Beijing was its participation in 2024 JETOUR Auto International Annual Business Conference. Here, the members of the group were in their element, their accomplishments for the Philippine market for the past 14 months since the JETOUR brand launched in Manila was at pace with the rapid worldwide growth of the JETOUR brand. A total of 45 partner countries participated in the annual business conference, and with more than 600+ dealerships globally as each partner pledging "to achieve big things together."

JETOUR Auto Philippines stood out at the annual gathering as it was handed out the Best Customer Satisfaction

award, which was received by Managing Director Miguelito Jose.

JAPI Managing Director, Mr. Miguelito Jose, remarked during the conference, "In our expectations for future cooperation, we expect even better

their power with JETOUR to reach our ambitious target, thereby creating the magic for high profits."

As the worldwide delegates of JETOUR have been unanimous in acknowledging that the brand has

enabled them to "grow and progress together," they have also vowed, on their part, to help the JETOUR brand continue what it does best, and that

and stronger bonds with JETOUR and our international partners."

For the business conference's 2024 theme of "Together and Beyond," Jack

Chen (General Manager – JETOUR Auto International) asserted, "We believe all partners will work with all

is "delivering unique, high-quality, high-technology products at affordable prices."



From left to right: Ms. Cherry May De Los Santos, Marketing Director – JETOUR Auto Philippines, Mr. Miguelito Jose, Managing Director – JETOUR Auto Philippines, Mr. Yves Licup, President – JETOUR Auto Philippines, Mr. Vincent Licup, Executive Director – JETOUR Auto Philippines



In the photo: Mr. Vikram Channa, Vice President – Warner Bros. Discovery, Mr. Li Xueyong, President – JETOUR Auto International



## Dongfeng Motors PH Unveils New Lineup with Heartfelt "Drive Your Friend" Campaign

Dongfeng Motors (DFM) Philippines broke the mold with a unique event to unveil a new lineup of high-tech, sustainable vehicles alongside its "Drive Your Friend" campaign on May 2, 2024, at the Metrotrout Convention Center in Ortigas.

Merging the thrill of a car reveal with musical theater, the launch brought to life the Aeolus Huge, Forthing Friday, and Nanobox - along with new models Rich 7, Nammi, Forthing U-Tour, MHero, and Aeolus Mage - in a festive showcase celebrating friendship, the joy of driving, and the brand's successful foray in the Philippines.

This event serves as an opportunity for Dongfeng Philippines to share its milestones over the past six months with the motoring public. The event will be graced by the esteemed presence of the Chairman of Legado Motors, Governor Luis Chavitt Singson, along with the Board and Executive officers of Legado Motors, led by its President and CEO, Wilbert Lim, Deputy CEO, Brennan Singson Lim and the partners of the Dongfeng Philippines Management Consortium.

**A Milestone**

"Within just six months of operations, Dongfeng Motors has successfully penetrated the Philippine market, established a strong presence and gaining traction among consumers," shared Mr. Brennan Lim, Deputy CEO of Legado Motors, Inc (LMI), during the event.

"Despite being a new player in the industry, our sales performance has exceeded expectations, demonstrating the market's positive reception of the Dongfeng Motors brand," he added.

The company's focus on sustainability, exceptional quality, and customer centricity has led to notable achievements in market penetration, product launches, sales performance, dealer network expansion, brand recognition, and customer satisfaction over the past six months.

Furthermore, Dongfeng Philippines will also introduce the newly formed Team Dongfeng under Legado Motors, comprising industry veterans and dynamic new managers, who will lead the brand to greater success and solidify its position in the Philippine motoring landscape. It will be headed by its new Managing Director, Atty. Albert Arcilla.

"Dongfeng Philippines is offering the widest variety of propulsion choices to Filipino customers who may or may not be ready for that radical switch to

electric just yet. This has enabled us at Team Dongfeng Philippines to choose the most suitable body-powertrain combinations for our local conditions and market preferences, resulting in one of the widest segment coverages of any new brand in the Philippines," he said

**A Symphony of Cars**

Following the previously-launched Aeolus Huge, Forthing Friday, and Nanobox, the DFM Nammi is the brand's compact electric vehicle ideal for fashionable daily city driving. With a maximum range of 430km and a 30-minute fast-charging capability, the Nammi comes with a price tag of only Php 1,238,000.

Fueled by the success of the Aeolus Huge, the Aeolus Mage takes the spotlight as DFM's active crossover SUV. Combining a sporty appearance and spacious interior with a 13.2" Super HD Touchscreen Display and Gamepad multi-functional steering wheel, the Mage is powered by the 1.5-liter MachPower Turbo engine that can take you confidently through urban roads or even harsh driving conditions and is priced at only Php 1,249,000.

Meanwhile, the new Rich 7 pickup truck showcases a 2.3-liter turbo diesel engine with front and rear differential locks, an Off Road Protection Frame with Off Road Info Displays, and 540-degree cameras.

The product of a joint venture with Nissan, the Rich series brings technology to the fore in a heavy-duty package starting from Php 1,298,000.

The stylish Forthing U-Tour MPV likewise takes centerstage with its yacht-like interior, spacious seating capacity for the whole family, and luxury amenities like captain seats. Served up in a 1.5-liter turbocharged gas engine that produces 197hp and 285Nm of torque, and measuring longer than the Toyota Innova, this bang-for-the-buck package is available starting at Php 1,358,000.

Heralding DFM's commitment to pushing technology, the fully-electric military-inspired MHero SUV packs a punch with its smart off-road architecture, intelligent cockpit design, and 500-km range. Its engine produces a staggering 1000HP with rear-wheel steering to get drivers off any murky situation. Priced from SRP 6,980,000, the MHero is designed for adventurers who want flexibility and flare on and off the road.

Prior to the event, the new models were teased in anonymous billboards displayed around Metro Manila featuring

a chat group of friends with names like Rich, Nanie, Nammie, Hugo, Tori, Margo, Fred, and Hero planning their next road trip. The barkada's mysterious conversation - which drew the attention of netizens and content creators in numerous posts online - set the tone for the "Drive Your Friend" campaign and highlighted the different personalities embodied by DFM's new models.

**A Celebration of Friendship**

Playing the anthems of friendship through the years, the event touched on drivers' intimate connections with cars to highlight the driveability, comfort, and style of each model in the lineup.

Reflecting these connections, notable guests such as Filipino actor and director John Prats, DJ Mars Miranda, gamer Cher Barnacha, and other VIPs, joined in to share their own stories of driving their friend.

Along with ensuring these positive driving experiences for its customers, DFM continues to imbue best-of-class technology and sustainability options for its vehicles globally. With a range of electric vehicles (EVs) and environment-smart solutions under its belt, DFM Philippines delivers on its commitment of being planet-friendly.

"Dongfeng Motors, a brand that resonates with quality, innovation, and excellence, has quickly established itself as a formidable player in the competitive Philippine market. It has been at the forefront of promoting eco-friendly practices in the automotive sector, demonstrating our dedication to a greener and more sustainable future," Lim highlighted.

Legado Motors, Inc. is the Philippine distributor of Dongfeng Motor Corporation. During the event, Mr. Lim was joined by co-distributors Mr. Dexter Co and Ms. Rachel Villanueva from Autoflare, and Dr. Jose and Dra. Juanita Chua from Dreamcar Unlimited.

For his part, Atty. Arcilla reiterated the brand's commitment to strong after sales support, saying, "For Dongfeng automobiles to enable and support the pursuits of our clients, it works to excel in the various areas of its operations by taking critical steps to ensure the ownership experience by establishing an efficient aftersales support group that will be responsible for the technical requirements and parts availability for all vehicles sold in the Philippines."

The new DFM models can be viewed at showrooms in Pasig, Alabang, Cavite, Marcos Highway, Pampanga, and Tarlac.

## HATASU ebike launches their summer campaign with new products, raffle promo and more!

This summer gets hotter with HATASU's newest campaign! The local ebike brand just announced their HATASummer Fest 2024 campaign filled with exciting surprises from new products, raffle promo, hot summer deals, on-ground events and more!

Power Up, Travel More with HATASU TARA coming this May 10!

HATASU is launching not one but two new models for the coming months! Launching this May 10, the HATASU TARA is equipped with features that will allow users to travel longer with faster speed and better endurance. Like all HATASU ebike models, the HATASU TARA is a budget-friendly alternative best for food/delivery riders and/or moto-taxi drivers not only because there's no gas needed, its full-charging cycle cost is as low as P20!

An ebike that Rides Well, Looks Good Coming Soon!

Another ebike coming soon is the HATASU AYA! The brand has not released any details on it yet but we heard that its stunning look is surely a head turner! Be sure to follow the brand's social media accounts for updates on this gorgeous looking ebike!

Hatasulit Summer Deals during the Shopee 5.5 Mega Sale!

It's all sunshine and rainbows this summer for Hatasukis because HATASU is joining the Shopee 5.5 Mega Sale happening on May 5 - 9, 2024. Score up to P4,000 worth of discount with freebies and FREE shipping when you check out the HATASU KUMI 2023! You can also get an additional 10% OFF for any HATASU accessories on every ebike purchased.

But wait there's more! HATASU will also be offering accessories for as low as P99! On top of this, buyers who will purchase two accessories will get an additional 10% OFF on the second item!



For more detail be sure to follow the official HATASU Shopee Store [https://shopee.ph/hatasu\\_ph](https://shopee.ph/hatasu_ph)

All ebike buyers from May 15 to June 30, 2024 can earn corresponding raffle entries to the Hatasulit sa Tag-init Raffle Promo! A total of 42 lucky winners will be bringing home fun prizes including a brand new HATASU TARA!

HATASU Careavan campaign continues! HATASU Careavan campaign continues!

Launched last April, HATASU's educational public service initiative continues to roll out to more cities - including Bohol, Iloilo, Nueva Ecija- this summer! The HATASU Careavan is the brand's effort to uplift their commitment in ensuring that proper road guidelines, etiquette and ebike education are cascaded to their existing and potential customers. HATASU is also providing free maintenance checks, selling activity and other deals during the event. Stay tuned at the official HATASU social media pages to find out if your city is next!

Catch the HATASummer Fest Livestream on May 10!

Want to find out more on all the exciting activities and surprises HATASU has prepared? Watch their HATASummer Fest Livestream happening on May 10 at their official Facebook and TikTok page and get the chance to win summer giveaways! During the live, the brand will also be unveiling the HATASU TARA!

