

Go Beyond Exceptional: The All-New BYD eMAX 9 Arrives in the Philippines

Elevating every journey with sophistication, comfort, and quiet confidence

BYD Cars Philippines, a subsidiary of ACMobility, has unveiled the all-new BYD eMAX9 DM-i at the 13th Philippine Electric Vehicle Summit, re-defining the mid-size MPV category and advancing the brand's vision of sustainable luxury mobility.

The eMAX 9 DM-i embodies BYD's most refined expression of electric innovation, merging intelligent performance, sophisticated comfort, and progressive design. It reflects the brand's continued mission to ensure that transformative mobility is accessible to discerning Filipino families, who value prestige, safety, and the comforts of luxury, with practicality, reliability, and savings in mind.

"The BYD eMAX 9 DM-i represents the pinnacle of our electrified vehicle innovation, where technology and luxury move together in perfect harmony," says Bob Palanca, Managing Director of BYD Cars Philippines. "It is an elegant statement of progress for Filipino families and professionals who seek sustainable mobility and value smart ownership."

Go Beyond Design and Comfort: Crafted Elegance for the Modern Family

The BYD eMAX 9 DM-i showcases the brand's Dragon Face design language, signature LED lighting, and 18-inch alloy wheels projects confidence and refinement. Designed for families who value safety, comfort, and durability, the eMAX 9 DM-i appeals to those who seek premium experiences and modern practicality.

Getting in and out of the eMAX 9 DM-i Premium feels effortless thanks to the hands-free side door opening and tailgate, a small detail that makes a big difference when your hands are full. Add to that a built-in refrigerator to keep drinks perfectly chilled for the road ahead. Moreover, the Tri-Zone Cooling System is installed for both Premium and Advanced variants, which lets everyone set their own ideal temperature, and which shows that the cabin was designed with real families and their journeys in mind.

The eMAX 9 DM-i's seven-seat cabin is available in two variants. The Premium variant offers ventilated and massage functionality for the captain's chairs and driver's seat, while the Advanced model provides plush, manually adjustable captain's seats. Both variants feature premium leather interiors, Beige and Brown for the Premium, Black for the Advanced, both accented by ambient lighting that enhances its upscale atmosphere. A 15.6-inch infotainment system, 12-speaker sound system, and sunroof for the Premium model



and an 8-speaker sound system for the Advanced model.

Go Beyond Power: Electrified Performance with Purpose

At its core, the BYD eMAX9 DM-i is powered by the brand's cutting-edge Super DM-i Technology, a system that places electric performance at the forefront of every drive. This advanced system pairs a high-power electric motor with a 1.5-liter turbocharged generator, delivering both strength and efficiency for discerning drivers. Together they produce a total system output of 271 PS and 315 Nm of torque, enabling the eMAX 9 DM-i to accelerate from 0 to 100 km/h in 8.5 seconds, a refined balance of power and poise.

The BYD eMAX 9 DM-i also offers exceptional range flexibility to match diverse driving needs. The Premium variant is equipped with a 36.6kWh battery, providing up to 170 kilometers of pure-electric range, while the Advanced model features a 20.4 kWh battery good for 95

kilometers of electric driving. Both variants can achieve a combined range of up to 1,000 kilometers (Premium) and 945 kilometers (Advanced), ensuring worry-free long-distance driving.

This was put to the test in an Automobile Association of the Philippines (AAP)-certified efficiency run, led by Louis Ramirez. The eMAX 9 DM-i premium variant embarked on a journey across Northern Luzon, starting from BYD Manila Bay in Pasay City, passing through Tuguegarao, Cagayan, and reaching Laoag City, Ilocos Norte. On the return trip, the convoy made its way through La Union before finally heading back to Pasay. The drive delivered results that went beyond the vehicle's estimated range, covering an impressive total of 1,261.2 km on one full tank and one full battery charge.

Charging the eMAX 9 DM-i is just as effortless as driving it, with support for up to 7 kW AC and 73 kW DC fast charging. Using the AC charger, the Advanced vari-

ant (20.4kWh battery capacity) reaches a full charge in about 3 hours, while the Premium variant (36.6kWh battery capacity) takes around 5 hours. For those on the go, the DC fast charger can boost the battery from 30% to 80% in less than 20 minutes.

Beyond powering itself, the eMAX 9 DM-i comes equipped with BYD's exclusive Vehicle-to-Load (V2L) technology. This smart feature transforms the vehicle into a mobile power source, capable of running everything from small appliances to essential devices on the go—perfect for road trips, outdoor adventures, or even emergency situations.

Go Beyond Safety: Intelligent Protection and Driver Confidence

On its Premium variant, the BYD eMAX 9 DM-i features BYD's DiSus-C suspension that electronically adjusts the vehicle's dampers, enhancing ride stability and comfort across varied road conditions. It also integrates the brand's DiPilot Advanced Driver Assistance System,

elevating driver confidence and peace of mind. It features adaptive cruise control, automatic emergency braking, blind spot detection, and lane keeping assist, working seamlessly to assist the driver in real time. Complementing these systems are a 360-degree panoramic camera and rear cross-traffic alert, which enhance awareness and precision in every driving situation.

Safety is further reinforced by eight airbags, providing comprehensive protection for all occupants. These intelligent systems reflect BYD's unwavering commitment to safeguarding families while delivering the assurance of advanced electric innovation.

Go Beyond Exceptional: Confidence in Every Detail

Designed to go beyond expectations, the BYD eMAX 9 DM-i delivers elegance, innovation, and confidence in one commanding form. The Advanced variant is priced at Php 2,678,000, while the Premium model retails at Php 2,998,000. Both are available in three elegant colors: Cosmos Black, Deep Sea Blue, and Aurora White.

"The BYD eMAX 9 DM-i redefines what luxurious electric mobility means for Filipino families," said Adam Hu, Country Head of BYD Philippines. "It embodies our mission to make world-class electric mobility accessible to Filipinos who aspire to drive beyond the ordinary."

Both variants are backed by BYD's comprehensive warranty: 8 years or 160,000 km for the Blade Battery, 8 years or 160,000km for the drive unit, and 6 years or 150,000 km for the vehicle, providing confidence and long-term value.

Experience the eMAX 9 DM-i at the EV Summit Tech Tour Display from October 23–25.

You can also catch it at Greenbelt 5 Makati from October 24–26, and at Alabang Town Center from November 7–9. For more information on the existing vehicle lineup of BYD Cars Philippines, visit www.bydcarsphilippines.com.



Suzuki Philippines and DES Strong Motors Strengthen Partnership with the Grand Opening of Suzuki Auto Iligan

Suzuki Philippines Incorporated (SPH), the country's leading distributor of compact vehicles, continues to expand its reach in Mindanao with the grand opening of Suzuki Auto Iligan, in partnership with DES Strong Motors, Inc.

The newly opened 3S dealership — offering Sales, Service, and Spare Parts — is strategically located in Purok Ilang-Ilang, Santa Filomena, Iligan City, and stands as a symbol of Suzuki's continued commitment to provide accessible, high-quality vehicles and exceptional customer care to Filipinos nationwide.

Suzuki Auto Iligan is the fourth Suzuki dealership under the management of DES Strong Motors, Inc., led by Dr. Silvestre Lumapas Jr. (President), Ms. Marilou Du-Lumapas (Vice

President), and Ms. Louise Camille D. Lumapas (Managing Director). This expansion underscores the group's strong belief in the Suzuki brand and its dedication to delivering reliable products and excellent service to customers in Northern Mindanao.

During the ceremony, Mr. Koichiro Hirao, President of Suzuki Philippines, expressed his gratitude and optimism for the partnership, stating:

"This marks another milestone in our partnership with DES Strong Motors. Their passion and commitment continue to inspire us at Suzuki. We are proud to open Suzuki Auto Iligan — a new home for customers in Lanao del Norte and nearby areas."

Known as the City of Majestic Waterfalls, Iligan City is one of Northern Mindanao's most

progressive urban centers, rich in industry, trade, and tourism. The establishment of Suzuki Auto Iligan reinforces the brand's presence in the region and supports the city's continuous growth.

The new dealership features a welcoming showroom that showcases Suzuki's latest vehicle lineup and well-equipped service bays that ensure efficient and reliable after-sales service. Through these facilities, Suzuki and DES Strong Motors aim to provide an outstanding customer experience — from the moment of purchase to every visit for maintenance and care.

"At Suzuki, we live by our promise to always be 'By Your Side,'" Mr. Hirao added. "Through our vehicles, our service, and our trusted dealer partners like DES Strong Motors, we strive to be



part of every customer's journey — supporting them every step of the way."

With the opening of Suzuki Auto Iligan, both Suzuki Philippines and DES Strong Motors reaffirm their shared mission of bringing mobility, value, and trust to Filipino motorists — ensuring that Suzuki remains a brand that is truly By Your Side.



From L-R: Mr. Yasuki Nakagawa – Suzuki Philippines’ Assistant to the General Manager & Auto Sales Department Head, Mr. Yukio Sato – Suzuki Philippines’ General Manager for After Sales, Service and Marine, Ms. Marilou Du-Lumapas – DES Strong Motors Inc’s Vice President, Dr. Silvestre Lumapas Jr. – DES Strong Motors Inc’s President, Mr. Koichiro Hirao – Suzuki Philippines’ President, Ms. Louise Camille Lumapas – DES Strong Motors Inc’s Managing Director, Mr. Norihide Takei – Suzuki Philippines’ Director and General Manager for Automobile Division.

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