

BYD Cars Philippines Powers Endurance Sports with IRONMAN 70.3 Davao Partnership

BYD Cars Philippines, a subsidiary of ACMobility, have officially announced their partnership with Sunrise Events for the highly anticipated BYD IRONMAN 70.3 Davao. During a ceremonial signing event held at BYD Manila Bay, the brand also unveiled the powerhouse BYD Triathlon teams.

Representing the brand’s spirit of endurance and performance, the BYD Celebrity Triathlon Team features Nico Bolzico (Run), Alden Richards (Bike), and Wil Dasovich (Swim). They are joined by the BYD Triathlon Team, composed of Olympian Jasmine Alkhaldi (Swim), Jens Jacobsen (Bike), and Jennifer Uy (Run).

The partnership is driven by the shared belief that true performance is earned through intelligence, discipline, and innovation. As the global leader in New Energy Vehicles, BYD sees a direct parallel between the world’s most respected endurance race and its own engineering philosophy.

“BYD partnering with Ironman is a great opportunity to showcase sustainability in terms of sports and car manufacturing,” says Alden Richards. “The goal here is really to inspire a global movement where high performance and

technology coexist.”

“Our partnership with IRONMAN 70.3 Davao is a testament to BYD’s commitment to endurance, performance, and technological excellence. By supporting this premier athletic event, we aren’t just showcasing our vehicles; we are proving that sustainable, electrified mobility can meet the most demanding standards of precision and power,” say Bob Palanca, Managing Director of BYD Cars Philippines. “We are excited to engage with the triathlon community and demonstrate how our advanced technology can empower every athlete’s journey toward a better future.”

For the athletes, the synergy between human endurance and EV technology is a natural fit. Wil Dasovich noted the similarities between managing energy on the road and on the racecourse: “In Ironman, energy management is everything. You have to be efficient and not just fast. Whether it’s a car reaching a 2,000-kilometer range or an athlete finishing a 12-hour race, both are dedicated to the business of ‘Long Range’.”

The partnership will bring the brand’s cutting-edge technology directly to the athletes and fans through the



Bob Palanca, Managing Director, BYD Cars Philippines, Adam Hu, Country Head, BYD Philippines, Jaime Alfonso Zobel De Ayala, CEO, ACMobility, Dino Obias, Chief Marketing Officer, ACMobility, and Fred Uytengsu and Princess Galura of Sunrise Events are joined by the The BYD Triathlon Teams as represented by Jens Jacobsen (Bike), Jas Alkhadi (Swim), and Jennifer Uy (Run), and the BYD Celebrity Triathlon Team, Nico Bolzico (Run), Alden Richards (Bike) and Wil Dasovich (Swim) alongside their coach, Al Gonzalez

BYD Tech Tour: Ironman Edition. A centerpiece of the activation will be the display of a special Ironman-decaled BYD Shark 6 DMO, a rugged showcase of electric power designed to engage the high-value triathlon community and accelerate EV adoption across Mindanao.

Nico Bolzico highlighted the broader impact of the event, stating, “This collaboration proves that we can host world-class events and I think that’s very important when it comes to athletes especially and at the same time, we can protect the planet.”

“As we engage with communities across the country, we are showcasing a future where electrified mobility is within reach for everyone. By linking BYD’s innovative vehicles with our nationwide charging network, ACMobility is building an ecosystem that makes sustainable transport more accessible than ever, especially in Davao for the Ironman 70.3,” says Jaime Alfonso Zobel de Ayala, CEO of ACMobility.

For more information on the existing vehicle lineup and electrified solutions of BYD Cars Philippines, visit bydcarsphilippines.com.



(L-R) Bob Palanca, Managing Director of BYD Cars Philippines with Jaime Alfonso Zobel de Ayala, CEO of ACMobility forge the participation of BYD in the upcoming IRONMAN Davao 70.3 as represented by Fred Uytengsu, Founder of Sunrise Events and Princess Galura, President of Sunrise Events



(L-R) Bob Palanca, Managing Director, BYD Cars Philippines; Adam Hu, Country Head, BYD Philippines; Jaime Alfonso Zobel de Ayala, CEO, ACMobility; Fred Uytengsu, Founder, Sunrise Events; Princess Galura, President, Sunrise Events; Dino Obias, Chief Marketing Officer, ACMobility

JETOUR achieves 2 million sales in 7 years, opening a new chapter in global electric hybrid off-road vehicles

JETOUR Auto marked a major milestone in its brand journey — surpassing two million cumulative sales since its debut in 2018. Over seven years of steady growth, this achievement reflects strong market recognition and user trust in JETOUR’s products and strategy. It also signifies the brand’s solid position in the global automotive landscape and its entry into the top rank of mainstream players.

In 2018, amid global market volatility and pressure across the auto industry, JETOUR carved out an impressive growth trajectory against the odds. JETOUR’s first model, the X70, debuted in August 2018 and quickly gained traction, surpassing 10,000 units in monthly sales by the end of the year. By February 2020, the 200,000th vehicle had rolled off the production line. In August 2021, cumulative sales exceeded 400,000 units. By November 2022, JETOUR celebrated the 600,000-unit milestone, achieving annual sales of 180,000 units. In January 2024, cumulative sales surpassed 1 million, with annual sales climbing to 568,000 units. In October 2025, JETOUR reached another breakthrough — 2 million cumulative sales in just seven years, marking a major milestone in the brand’s development journey.

JETOUR has remained committed to its “Travel+” strategy, continuously accelerating its global expansion. Currently, JETOUR operates in 91 countries and regions and has established more than 2,000 sales and service networks, achieving both market share



leadership and high customer satisfaction across multiple markets. In China, JETOUR ranks first in the Light Off-road segment. In the Middle East — including Saudi Arabia, the UAE, and Qatar — it ranks among the top three in the overall market and No. 1 among Chinese brands. In Ecuador, Peru, and Panama, JETOUR ranks among the top three Chinese SUV brands. In South Africa, within just one year of its market entry, JETOUR has reached fourth place among Chinese SUV brands.

Behind the remarkable “JETOUR Speed” is the brand’s sharp insight into the growing demand for travel lifestyles. Guided by its “Travel+” strategy, JETOUR has built a strong product portfolio that spans both family and off-road travel. Now, JETOUR is entering the premium hybrid off-road segment. Its first premium model, the G700, will

make its global debut in the Middle East this November, bringing users a smarter and more premium driving experience.

Beyond products, JETOUR has built a comprehensive “Travel+ Lifestyle” system that connects every stage of the user journey. It brings together over 10,000 travel essentials, more than 3,000 service stations, 176 premium campsites, and 360 alliance partners worldwide. Covering key areas such as health, accessories, refits, benefits, and stations, this system positions JETOUR as an integrated provider of travel solutions rather than a traditional automotive brand.

Mr. Miguelito Jose, Managing Director of JETOUR Auto Philippines, said that surpassing two million sales in just seven years demonstrates that JETOUR is no longer a newcomer, but a recognized global player. “This milestone reflects the trust of our customers and the strength of our strategy. But it is just the beginning. As we enter the premium hybrid off-road segment, we are raising the bar, setting new standards, and redefining what a smart, adventurous driving experience can be,” he added.

From products to lifestyle, and from functions to experiences, JETOUR continues to evolve across every dimension. This constant upgrading has enabled the brand to carve out new opportunities in a crowded market and grow against the odds. In seven years, JETOUR has risen from a newcomer to a mainstream global player. Now, standing at the milestone of two million vehicles, the brand is accelerating its move upmarket — setting a new benchmark in the global premium off-road segment. Its performance in the hybrid off-road category is poised to impress.



Ford Iloilo Moves To New Location With Bigger Showroom, More Service Bays



Ford Philippines, in partnership with Fairlane Automotive Ventures, Inc. (FAVI), reinforces its commitment to an enhanced ownership experience with the official inauguration of Ford Iloilo in a new location with a bigger showroom and more service bays to better serve its growing customer base.

Located along Benigno Aquino Jr. Avenue, Cabugao Sur, Santa Barbara, Iloilo, the newly relocated Ford Iloilo spans over 5,000 square meters of total lot area and over 6,000 square meters of total floor area on a 2-storey facility with roof deck. It features a modern showroom capable of displaying up to 10 vehicles, more than twice the capacity of the former space, allowing customers to explore the Ford lineup in a more immersive setting. Ford Iloilo is also equipped with 16 service bays from 8 previously, enabling a faster and more efficient delivery of after-sales service such as maintenance and repair.

“Ford Iloilo reflects the strength of our partnership with FAVI and our shared goal of serving our customers better,” said Pedro Simoes, managing director, Ford Philippines. “With a larger facility that occupies a more strategic location in a growing market like Iloilo, we are better equipped to support our customers’ evolving needs and bring the Ford ownership experience closer to the community.”

“We are proud to officially inaugurate Ford Iloilo and to welcome our customers to a bigger and better dealership,” said Andre Borromeo, General Manager, Fairlane Automotive Ventures, Inc. “This milestone reflects our long-term commitment to providing quality and reliable service to our customers in Iloilo and nearby areas.”

Beyond its upgraded facilities, Ford Iloilo has earned recognition for its service excellence. The dealership ranked among Ford Philippines’ Top 3 Service Customer Satisfaction performers for 2024. The achievement underscores the dealer’s consistent focus on customer care and quality service.

With its official inauguration, Ford Iloilo is set to turn up the momentum in the region. Customers can look forward to a lineup of exciting activities, exclusive deals, and hands-on experiences designed to make owning a Ford even more rewarding.