

Driven by Connection: Kia Philippines Celebrates 2nd Sonet Club Anniversary

The official owner community expands across the nation as local sales hit new heights

Kia Philippines, a subsidiary of ACMobility, recently joined forces with the Kia Sonet Pilipinas Club to celebrate its second anniversary, focusing on a theme of growth. The expanding community mirrors the market success of the subcompact SUV, which has officially surpassed the 10,000-unit sales mark since its local debut. Reaching this milestone firmly cements the Kia Sonet's status as a crowd favorite for Filipino motorists.

"The rapid growth of the Kia Sonet Pilipinas Club over the past year is a phenomenal reflection of the vehicle's sustained momentum in the market," said Jay Lopez, Managing Director of Kia Philippines. "This milestone is an achievement we share entirely with our proud owners. As the Kia Sonet becomes a staple on local roads, it is this passionate, ever-expanding community that truly brings our vision of mobility to life."

Over 80 Sonets Celebrating Individuality

The highlight of the second-anniversary celebration centered on the scale and variety of the growing community. The anniversary meet featured an impressive lineup of over 80 Kia Sonets spanning from the practical LX to the top-tier SX and K-Style trims in vibrant colorways. From bone-stock daily drivers to customized setups, the gathering showcased the unique individuality of each owner and the vast versatility of the vehicle platform.

"The club has experienced good growth over the past year. Since our first anniversary, when we hosted 60 participants, our numbers have jumped, and we now have over 80 participants,"



said Len Bonacua, Kia Sonet Pilipinas Club President. "Seeing the turnout and all the new cars is truly rewarding, and we are thrilled to welcome so many new members to the family."

The weekend event brought together seasoned owners and recent buyers through a synchronized convoy and interactive sessions designed to welcome new members into the fold. This supportive community helped everyone stay connected and easily share their technical skills, and celebrate their shared passion for the vehicle.

"Being part of this community has been a major highlight of my ownership experience, as members are always quick to answer any questions I have," said Abby Sualit. "The camaraderie creates a sense of belonging that truly makes you feel like part of a family."

An Anniversary Drive Built for Everyday Practicality

The anniversary celebration's drive through Tanay, Rizal, proved why

the Kia Sonet has captured the hearts of many drivers. While brief unpaved paths highlighted its adaptability, its core appeal lies in its everyday practicality. With a compact footprint, the versatile Sonet is perfectly sized for tight city streets on weekdays and quick weekend getaways. Its efficient 1.5-liter Smartstream engine paired with an Intelligent Variable Transmission (IVT) keeps ownership costs low by helping the driver save fuel every time they drive. A generous 205 mm ground clearance also ensures that navigating bumpy roads and busy city lanes is stress-free.

"The drive to the campsite was an absolute blast, with the Sonet's high ground clearance making mud and rough terrain a breeze to take on," said Janina Baguilat, Kia Sonet Pilipinas Club member. "Even on the twistiest asphalt roads, this compact SUV stays incredibly grippy and planted with minimal body roll."

Confidence on the road is further

enhanced by Kia DriveWise, the brand's ADAS (Advanced Driver Assistance Systems) suite that concentrates on critical, proactive driving protection. This system actively guards against hazards using Forward Collision Avoidance Assist, along with Lane Keep Assist and Lane Follow Assist to keep the vehicle securely centered and safe in active traffic. Protected by these features, the cabin becomes a welcoming space that balances daily comfort with intuitive technology, making the Sonet the ideal choice for first-time buyers. This sense of security on the road is mirrored by

anniversary underscores a powerful momentum shared between the brand and its drivers. Far more than a showcase of impressive sales figures and custom modifications, the gathering highlighted how a well-designed vehicle can serve as a true foundation for human connection. This growing community bridges the gap between practical, everyday community life and regional exploration, embodying the very essence of Kia's philosophy.

"Our philosophy has always centered on 'Movement That Inspires,' and this celebration proves that inspiration happens when passionate



the supportive community waiting for owners off it.

"ADAS helps me by keeping the vehicle in the correct lane," said Roxanne Malvar, another member. "It also helps me stay alert when I'm driving, which is great, especially when I'm with my dogs."

Driven by Movement That Inspires

The massive turnout for the second

people connect," Lopez added. "The road trips, the shared advice, and the growth we are seeing show that the Sonet is a vehicle for new experiences. Kia Philippines is fully committed to supporting this community as they explore new horizons and create a genuine sense of belonging on every journey."

BAIC B30e Dune Leads Brand Portfolio: Why 69% of BAIC's 2026 Sales Choose This Hybrid SUV Over Compromise

Filipino drivers are tired of choosing between raw power and practical efficiency. The BAIC B30e Dune 4x4 is proving they don't have to.

Accounting for a commanding 69% of BAIC's total 2026 sales volume, the B30e Dune has become the brand's dominant model. The reason is straightforward: it delivers everything consumers genuinely want, seamlessly integrated into one intelligent vehicle.

Priced competitively at just ₱1,888,000, the B30e Dune 4x4 seamlessly combines genuine raw performance with exceptional practical efficiency in ways that competing manufacturers consistently struggle to match. Here's what satisfied owners are discovering:

Explosive Acceleration That Demands Attention

The B30e Dune accelerates from 0 to 100 km/h in just 6.59 seconds with Launch Control. That's formidable sportscar territory. Yet drivers achieve as high as 34.9 km/L fuel efficiency that rivals economical sedans. This isn't a frustrating compromise between power and efficiency. It's both fully realized and optimized.

The 1.5L hybrid system paired with an advanced 2-Speed Dedicated Hybrid Transmission delivers a commanding 409 PS and substantial 685 Nm of torque. Merging into congested EDSA traffic becomes assured and composed. Overtaking on provincial highways feels immediately responsive. Climbing steep mountain routes demands nothing of the driver except confidence.

In the Philippines, roads are notoriously unpredictable. The B30e's intelligent and adaptive 4x4 system navigates flooded streets during punishing monsoon seasons, uneven provincial terrain on spontaneous weekend trips, coastal sandy environments during beach getaways, and steep challenging mountain passes without hesitation. It's not a seasonal feature. It's a full-time, reliable advantage.

The expansive 14.6-inch infotainment screen displays dynamic energy flow data as you drive, showing exactly when the hybrid system is charging, discharging, or running the engine. During congested city traffic, drivers can watch the system work intelligently. On long highways, the crisp 10.25-inch digital instrument cluster keeps essential driving data visible, legible, and accessible.

Luxurious leather seats with front-row ventilation and a spacious panoramic sunroof directly address what Filipino drivers face daily: managing oppressive heat during long traffic hours and maintaining composure during midday drives. Family road trips feel considerably



less stressful when everyone arrives comfortable, composed, and refreshed rather than exhausted.

The 540-degree camera system provides omnidirectional visibility in tight parking spaces and challenging blind-spot situations. The motorized power tailgate eliminates awkward contortions when loading groceries or luggage in crowded shopping areas and congested urban garages.

The B30e Dune is equipped with an innovative Rear Cargo Power Outlet that delivers 150W at 220V, complemented by Camping Mode, where the engine can function as a generator. More than just a gimmick or marketing feature, this system provides real-world utility in a market where unpredictable power interruptions remain a practical reality. Whether powering equipment on-site, supporting essential devices during outages, or enhancing camping and outdoor setups during extended trips, it extends the vehicle's purpose beyond traditional transportation and transforms the B30e Dune into a more versatile mobility solution for work, emergencies, and lifestyle adventures.

It is equipped with an advanced Level 2 ADAS suite and 6 airbags, providing added protection during demanding highway drives, challenging night conditions, and stressful heavy traffic situations. Its Adaptive Cruise Control helps reduce driver fatigue on long journeys, while Intelligent Lane-Keeping Assistance helps prevent unintended drifting during extended highway travel. Complemented by Forward Collision Warning and responsive Intelligent Braking, these safety features work together to enhance driver confidence and overall road protection. More than just theoretical technologies, they directly address the real and everyday traffic challenges faced by Filipino drivers.

The remarkable 69% market share within BAIC's 2026 sales portfolio isn't arbitrary or coincidental. It reflects what happens when a manufacturer resolutely stops making vehicles that excel brilliantly in one dimension while

compromising frustratingly in others.

Comprehensive Ownership Support That Extends Well Beyond Purchase

BAIC Philippines recognizes that purchasing a vehicle is merely the beginning of an extended relationship. The brand backs the B30e Dune 4x4 with comprehensive, reliable support:

- Ready genuine parts availability and transparent, straightforward service processes
 - Skilled professional service teams operating from state-of-the-art equipped facilities
 - Expanding strategic dealership network with convenient service touchpoints nationwide
 - Proactive structured aftersales support specifically designed for long-term maintenance and lasting ownership
- Owners aren't merely supported during the dealership transaction. They're continuously supported throughout daily use, whether managing routine preventive maintenance or planning for extended long-term ownership needs.

The Larger Cultural Shift Happening Now

The B30e Dune's dominant performance within BAIC's portfolio reveals something genuinely important about the evolving Philippine market: buyers are increasingly ready for sophisticated vehicles that resolutely refuse to compromise. They demand raw power and exceptional efficiency. They want refined comfort and genuine capability. They expect dynamic performance alongside practical versatility, all seamlessly integrated into a single, cohesive, intelligent experience.

The surging consumer preference for the B30e, which now represents nearly 7 out of every 10 BAIC sales, isn't simply validating BAIC's forward-thinking hybrid strategy. It's definitively proving that Filipino motorists increasingly understand what comprehensive, thoughtful vehicle design truly looks like. And they're enthusiastically choosing the B30e Dune at rates that position it as the brand's undisputed flagship.

Ford Philippines Elevates Ownership Experience with New Learning Center

The new 1,500-square-meter facility strengthens dealer personnel upskilling, supports electric vehicle (EV) readiness, and reinforces Ford's commitment to treating customers like family



Ford Philippines has officially opened the doors of the newly-constructed Ford Learning Center in Calamba, Laguna which will serve as the central hub for technical and non-technical training among Ford dealer personnel nationwide.

The Ford Learning Center is a 1,500-square-meter training facility that houses seven (7) mechanical bays including a dedicated electric vehicle (EV) bay, four (4) classrooms, dedicated Ford showroom, meeting rooms, office spaces, and a cafeteria.

Replacing its previous 110-square-meter training area in Don Bosco Technical Institute of Makati, the new facility significantly expands Ford's training capacity and elevates the delivery of training programs and learning modules with state-of-the-art tools, equipment, and globally-aligned processes. With a leveled-up training experience among front-line dealership and technical teams, Ford ensures that every customer interaction – whether purchasing a vehicle, seeking technical support, or contacting customer service—is seamless, professional, and reassuring.

"The opening of the Learning Center is not just about opening a new building; it is about building the future of Ford in the Philippines. It represents our strong commitment to this market—to our customers, our partners, and our people," says Pedro Simoes, managing director, Ford Philippines. "At Ford, we believe that great vehicles are only part of the ownership journey. What truly makes the difference is the experience—how we support, serve, and care for our customers every day."

"As vehicle technologies rapidly evolve—from advanced connectivity to sophisticated safety features and electrified systems—our dealership teams must be equipped with the highest level of technical mastery, product knowledge, and customer-handling skills. We are confident that this Ford Learning Center can help standardize, elevate, and future-proof our operational capabilities," adds Pushparaj Muthusamy, director, Ford Customer Service Division, Ford Philippines.

Mechanical Bay

The mechanical bay is a 451-square-meter workshop area, enabling multiple simultaneous hands-on training sessions. It provides real-world training for technicians and non-technicians, and mirrors a working Ford dealer by offering a controlled environment for diagnostics, repairs, and certifications on both internal combustion engines (ICE) and electric vehicles (EV). The multiple conventional bays are equipped with two-post and four-post lifts, enabling comprehensive hands-on training across all vehicle types.

Dedicated Showroom and Multiple Classrooms

The Learning Center boasts of a 195-square-meter reception and showroom space that can accommodate a Ford vehicle display, allowing immersive product trainings and walkarounds for dealer sales personnel and service advisors. It also has four (4) modern classrooms with flexible configuration that has a combined capacity of over 100 participants per session.

Support and Meeting Rooms

The meeting rooms can accommodate participants ranging from 2 to 7 people, supporting coaching, assessments, and small group learning. The Learning Center is also home to a 72-seat work cafeteria, creating a central hub for interaction and knowledge sharing and a 24-seat extension office for employees.

Modernizing After-Sales

The Learning Center forms part of Ford's commitment to modernize the after-sales experience of its customers, coming from the opening of the Ford Parts Distribution Center in Laguna in 2024, enhancing parts availability and accessibility. Customers can also enjoy a wide range of service offerings that include Online Service Booking, Mobile Service Vehicle, Express Service, Service Price Calculator, and Pickup and Delivery, improving ease of service, convenience and peace of mind.