

MOTORING

The Return of a Local Icon Made To Move Beyond: New Kia Sportage Turbo Hybrid Launches in the Philippines

A pioneer of the Filipino compact SUV segment evolves with bold design and sustainable technology

Kia Philippines, a subsidiary of ACMobility, marks a new chapter in sustainable travel with the return of a local automotive icon with the new Kia Sportage. Now in its fifth generation, the Sportage is one of the original pioneers of the compact SUV segment in the Philippines. Today, it evolves to embody the global “Kia Movement,” blending its rich, trusted legacy with cutting-edge innovation, bold design, and eco-conscious technology for a new generation of Filipino drivers.

“The Kia Sportage has occupied a special place in the hearts of Filipino

and recognizable face. This sharp front fascia flows into a sleek, aerodynamic silhouette that complements the stylish 18-inch alloy wheels, which come standard across all variants, ensuring a commanding and modern presence on the road. Moving to the rear, the Sportage’s Smart Power tailgate adds everyday utility and convenience while maintaining the SUV’s clean, modern lines.

Hybrid Performance Without Compromise

While the original Sportage won over Filipinos with its rugged dependability, the fifth-generation model



exceptional efficiency, generating an impressive combined system output of 235 PS and 367 Nm of torque, offering the perfect balance for both daily city commutes and long weekend getaways.

Innovative Comfort, Connectivity, and Safety

Inside, the Kia Sportage prioritizes space and connectivity with a premium cabin design anchored by a 12.3-inch LCD infotainment system that supports Wireless Apple CarPlay and Android Auto, and wireless charging. The vehicle ensures a refined experience with its premium leather seats, allowing occupants to enjoy their media through either a premium 6-speaker or an immersive 8-speaker Harman Kardon sound system, depending on the variant.

Safety remains paramount across the entire line-up. Driving confidence is enhanced by Kia DriveWise, the brand’s comprehensive suite of driver assistance

features. Standard safety equipment across all variants includes cruise control, six airbags, and a tire pressure monitoring system. For advanced protection, the top-tier SX model features Forward Collision Avoidance Assist, Advanced Smart Cruise Control, Autonomous Emergency Braking, Lane Keep Assist, and Blind Spot Collision Avoidance Assist.

Designed for the Drive, Priced for the Future

To cater to diverse lifestyle preferences, buyers can choose between two well-equipped variants. The versatile EX starts with an introductory price of Php 1,898,000 until the end of this month (regularly priced at Php 1,978,000). The premium, feature-packed SX starts at Php 2,098,000 with an optional two-tone interior for Php 2,128,000.

The new Kia Sportage is available in four color options: Heritage Blue, Wolf Grey, Snow White Pearl, and

Gravity Grey. While the top-tier SX is available in all four colors, the EX variant is limited to Wolf Grey, Snow White Pearl, and Gravity Grey. Both variants also come with Kia’s 5-year or 160,000-kilometer vehicle warranty and an 8-year/160,000km battery warranty.

“We invite Filipino drivers to step into the future with a vehicle that perfectly balances high performance and efficiency,” said Lopez. “The new Kia Sportage is a bold statement of what modern mobility can be: smart, sophisticated, responsible, and truly embodying a Movement That Inspires.”

The new Kia Sportage is now available at all Kia dealerships nationwide. Customers are invited to visit their nearest Kia dealer or head to www.kiaphilippines.com to explore the vehicle and view the full lineup. For the latest updates, follow Kia Philippines on Facebook, Instagram, and YouTube.



motorists as a pioneer of the compact SUV segment,” said Jay Lopez, Managing Director of Kia Philippines. “By moving forward with this new generation, we honor the Sportage’s rich heritage with a sustainable hybrid SUV that respects its roots while delivering the premium comfort and bold design modern drivers demand.”

A Legacy of Bold Design, Reborn

The new Kia Sportage pays homage to its history with a sophisticated aesthetic shaped by Kia’s “Opposites United” design philosophy. Up front, the Sportage combines tradition with innovation. The brand’s iconic Tiger Nose Grille, flanked by Kia’s Star-Map Signature LED headlights and projector foglights, establishes a bold

introduces a new era of performance. The Sportage is powered by a cutting-edge 1.6-liter turbocharged hybrid drivetrain paired with a 1.49kWh lithium-ion battery. This advanced system blends responsive turbocharged power with



Ford Territory Hybrid Marks First Year in the Philippines with Segment-Leading Sales, Positive Owner Experiences

Ford Philippines is celebrating one year since the launch of the Ford Territory Hybrid in the country, a milestone anniversary that has seen Ford’s full hybrid small SUV cement its place as one of the best-selling electrified vehicles in the market today.

A Global First for the Philippines

The Philippines was the first market to launch the Territory Hybrid across Ford’s International Markets Group in 2025, on the back of the Territory’s sustained popularity in the market when it first launched in 2020.

Ford Philippines launched two variants of the Territory Hybrid – the Titanium X and Trend – at a starting retail price of P1,399,000, a competitive price offering that quickly resonated with first-time car buyers, young professionals, and small families who are looking to shift to electrified mobility.

A Year of Sales Milestones

The Territory Hybrid’s first year has been marked by sustained growth, which includes breaching the 1,000-customer mark in just over three months since its launch.

Its success continued in 2026 with 2,760 units sold from January to June 2026, making it the best-selling small utility hybrid vehicle in the country, according to official data from Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI).

Since its launch in August 2025, the Territory Hybrid has experienced strong and steady demand, with total sales reaching 4,405 units in the last twelve (12) months, a testament to its growing



popularity among customers looking for a full hybrid vehicle that blends fuel efficiency, everyday practicality, advanced technology, and a responsive and refined driving experience.

“The success of the Territory Hybrid isn’t measured solely by sales, but by the growing community of owners who make it part of their daily commute,” said Pedro Simoes, managing director, Ford Philippines. “We celebrate these milestones with our customers and we thank them for their trust and support.”

A Full Hybrid That Fits Everyday Filipino Lifestyles

The Ford Territory Hybrid combines a dedicated 1.5-liter turbocharged gasoline engine with an electric motor and two-speed dedicated hybrid transmission to deliver fuel economy of up to 19.6 km/L while automatically recharging its battery through regenerative braking

that ultimately eliminates the need for external charging.

Its combination of fuel efficiency, spaciousness, advanced driver-assist technologies, and refined driving experience has made it an attractive option for first-time hybrid owners seeking a practical transition toward electrified mobility.

A Vehicle Owned by Happy Customers through #OneTerritoryHybrid

At the heart of the Territory Hybrid’s first anniversary celebration are the owners themselves. Through the #OneTerritoryHybrid social media campaign, owners are encouraged to share their photos and videos about how their Territory Hybrid made their drive experiences more meaningful and personal. Owners can upload their stories on social media using the hashtag #OneTerritoryHybrid and tagging

@fordphilippines on Facebook or Instagram.

For instance, fitness coach and content creator Zach Peña says the Territory Hybrid quickly became his preferred daily driver. “I wasn’t sure what to expect from my first hybrid, but after living with it, I honestly don’t see myself going back. The quiet drive immediately stood out, but what really surprised me was how much I saved on fuel without sacrificing performance. It’s practical enough for daily commutes,

my environmental impact, but a fully electric vehicle wasn’t yet practical for my lifestyle. The Territory Hybrid gave me the best of both worlds with better fuel efficiency and lower emissions, including the added convenience of not having to worry about charging infrastructure to keep me on the road.”

A Look Ahead into the Next Chapter

With its first year delivering record-breaking sales and delightful experiences from its growing customer base, the Territory Hybrid is positioned to build



spacious enough for family trips, and simply makes every drive feel effortless.”

Environmentalist and mental health advocate Cat Triviño says the Territory Hybrid allowed her to embrace sustainability without changing her daily routine. “I’ve always wanted to reduce

even further on its momentum.

As the Territory Hybrid enters its second year in the Philippine market, Ford Philippines remains committed to delivering vehicles that combine efficiency, performance, and everyday practicality for Filipino customers.