

# Toyota Motor PHL targets 1,800 next-gen Tamaraw sales monthly

By Justine Irish D. Tabile  
Reporter

TOYOTA MOTOR Philippines Corp. (TMP) aims to achieve monthly sales of up to 1,800 units for its New Generation Tamaraw, according to its president.

"After 2004, we [discontinued] commercial vehicles like Tamaraw. And this market is dominated by Mitsubishi, Hyundai, and others," TMP President Masando Hashimoto told reporters on Thursday.

"We are quite behind now and quite challenged, so we need to learn more from L300 and H100. This is what we have to do to develop the image of Toyota in this specific category," he added.

Despite this, he said that the company is targeting to sell around 1,500 to 1,800 units of the new Tamaraw each month.

Alfred V. Ty, chairman of TMP, said that the Next Generation Tamaraw commercial vehicle, particularly the short-wheelbase drop-side gas variant, will have a starting price of below P800,000.

"We need to wait for the January release of sales for the fixed price, but that is the range. Depending on the conversion they want, that can go up to P1.5 million to P4 million," Mr. Ty said.

"Complemented by flexible financing schemes tailored to the real-life needs of working Filipinos and micro, small, and medium enterprises, we aim to empower businesses and individ-

uals to achieve their dreams and actively contribute to the nation's progress," he added.

He said that TMP will already start the production of the new Tamaraw, which is expected to be one of the brand's top three best sellers, to build the inventory for the release in January.

"Next week the display will start in different locations already," he added.

## PRODUCTION

The car manufacturer's headquarters in Laguna, where it invested P5.5 billion for the production of the new Tamaraw, has the capacity to produce 60,000 cars annually.

"The production [of the Next Generation Tamaraw] will be around 20,000 in a year. So, we are expecting 1,500 to 1,800 units monthly," said Mr. Hashimoto.

"But we have a total capacity of more than 60,000 in this facility. So we can adjust and balance between three models," he added.

Prior to the launch of the Next Generation Tamaraw, TMP produced Vios and Innova in its plant at Toyota Special Economic Zone in Sta. Rosa City, Laguna.

Out of its P5.5-billion investment, the company made an investment of P1.1 billion for the new conversion facility in the plant.

According to the company, the new Tamaraw model has three body-type conversions available: utility van (UV), aluminum van, and drop-side.

Asked which conversion he believes will sell best in the

country, Mr. Hashimoto said that it will be the UV "as the car is for both goods and people, so it is really versatile."

"I think this is our focus model among all the variants," he added.

Besides the Philippines, Toyota's Next Generation Tamaraw is also being produced in Thailand.

"Exporting would be a very good opportunity for us," Mr. Hashimoto said, noting that the initial target of the production in the Philippines is for domestic sales.

"But in the future, I want to expand our business abroad. Thailand and many Asian countries have the right-hand drive... So we can have a mix. Left-hand for the Philippines, right-hand for Thailand. That would be the possibility in the future," he added.

However, he said that to make the export happen, the company will have to increase the localization of the Next Generation Tamaraw, which is currently at around 25%.

"As of today, we are importing lots of car parts from Thailand. But to make export possible, we need more localization. Meaning we need to invest more in our facility and the supplier's facility," he said.

Moving forward, he said that if the company plans to further expand the models produced in its facility in Laguna, it will be the commercial and heavy-duty vehicles that utilize the chassis for diesel engines that have a higher possibility than other passenger cars.



PHILIPPINE STAR FILE PHOTO

## ACEN infuses additional capital into unit Paddak

AYALA-LED ACEN Corp. is pouring additional investment into its subsidiary Paddak Energy Corp. worth a total of P12 million to provide technical and maintenance services to its local operations.

ACEN signed a contract with Paddak to subscribe to the latter's 1.2 million common shares and 10.8 million preferred shares at P1 apiece, the company said in a regulatory filing on Thursday.

The shares will be issued from the unissued portion of the authorized capital stock of Paddak, ACEN said.

"The subscription will allow ACEN to have full ownership of Paddak, which will provide technical operations and maintenance-related services to ACEN's Philippine operating companies," the company said.

For its international operations, the company said on

Wednesday that its affiliate, ACEN Vietnam Investments Pte. Ltd., had acquired a 49% stake in the Vietnamese renewable energy firm BIM Energy Holding Corp. worth \$70.5 million.

The acquisition aims to boost ACEN's pipeline projects in Vietnam.

ACEN, the listed energy platform of the conglomerate Ayala group, boasts about 6.8 gigawatts of attributable renewables capacity in operation, under construction, and committed projects.

The company operates across a diverse range of markets, including the Philippines, Australia, Vietnam, India, Indonesia, Laos, and the United States.

At the local bourse on Thursday, shares in ACEN fell 4.11% to close at P3.97 apiece. — **Sheldeen Joy Talavera**



THE CAR MANUFACTURER'S headquarters in Laguna, where it invested P5.5 billion for the production of the new Tamaraw, has the capacity to produce 60,000 cars annually.

# Top-performing MOVE IT riders celebrated at MOVE IT Day 2024

Thousands of rider-partners and their families joined the yearend celebration, with MOVE IT Papugay Awardees as highlight

MOVE IT honored the exceptional contributions of its 16 top-performing rider-partners at the recent MOVE IT Day 2024 event, held at the PhilSports Arena in Pasig City. These riders were named this year's Papugay Awardees — recognized for their unwavering dedication and resilience.

The Papugay Awards ceremony was a highlight of MOVE IT's annual yearend celebration, which gathered thousands of rider-partners and their families for a day filled with activities and entertainment. The event featured photo booths, games, raffles, comedy shows, a talent competition, a rock concert, and even motorcycle maintenance services.

While MOVE IT Day is the company's annual yearend event to show its appreciation to the thousands of rider-partners, the Papugay Awards is the company's way of recognizing rider-partners that exemplifies MOVE IT's values of integrity, respect and commitment to safety and quality service. To qualify for the Papugay Awards, rider-partners must demonstrate exceptional booking completion rates, maintain high star ratings, ensure safe driving practices, and receive exemplary feedback from passengers.

During the event, four "Papugay" awardees shared their inspiring stories, encouraging fellow riders to strive for success.

One of them was Cyrus Panopio, 38, who has been tagged as an "Alamat" — the highest tier for MOVE IT riders.

As an Alamat, Panopio enjoys a robust array of incentives, including P2,000 worth of groceries, gas money, medicine, and GrabFood vouchers each month. While Panopio also runs a small business that supports his family, including his mother who suffered a stroke, his MOVE IT earnings have provided extra financial stability. He hopes to use this additional income to fund his three sons' education until they earn their degrees.

"Bumabiyaheng kasi ako ng 5 to 10 a.m., tapos umuwi ako para ihatid ang mga anak ko sa school, mamalengke



Papugay Awardees Merlani Lacson, Cyrus Panopio, Merry Ann Paz, and Benjie Boladas Bechayda share how their earnings as moto-taxi service providers empower them to achieve their aspirations in life.

at magluto. Pagkatapos ng kaunting pahinga, balik-biyaheng ako ng 4 to 10 p.m.," Panopio discloses. Panopio shares that the flexibility offered by the platform allows him to balance his time between his livelihood, his business, and family much more easily.

## FULFILLING FULL-TIME LIVELIHOOD

Another one of the Papugay awardees, Benjie Boladas Bechayda, 33, quit his old regular job as a security guard for a popular shopping mall chain to instead go full-time with MOVE IT.

Bechayda started as a part-timer for MOVE IT only last March, before realizing that he could earn twice more than his previous work by going full steam ahead as a moto taxi rider.

In the past, he rendered 12-hour duty in his security guard job, then spent late nights until early morning with his MOVE IT gig. But since July, Bechayda has made MOVE IT his main bread and butter.

"Sa dati kong trabaho, nagsasangla pa ako ng ATM card, at wala rin masyadong oras para sa pamilya," Bechayda recalls. "Ngayon, malaki ang pasok ng grasya — guminhawa ang buhay ng pamilya ko."

With more time to spend with his wife and children, including their six-month-old baby, and earning a higher income, Bechayda is now focused on building or buying a house for their growing family.

## ENHANCING LIVELIHOOD ADAPTABILITY

Meanwhile, 29-year-old Merry Ann Paz, a single mother, juggles the responsibility of raising and providing for her two children.

Aside from sending her kids to school, Paz is also responsible for paying the monthly bills — relying primarily on her earnings from MOVE IT to successfully fulfill the role. However, as a female moto-taxi rider, Paz initially had qualms about becoming a full-time rider-partner due to concerns about her safety.

"Noong una, kinakabahan ako na mag-moto taxi dahil na rin sa mga safety issues na pwedeng kaharapin sa daan," Paz says. The solo parent breadwinner emphasized that MOVE IT provides training on road safety to help them navigate busy thoroughfares safely. Additionally, the platform touts a suite of security and reporting features that enhance their safety. She also shared that she picked up a lot from online courses via the MOVE IT Academy learning

platform, focused on defensive driving, safe spaces, and passenger handling.

## NEW LIVELIHOOD PATH FOR A BETTER FUTURE

Now, what is a former ambulance driver — and a strong and independent woman at that — like Merlani Lacson, 45, doing as a MOVE IT rider?

Lacson's old job rushing sick people to hospital for a decade, including during the COVID-19 pandemic, had made her a fighter.

After driving ambulances for a local government in Metro Manila, Lacson was also a family driver for six months, until she realized that riding motorcycles is the better livelihood option.

"Matagal ko nang gustong mag-motor dahil mas madaling magmaniobra sa daan," Lacson beams. So for Lacson, becoming a MOVE IT rider now is a dream come true.

And it's MOVE IT that's likewise giving her the flexibility — since she serves commuters from 5 a.m. to 4 p.m., Lacson reserves her nights to be with her teenage children. Now a widow, Lacson is looking forward to the day when one of her sons can finish the IT course they're also dreaming of.

This positive relationship between MOVE IT and its riders is driving the company, and the moto taxi industry, to new heights.

MOVE IT General Manager Wayne Jacinto shares, "Sa bawat MOVE IT rider-partner, taus-pusong pasasalamat sa inyong katapatan at kasipagan bilang maaasahang tagapaghatid ng mga pasaherong Pilipino. Ang inyong dedikasyon at pagsisikap ang dahilan kung bakit libo-libong mananakay sa araw-araw ang nakakapasok sa opisina at nakakuwi sa kanilang mga pamilya nang mas madali at mas ligtas. Kami ay nagagalak na maging bahagi ng bawat byahe ninyo sa pag-abot ng inyong mga pangarap, habang sama-sama nating tinutugunan ang pangangailan ng mga kompyuter para sa serbisyong ligtas, tapat at maasahan. Muli, salamat po sa inyong lahat."



MOVE IT General Manager Wayne Jacinto (2nd row, 3rd from left) leads the MOVE IT Day 2024 Celebration, together with thousands of MOVE IT rider-partners.