

Mitsubishi Motors, Meralco jumpstart EV ecosystem

Strong partnership fuels MMPC's participation in CARS program



Mitsubishi Motors Philippines Corporation's strategic collaboration with Meralco enabled the Philippines' longest-tenured automobile company to commit to the government's CARS program, an economic revitalization initiative.

Among the top automobile companies in vehicle sales, Mitsubishi Motors Philippines Corporation (MMPC) felt an obligation to take a leadership role in reducing environmental pollution by encouraging wider use of electric vehicles (EVs) in the country.

To make this vision a reality, they needed to partner with an entity that shared similar corporate ideals.

MMPC formed an alliance with Meralco, one of the Philippines' biggest proponents of energy innovation, to help drive the growth of the country's EV ecosystem.

Conservation bedfellows

Having set up a beach-head in the early 60s, MMPC is the Philippines' longest-tenured auto company. In 2009, their mother company, Mitsubishi Motors Corporation (MMC), conceived the "Environmental Vision 2020" initiative to address two objectives: ensure energy security by responding to disruptions in global oil supplies, and curb global warming through the concept of "Leading the EV era."

As a sign of total commitment to the initiative, MMC donated CHAdeMO quick chargers, as well as five i-MiEVs and five Outlander PHEVs (Plug-in Hybrid Electric Vehicle) to the Department of Environment and Natural Resources (DENR) Central Office and Department of Trade and Industry (DTI) in Makati. The DENR regional offices in Cebu and Davao were also given quick chargers.

Mitsubishi then commissioned Meralco's subsidiary, MServ, to build all the charging stations.

"To push for electric vehicles use in the Philippines, Mitsubishi Motors has to work with the right stakeholders to start developing the EV ecosystem," said MMPC President and CEO Mutsuhiro Oshikiri. "Meralco is an important partner in expanding our mission to achieving less pollution to the environment. More than just a business agreement, our partnership has blossomed to working together for the benefit of future generations."

Nationwide implications

Outside Japan, MMPC's 229,613 square meter Sta. Rosa, Laguna factory is one of four MMC manufacturing facilities that mass produce the Mitsubishi Mirage and Mirage G4 - entry-level vehicles that carry attractive price points.

Oshikiri said that they expanded production in line with Executive Order No. 182, otherwise known as the Comprehensive Automotive Resurgence Strategy (CARS) Program, industry regulations designed to revitalize the Philippine auto manufacturing sector.

What will certainly help is that MMPC has the local industry's biggest stamping machine - a 2,000 ton sheet-metal forming apparatus that allows production of heavier vehicle parts.

Heavy machinery demanded more electricity and Meralco's support came into play once more. MServ's beyond-the-meter energy services right-sized MMPC's electrical facilities and addressed power quality (PQ) issues for the metal stamping plant.

"We partnered with MServ for the construction and maintenance of our power supply. They are very important and necessary to provide best quality energy to us, 24/7."

MMPC is 2nd in total industry vehicle sales, achieving 73,590 units sold in 2017 and a 17.5 percent market share as of June 2018, based on a report from the Chamber of Automotive Manufacturers of the Philippines (CAMPI) and Association of Vehicle Importers and Distributors (AVID).

For elevating production output that helped position the country as a regional vehicle assembly hub while leading the charge against global warming, MMPC was named a Meralco Corporate Industrial Luminary.

"We commend MMPC for balancing the corporate goal of exceptional bottom line with adherence to strict corporate citizenship," said Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio. "As their end-to-end energy partner, Meralco shares in this ideal and will always provide them with the innovations to make these goals a reality."

To learn more about Meralco partnerships, speak to your Relationship Manager, or visit www.meralco.com.ph/corporatepartners, contact the Meralco Corporate Partners at 16210, or email corporatepartners@meralco.com.ph.



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- Mutsuhiro Oshikiri
President & CEO,
Mitsubishi Motors Philippines Corporation



(From left) Meralco Senior Relationship Manager Patrick Panlilio and Meralco Head, Private Sector Relationship Management - Electronics & Automotive Marvin Jovero with MMPC President and CEO Mutsuhiro Oshikiri.



Mitsubishi Motors Corporation, Mitsubishi Motors Philippines Corporation, and Meralco collaborated on the construction of an EV quick charging station at the DENR Central Office.



(From left) Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio, Oshikiri, Meralco President and CEO Oscar S. Reyes, and Meralco Vice President and Head, Corporate Business Group Victor S. Genuino during the awarding for Meralco's Corporate Industrial Luminary.