

# Meralco and Mitsubishi Motors partner to expand country's electric vehicle ecosystem



**BUILDING THE EV ECOSYSTEM.** Government officials and executives from Mitsubishi Motors and Meralco were on hand to witness the EV charging station unveiling at the DENR Central Office. From left are: DENR Director of Human Resource and Development Services Rolando Castro, DENR OIC-Assistant Secretary for Foreign-Assisted and Special Projects Edwin G. Domingo, DENR Assistant Secretary for Human Resource Development and Administration Jesus Enrico Moises B. Salazar, Mserv Core Business Group Head Cecile Marvilla, DENR Undersecretary for Policy, Planning and International Affairs Jonas R. Leones, Mitsubishi Motors Philippines Corporation President and CEO Mutsuhiro Oshikiri, Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio, Mitsubishi Motors Corporation General Manager for Philippine Business Department Minoru Kinoshita, Electric Vehicles Association of the Philippines (EVAP) Chairman Ferdinand Raquelsantos, and EVAP President Rommel T. Juan.

While pronouncements have signified broad support for electric vehicles (EVs), the Philippines has yet to show significant headway for its clean energy endorsements to be taken in earnest.

A partnership between Mitsubishi Motors Corporation (MMC), Mitsubishi Motors Philippines Corporation (MMPC), and Meralco that led to the unveiling of an EV quick charging station at the Department of Environment and Natural Resources (DENR) Central Office is a sign that steps are indeed being pursued to develop a viable EV ecosystem.

Meralco's expertise in the power space was once again acknowledged when MMPC commissioned MServ, the utility's subsidiary that specializes in load-side services, to construct the DENR charging station.

Equipped with CHAdeMO quick charging technology – from the Japanese phrase *O cha demo ikagadesuka* for "How about a cup of tea?" in reference to the brief time it takes to charge the car – the charging station was a donation from MMC following a generous MMC grant of 10 EV units to the DENR and Department of Trade and Industry (DTI) from the i-MiEV and Outlander PHEV (Plug-in Hybrid Electric Vehicle) lines.

The i-MiEV is Mitsubishi's five-door hatchback electric car and the Outlander PHEV is the world's first plug-in hybrid electric vehicle mid-size SUV.

The moves are part of Mitsubishi Motors' global advocacy in reducing environmental pollution.

## Clear need for clean power

MMC also donated EV charging stations for the DENR regional offices in Cebu and Davao, and the DTI at Makati City.

But there is need for more charging facilities in the country.

Details from the 2016 Land Transportation Office vehicle registration revealed that over nine million vehicles are traversing the country's road network. Since the motorization of the Philippines can't be curbed, mitigating pollutants by scaling back dependence on fossil fuels becomes paramount.

In that regard, EVs will help.

"As the Philippine economy continues to grow, this brings with it new challenges. Mitsubishi Motors has been working with various stakeholders to study how to reduce carbon emissions through the use of electric vehicles," said Minoru Kinoshita, Mitsubishi Motors Corporation General Manager for Philippine Business Department. "We share the same vision of the Philippine government and Meralco in accelerating modernization, while at the same time minimizing the environmental impact of this."

A proponent of energy innovation, efficient use of power resources, and sustainable technologies, Meralco has been advocating for wider use of electric vehicles in the country.

This was no less exemplified by its latest alliance with Mitsubishi Motors, a company at the forefront of EV development.

"Meralco and Mitsubishi Motors are together in encouraging the advancement of an electric vehicle ecosystem in the Philippines," said Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio. "We take pride in working with partners that share our common goal towards sustainable nation-building and greener innovation."



*"As the Philippine economy continues to grow, this brings with it new challenges. Mitsubishi Motors has been working with various stakeholders to study how to reduce carbon emissions through the use of electric vehicles. We share the same vision of the Philippine government and Meralco in accelerating modernization, while at the same time minimizing the environmental impact of this."*

- Minoru Kinoshita,  
Mitsubishi Motors Corporation  
General Manager for Philippine  
Business Department.



DENR Undersecretary for Policy, Planning and International Affairs Jonas R. Leones gives his acceptance speech for the generous donation of electric vehicles and a CHAdeMO quick charging station from MMC.



The Mitsubishi Outlander PHEV (left) is the world's first plug-in hybrid electric vehicle mid-size SUV and the Mitsubishi i-MiEV is Mitsubishi's five-door hatchback electric car.



(From left) Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio, MMC General Manager for Philippine Business Department Minoru Kinoshita, MMPC President and CEO Mutsuhiro Oshikiri, DTI Assistant Secretary Rafaelita M. Aldaba, and DENR Undersecretary for Policy, Planning and International Affairs Jonas R. Leones pose next to the Outlander PHEV as it receives its first ceremonial charge.