



Sojitz Fuso Philippines Corporation

Company Profile



Who Are We?



Sojitz Fuso Philippines Corporation (SFP) was incorporated last September 2018 as a general distributor of FUSO trucks and buses in the Philippines. FUSO has been available in the Philippines since 1969, a leading Japanese commercial vehicle manufacturer across many markets, and is primarily known for their high-quality products. Based in Asia, FUSO is a subsidiary of Daimler Trucks, the global leader in commercial vehicles and one of the world's most successful automotive companies, together with other premium brands: Mercedes-Benz, Freightliner, Western Star, Thomas Built Buses, and BharatBenz.

The company focuses on the planning, development, marketing, sales of trucks and buses, and vehicle-related aftersales. The product portfolio comprises the FUSO brand delivering a full range of products to customers nationwide, encompassing variety of categories such as light, medium, and heavy-duty trucks as well as light buses shipped as completely built units (CBU).

SFP is committed to delivering commercial vehicles that answer the needs of customers who want to expand their business and are ready to take on new challenges. Currently, SFP has 9 exclusive FUSO outlets and 32 shared dealerships nationwide as SFP continues to increase its retail presence across the country. The new upcoming dealerships serves as a field of interaction emphasizing the FUSO brand's identity, culture, and technological innovation.

In these changing times, to keep up with a competitive market, SFP believes to continually invest in leading-edge technology to enhance the innovation in FUSO products, management, processes, and operations. SFP is dedicated to maintaining and improving a strong stance in the local commercial vehicle industry with the full support of its network, dealers, and partners.

SFP remains committed to spur economic development and improve living conditions by providing Filipino people various mobility options to facilitate transport of goods, resources, and people.



Our Message

FUSO brand was originally established in 1969 as Fuso Motors, Inc. Since then, it made progress step with the development of Japanese commercial vehicles across the country.

In 2018, Sojitz Fuso Philippines Corporation (SFP) became independent and acquired the distributorship of FUSO trucks and buses in the Philippines. SFP has grown and has been enriched with a highly professional workforce and dedicated leaders, aiming at the highest customer satisfaction and business fulfillment.

The fundamental idea which thrives us is mentioned in our company Mission, “...committed to contributing to the drive for development and betterment of living in the Philippines by providing globally competitive commercial vehicles that transport people and business without compromise.” — these challenges us to exceed customer satisfaction as we work closely with our network, dealers, and shareholders while supporting our customers on their business development.

Moving forward, as we experience a paradigm shift along with advances in digital technology and communications, globalization, and market change, we will continue to support efficient Philippine transportation. We will also extend our utmost efforts to provide high-quality service and strive to achieve modern mobility system.

We, at SFP, together with our dealer networks will remain steadfast based on our corporate philosophy of promoting ultimate reliability and durability to let our customers experience the best quality service of our products. Furthermore, it would not have been possible without the support of our stakeholders.

Our Mission

We at Sojitz Fuso Philippines Corporation, commit to contribute in the drive for development and betterment of living in the Philippines by providing globally competitive commercial vehicles that transport people and businesses without compromise.

What does it mean?

We commit to spur economic development and improve living conditions by providing Filipino people various mobility options to facilitate transportation of goods, resources, and people through its various quality vehicle products, the FUSO trucks and buses.

Our Vision

Sojitz Fuso Philippines Corporation envisions itself to be the best commercial provider in the Philippines

Inspired by FUSO's Brand Principles



Trusted Quality

FUSO products offer ultimate reliability and durability which translates into payload and uptime for our customers.

Economic Efficiency

FUSO products are known for the best lifetime cost advantage, their benchmark fuel efficiency and ecology.

Solid and Functional Design

FUSO vehicles provide the highest satisfaction of ownership & usability.

Committed Services

FUSO customers can rest assured that their vehicles can always be maintained in excellent working, profit generating condition.

In conducting our operations, we are guided by the following:

Customer Satisfaction

In the delivery of products and services, we will always aim to let our customers experience the best process during and after purchase of our products

Mutual Trust

We will always promote an environment of mutual trust with all our stakeholders through transparency and by valuing each opinion leading to our common goal.

Fact Decision Making

To act swiftly without bargaining quality.

Challenge

Provide products that are environment friendly and up to date in technology in terms of safety, durability and efficiency.

Employee Development

Human Resource is our greatest asset. We will invest in our team by providing various opportunities for career growth that will lead to the realization of each individual's full potential

Our History

1960s	Provincial bus company Philippine Rabbit begins importation of FUSO CKD units in Tarlac.		
1970s	Nissho Iwai (now Sojitz Corporation) acquires rights for FUSO distributorship and opens Fuso Motors Inc. in Makati. Nissho Iwai invests in Chrysler Phils Corp. Mitsubishi vehicle sales are merged with FUSO products. Participate in “Canlubang Automotive Resources Corp (CARCO)” (17.5% of equity stake) Start Manufacturing and sales “Mitsubishi” brand car	2020	Fast Autoworld Philippines Corporation inaugurated as new FUSO dealership situated at Lapu-Lapu City, Mactan. Philko Silcate Corporation (PSC) purchased the FUSO Super Great Truck Tractor. FUSO Philippines holds the first online sales competition – FUSO Rise. SFP turned over a fleet of FUSO Canter Commute Class II Modern PUVs to Bataan based Bagac Modernized Transport Services, Inc. (BMTSI).
1980s	CARGO changed their name to “Philippines Automotive Manufacturing Corp. (PAMCOR)” and increased Sojitz equity participation to 50%. Philippine Government launches Bus Installment Purchase Program to support Modernization of Bus Transport. First Canter (FE444) introduced with specs catered to mini bus market.		Gateway Group of Companies – FUSO Lipa has inaugurated as newest member of FUSO dealer network in Lipa City, Batangas. SFP turned over thirty-nine (39) FUSO trucks to Alturas Supermarket Corporation (ASC) CY202. More than 50 FUSO Canter were turned over to Unilever/Selecta Ice Cream Distributors. Appointment of Autokid Subic Trading Corp. (ASTC) as FUSO Genuine Spare Parts outlet. Bonuan Transport Services acquired five (5) FUSO Canter Commute Class II Modern PUVs from Motorplaza, Inc.
1990s	PAMCOR changed their name to “Mitsubishi Motors Philippines Corporation (MMPC)” Introduced second Canter model (FE304) to push truck-ban exempt models. FUSO became the leading brand in the Truck segment.	2021	A total of thirty-five (35) FUSO Canter Commute Class II Modern PUVs were turned over to Tarlac City based Murcia-Tarlac-Capas-Bamban Transport Service Cooperative (MTCB TSC). FUSO Philippines participated in Cebu Commercial Vehicle Show. SFP turned over ten (10) FUSO FJ 2528R to SPX Philippines (Shopee Xpress). SFP formally opened FUSO Davao owned by D’Limitless Vehicle Ventures Corporation as exclusive dealership in Davao City. FUSO Philippines officially launches the all-new Canter 6-wheeler models. Canter Express exhibited at GenSan Commercial Vehicle Show.
2016	Diamond Motors Corporation has been established as dealer based in North Metro Manila.		
2018	Best Southern Genesis Motors Corporation has been structured in Cavite City. Sojitz Fuso Philippines Corporation appointed by Mitsubishi Fuso Trucks and Bus Corporation. Carworld, Inc. – FUSO Pampanga has inaugurated as new dealership in Central Luzon.		
2019	SFP inaugurated at the Filinvest Tent in Muntinlupa City. DOLE Philippines purchased a fleet of FUSO FJ 2528C. First FUSO Experience Test Drive event. SFP officially launched Modern PUVs Class II and Class III models.	2022	FUSO Philippines holds FUSO Super Great Awards. FUSO Philippines expands network with new Metro Manila sales outlet and service center – FUSO Pasay and Columbian Motors Sales Corporation. FUSO Philippines introduces new F-Wing body on FJ 2528R. North Luzon Transport Forum drives transport modernization with FUSO modern PUVs. SFP turned over FJ 2528R units to Producers Connections Logistics, Inc. SFP joined Clark Commercial Vehicle Show. Sojitz Fuso Philippines Corporation introduces new President and CEO.

DAIMLER



Meet the FUSO Brand

Mercedes-Benz
Cars

Daimler
Trucks

Mercedes-Benz
Vans

Daimler
Buses

Daimler Financial
Services

Asia

North America

Europe

Mitsubishi Fuso Truck and Bus
Corporation (MFTBC)

Daimler India Commercial Vehicles
(DICV)



FUSO



Traditional "Three diamonds FUSO" products*

+



"New FUSO" products (from DICV)

For differentiation and transition to new markets with expanded product portfolio.

Through The Years

1932



The first "FUSO", a 100 PS Mitsubishi B46 large-size gasoline engine bus is produced at Mitsubishi Shipbuilding Co. Ltd's Kobe Works.

1946



B1 gasoline bus is produced.

1960



B10 "Rosa" small-size bus is launched.

1976



"MK115" of medium-size bus is launched.

1982



Large-size tour bus named "AERO BUS" series, is launched.

1996



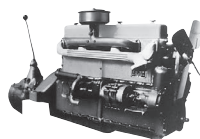
Heavy-duty truck undergoes first model change in 13 years and named "Super Great".

2010



"Canter" light-duty truck undergoes full model change.

1938



Y6100AD diesel engine progenitor of the post-war DB engine, is completed.

1951



W11 4-ton tow truck is produced.

1963



T720 "Canter" light-duty cab-over truck is launched.

1977



"FS119S" heavy-duty truck is launched.

1983



Heavy-duty truck FT/FU/FV series undergo full model change and is given a new name "The Great".

1997



Launched the AERO STAR non-step bus, the first heavy-duty route bus in Japan.

2014



New Aero Star, large-size route bus undergoes full model change.

1941



YB40 2-ton diesel truck is produced.

1955



T33 8-ton, Japan's first genuine heavy-duty truck is produced.

1969



Produced the high-speed long distance tourist bus, the B906R.

1978



"Canter" light-duty truck undergoes full model change. Wide cab and 3-ton models are added to lineup.

1984



"Fighter" medium-duty truck, is launched

2006



"Canter Eco Hybrid" light-duty hybrid truck is launched.

2014



Launched the Super Great V, with its realization of game-changing low-fuel consumption.

Our Product Lineup

Heavy-Duty Trucks

GVW: 18-25 tons

FJ 2528C



FJ 2528R



FJ 1823R



Medium-Duty Trucks

GVW: 12 tons

FI 1217R



Small Buses

Rosa



Modern PUV

Canter Commute (Class 2)



Canter Express (Class 3)



Light-Duty Trucks

GVW: 4.4-8.55 tons

Canter FE71



Canter FE73



Canter FE84



Canter FE85



Canter FG83 4x4



Our Product Lineup

FJ

Heavy-Duty Trucks



Gross Vehicle Weight: 18-25t

Vehicle Use: A broad range of products for logistics applications

Engines: 6-cylinder in-line engines

Output: 238-285 Ps / 2,200 rpm

FI

Medium-Duty Trucks



Gross Vehicle Weight: 12t

Vehicle Use: A broad range of products for logistics applications

Engines: 4-cylinder in-line engines

Output: 170 Ps / 2,500 rpm

Canter

Light-Duty Trucks



Gross Vehicle Weight: 4.4-8.55t

Vehicle Use: A broad range of products for logistics applications

Engines: 4-cylinder in-line engines

Output: 125-150 Ps / 3,200-3,500 rpm

Rosa

Small Buses



Seating Capacity: 25-33 seater

Vehicle Use: Shuttle service and public transportation

Engines: 4-cylinder in-line engines

Output: 179 Ps / 2,700 rpm

Canter Commute | Canter Express

Modern PUVs

Seating Capacity: 24-30 seater

Vehicle Use: Shuttle service and public transportation

Engines: 4-cylinder in-line engines

Output: 131 Ps / 3,500 rpm



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The Facilities



Headquarters
Kawasaki City, Kanagawa

The headquarters of Mitsubishi Fuso Truck & Bus Corporation is located in the Shin-Kawasaki Mitsui Building, within walking distance from the Kawasaki plant.



**Kawasaki Plant/
Research & Development
and Purchasing Center**
Kawasaki City, Kanagawa

The Kawasaki plant is the largest FUSO truck plant, manufacturing light, medium and heavy duty trucks for Japan and export markets. It also includes the R&D center and the global Hybrid center, as well as operational functions such as procurement, logistics and production planning.



**Kitsuregawa Proving
Ground**
Sakura City, Tochigi

The FUSO proving ground two hours north of Tokyo is one of the largest commercial vehicle testing facilities in the world. With specialized equipment, procedures and staff for truck and bus testing, Kitsuregawa has been safeguarding the concept maturity and product quality of all FUSO vehicles since 1980.



**Daimler India Commercial
Vehicles Pvt. Ltd.**
Chennai, Tamil Nadu

The state-of-the-art plant near Chennai, opened in 2012, is also home to DICV's headquarters and R&D operations, and features a highly modern test track. It is the only Daimler plant worldwide to produce trucks, buses and engines for three brands—BharatBenz, FUSO, and MercedesBenz — for India and more than 30 export markets.



**Mitsubishi Fuso Bus
Manufacturing Co., Ltd.**
Toyama City, Toyama

Located in the central west of Japan, MFBM is one of the largest bus plants in Japan, manufacturing the entire FUSO bus range. Specializing in high degree of customization to meet specific customer demands, MFBM produces buses for Japan and the world.



Corporate Data

Company Name	Sojitz Fuso Philippines Corporation
Established	September 6, 2018
President & CEO	Yosuke Nishi
Head Quarters	1016 EDSA, cor Corregidor, Bago Bantay, Quezon City, 1105 Metro Manila, Philippines
Shareholder	Sojitz Corporation (100%)
Business	Wholesale of Mitsubishi Fuso Trucks, Buses and Modern PUVs
Website Address	www.fuso.com.ph

Table of Organization

	President & CEO Yosuke Nishi	
Executive Vice President Sales and Marketing Noriyuki Sekita		Chief Administrative Officer Kazuki Sugino
	Vice President Sales and Marketing Mark Medina	

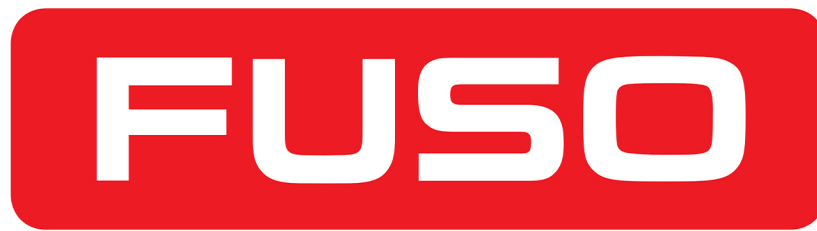
Dealership Network



- ① H-MEN Motors – FUSO Urdaneta
- ② Carworld, Inc. - FUSO Pampanga
- ③ Zoomhub, Inc. – FUSO Marikina
- ④ MG Gateway South Corporation - FUSO Pasay
- ⑤ Columbian Motors Sales Corporation
- ⑥ Best Southern Genesis Motors, Inc. – FUSO Kawit
- ⑦ MG Gateway South Corporation - FUSO Lipa
- ⑧ Fast Autoworld Philippines Corporation – FUSO Mactan
- ⑨ D’limitless Vehicle Ventures Corp. – FUSO Davao

FUSO





Learn more at www.fuso.com.ph/related-links/