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**SPEECH BY**

**PRESIDENT FERDINAND R. MARCOS JR.**

**AT THE TOYOTA MOTOR PHILIPPINES' (TMP) SHOWCASE OF THE NEXT GENERATION TAMARAW AND  
HYDROGEN VEHICLE TECHNOLOGY**

[Delivered at the Presidential Broadcast Studio, Kalayaan Hall, Malacañan Palace in Manila | 25 October  
2024]

Mr. Masahiko Maeda, the Toyota Asia Region CEO; the officials of Toyota Motor Philippines and Toyota Motor Company; of course, with me today, as she was at the first meeting, the First Lady, First Lady Liza Araneta-Marcos; my fellow workers in government; the partners of course, in the private sector; ladies and gentlemen; distinguished guests, good morning.

Last year, Chairman Toyoda shared with me his vision, that Toyota will exhibit the strength and technological advancement of one of its premier vehicles.

Today, Toyota Motor Philippines demonstrated the features of this hydrogen-powered vehicle, providing us a glimpse of new benchmarks for a greener and more innovative automotive industry.

Perhaps some of you will notice, when the car first came in, the first place I went to was the exhaust. And the reason I did that was to highlight the fact that the only exhaust of a hydrogen-powered engine is water and water vapor. And that will --- that is as green as we can get.

And that's why it is important that Toyota continues its work in that field. And they have led the field in terms of bringing that kind of technology down to the grassroots level, not only in the Philippines but around the world.

We will certainly support that as it brings us to a newer and greener transport system.

It perfectly aligns with Toyota's Global 'Beyond Zero' Initiative as we have just seen. It aspires to achieve zero emissions to --- while enhancing societal value through its mobility ecosystem. It harmonizes with our commitment towards developing more renewable and clean energy sources.

With the use of hydrogen technology in vehicle electrification, we are presented with sustainable transport solutions that intensify our call for environmental stewardship.

Embracing this responsibility becomes even more urgent as we confront the increasing frequency and severity of natural disasters, exacerbated by our position in the typhoon belt. Severe Tropical Storm Kristine has now impacted our nation—particularly up here in Luzon—through relentless rains and flooding, and this underscores, once again, to the —every single Filipino the importance of adaptability and of preparedness.

So, as we strive towards a carbon-neutral future, we are dedicated to implementing more inclusive, adaptable, and technologically-driven strategies for emissions reduction across all sectors and all industries.

It also coincides with the revival of the iconic Tamaraw.

I would venture to say that almost every single... When the Tamaraw first came out that was designed --- the first vehicle that was designed by a major motor company, specifically for the Philippine environment.

And I venture to say that most households in the Philippines eventually rode in, drove, used a Tamaraw in -- at one point in their lives because it was perfectly designed for Toyota.

Now, we have the new Tamaraw which has again been redesigned for the modern environment. And with all of the new technologies that Toyota has developed, incorporated into a design that is specifically made for the Philippine condition.

The Tamaraw has been synonymous with reliability. It is a vehicle that has transported many of our people from home to their destinations, to school, to work.

It provided our people a comfortable yet affordable means to commute. For small entrepreneurs and drivers, it serves as a dependable partner in improving their livelihood and their businesses.

With Toyota's five and a half billion-peso initiative, a new chapter in the transformation of the Tamaraw has arrived.

Engineered for versatility and affordability, the New Generation Tamaraw is designed for Filipinos. Our micro, small, medium enterprises and proprietors have a reliable partner now in Tamaraw, empowering our people in their daily journeys.

What makes this achievement even more meaningful is that the Tamaraw is proudly manufactured here at home—by Filipinos, for Filipinos.

It would not be possible without the generous support of Toyota Motor Philippines Corporation, which committed to donate the first five units as we have just heard of the Next Generation Tamaraw Ambulance to the First Lady's 'Lab for All' Initiative.

Undoubtedly, this contribution will improve our ability to deliver essential medical services to our citizens.

Once again, we extend our heartfelt gratitude to Toyota for providing a diverse array of mobility solutions that empower Filipinos in our quest for a more progressive and productive future.

Bound by our shared pursuit, let us pave the way for a Bagong Pilipinas, where every journey leads to a more advanced, inclusive, and sustainable future.

Maraming, maraming salamat sa inyong lahat at mabuhay tayong lahat!

Magandang umaga sa inyo. Good morning. *[applause]*

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