

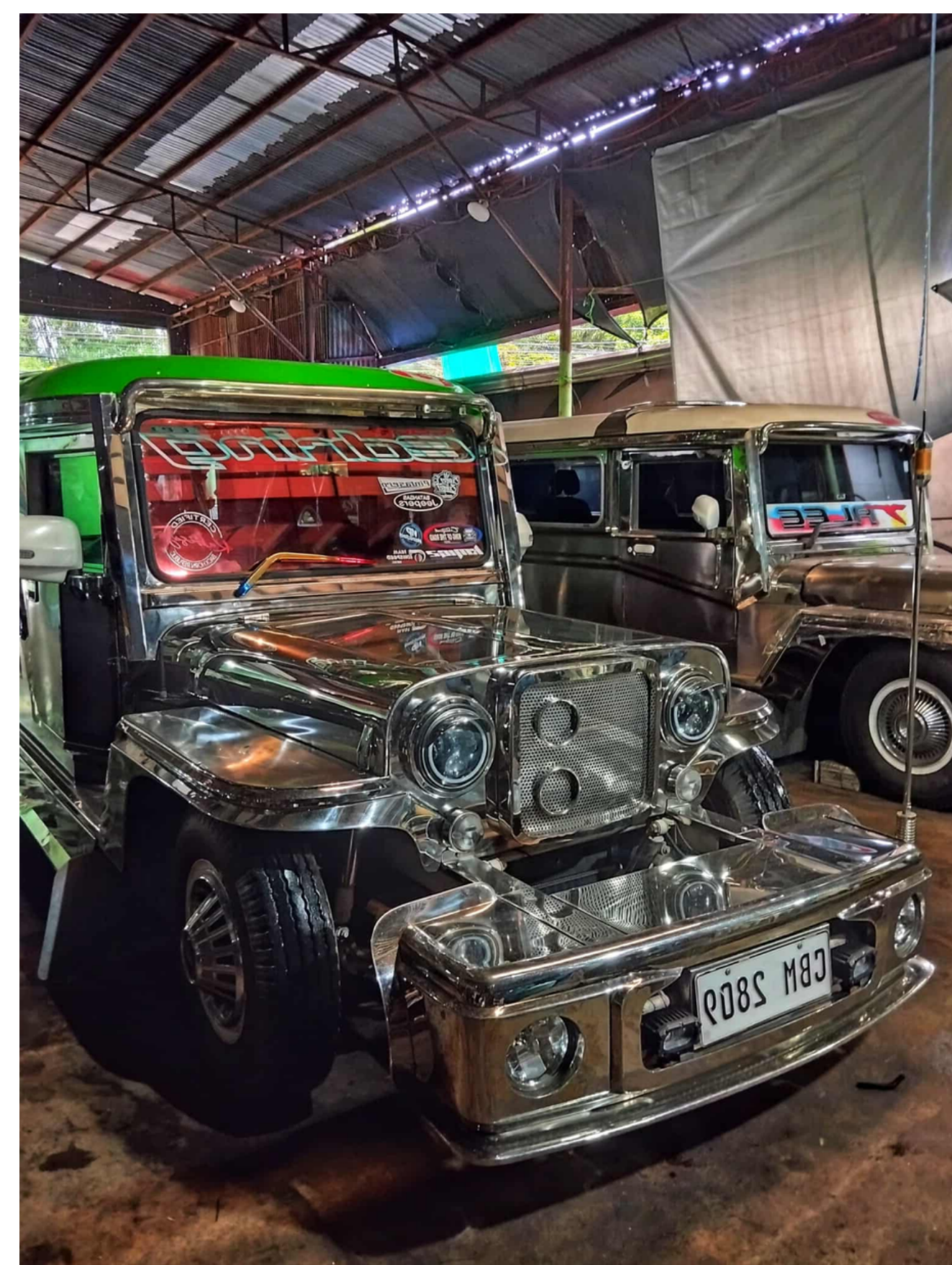
HISTORY OF THE PHILIPPINE JEEPNEY

The Philippine jeepney is more than just a ride. It's a vibrant symbol of Filipino creativity, resourcefulness, and industry.

Born out of post-World War II Manila, the jeepney began as a surplus military vehicle left behind by the United States. In the hands of ingenious Filipinos, these wartime relics were transformed into colorful public transport. The earliest modifications were practical: a lengthened chassis to accommodate more passengers and a roof to shield them from the blistering Manila sun. As time passed, the light, durable galvanized steel frame became the perfect canvas for local craftsmen to add their personal flair, turning every jeepney into a mobile work of art.

Today, the jeepney is a spectacle on wheels: family names proudly displayed in bold letters above the windshield, gleaming mirrors and bright streamers adorning the hood like festive decorations, and routes hand-painted in distinctive lettering along the sides, often bordered with intricate patterns or even full family portraits.

From its humble origins, the jeepney has evolved into the festive icon we know today, each one a unique and joyful celebration of Filipino culture. Now, as the country works to modernize public transportation, the jeepney finds itself at the heart of change. Just as it once carried people through the country's streets, modernization is seen as a way to move the nation forward - toward greater sustainability and efficiency, while preserving the jeepney's place in the Filipino story.



SMX Convention Center
Level 1



Shuttle Service Pick-up and Drop-off Station

IKEA



11-14 December

SMX Convention Center

Manila, Philippines

SHUTTLE SCHEDULE

JEEPNEY

For Hotels Within SM Mall of Asia Complex

Travel time: 5-10 minutes each way (Hotel to SMX Convention Center and vice versa)

Thursday, December 11, 2025				
PICK-UP POINT	DEPARTURE TIME		DROP-OFF POINT	
	PEAK HOURS	OFF-PEAK		
Tryp	07:30	09:45	SMX Convention Center	
	07:45	10:00		
	08:00	10:15		
	08:15	10:30		
	08:30	10:45		
	08:45	11:00		
	09:00	11:15		
	09:15	11:30		
	09:30			
	14:00	15:00		
	14:30	15:30		
Citadines	07:45	09:45	SMX Convention Center	
	08:00	10:00		
	08:15	10:15		
	08:30	10:30		
	08:45	10:45		
	09:00	11:00		
	09:15	11:15		
	09:30	11:30		
		14:00		15:00
	14:30	15:30		
Lanson Place	08:00	10:00	SMX Convention Center	
	08:15	10:15		
	08:30	10:30		
	08:45	10:45		
	09:00	11:00		
	09:15	11:15		
	09:30	11:30		
	09:45			
		14:00		15:00
	14:30	15:30		
SMX Convention Center			Tryp	
	12:00	13:00		
	12:30	13:30		
	17:30	18:30	Citadines	
	18:00			
		Lanson Place		
12:00	13:00			
12:30	13:30			
17:30	18:30			
18:00				



SHUTTLE SCHEDULE

VAN
For Hotels Outside SM Mall of Asia Complex

Travel time: 10-15 minutes each way (Hotel to SMX Convention Center and vice versa)

Thursday, December 11, 2025					
PICK-UP POINT	DEPARTURE TIME		DROP-OFF POINT		
	PEAK HOURS	OFF-PEAK			
Kingsford Hotel	07:30	09:45	SMX Convention Center		
	07:45	10:00			
	08:00	10:15			
	08:15	10:30			
	08:30	10:45			
	08:45	11:00			
	09:00	11:15			
	09:15	11:30			
	09:30				
Grand Westside	08:00	10:00	SMX Convention Center		
	08:15	10:15			
	08:30	10:30			
	08:45	10:45			
	09:00	11:00			
	09:15	11:15			
	09:30	11:30			
	09:45				
Seda Manila Bay	08:30	10:15	SMX Convention Center		
	08:45	10:30			
	09:00	10:45			
	09:15	11:00			
	09:30	11:15			
	09:45	11:30			
	10:00				
SMX Convention Center			Kingsford Hotel		
SMX Convention Center			Grand Westside		
SMX Convention Center			Seda Manila Bay		

Friday, December 12, 2025					
PICK-UP POINT	DEPARTURE TIME		DROP-OFF POINT		
	PEAK HOURS	OFF-PEAK			
Kingsford Hotel	07:00	09:30	SMX Convention Center		
	07:15	09:45			
	07:30	10:00			
	07:45	10:15			
	08:00	10:30			
	08:15	10:45			
	08:30	11:00			
	08:45	11:15			
	09:00	11:30			
	09:15				
Grand Westside			SMX Convention Center		
Seda Manila Bay	07:30	09:45	SMX Convention Center		
	07:45	10:00			
	08:00	10:15			
	08:15	10:30			
	08:30	10:45			
	08:45	11:00			
	09:00	11:15			
	09:15	11:30			
	09:30				
SMX Convention Center			Kingsford Hotel		
SMX Convention Center			Grand Westside		
SMX Convention Center			Seda Manila Bay		

Saturday, December 13, 2025					
PICK-UP POINT	DEPARTURE TIME		DROP-OFF POINT		
	PEAK HOURS	OFF-PEAK			
Kingsford Hotel	07:00	09:30	SMX Convention Center		
	07:15	09:45			
	07:30	10:00			
	07:45	10:15			
	08:00	10:30			
	08:15	10:45			
	08:30	11:00			
	08:45	11:15			
	09:00	11:30			
	09:15				
Grand Westside			SMX Convention Center		
Seda Manila Bay	07:30	09:45	SMX Convention Center		
	07:45	10:00			
	08:00	10:15			
	08:15	10:30			
	08:30	10:45			
	08:45	11:00			
	09:00	11:15			
	09:15	11:30			
	09:30				
SMX Convention Center			Kingsford Hotel		
SMX Convention Center			Grand Westside		
SMX Convention Center			Seda Manila Bay		

Sunday, December 14, 2025						
PICK-UP POINT	DEPARTURE TIME			DROP-OFF POINT		
	PEAK HOURS		OFF-PEAK			
Kingsford Hotel	07:00	09:30			SMX Convention Center	
	07:15	09:45				
	07:30	10:00				
	07:45	10:15				
	08:00	10:30				
	08:15	10:45				
	08:30	11:00				
	08:45	11:15				
	09:00	11:30				
	09:15					
		14:00	15:00			
		14:30	15:30			
Grand Westside	07:30	09:45				
	07:45	10:00				
	08:00	10:15				
	08:15	10:30				
	08:30	10:45				
	08:45	11:00				
	09:00	11:15				
	09:15	11:30				
	09:30					
					14:00	15:00
		14:30	15:30			
Seda Manila Bay	08:00	10:00				
	08:15	10:15				
	08:30	10:30				
	08:45	10:45				
	09:00	11:00				
	09:15	11:15				
	09:30	11:30				
	09:45	11:30				
					14:00	15:00
					14:30	15:30
SMX Convention Center			12:00	13:00	Kingsford Hotel	
			12:30	13:30		
	18:00	19:00				
	18:30	19:30				
			12:00	13:00	Grand Westside	
			12:30	13:30		
	18:00	19:00				
	18:30	19:30				
			12:00	13:00	Seda Manila Bay	
			12:30	13:30		
18:00	19:00					
18:30	19:30					