



Abdul Latif Jameel established

1945



Consumer Products business established in Saudi Arabia

Financial Services business launched in Saudi Arabia

1979



Lexus brand launched in Saudi Arabia

1989



Toyota distributorship launched in Algeria

1993



General Trading Company established in Japan

1996



Toyota dealerships launched in China

Daihatsu distributorship launched in Turkey

1998



Joint venture signed with Denso in Saudi Arabia

2001

1955 Toyota distributorship launched in Saudi Arabia



1981 Outdoor Advertising Company established in Saudi Arabia



1990 Automotive Accessories and Conversion business established in Saudi Arabia



1995 Toyota distributorship launched in Morocco



1997 Drive Communications established in Saudi Arabia



1999 Daihatsu distributorship launched in Morocco



Financial Services business launched in Egypt

Drive Communications established in Morocco



