

Our History



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

Toyota distributorship launched in Saudi Arabia



Outdoor Advertising Company established in Saudi Arabia



Automotive Accessories and Conversion business established in Saudi Arabia



Toyota distributorship launched in Morocco



Drive Communications established in Saudi Arabia



Daihatsu distributorship launched in Morocco



Financial Services business launched in Egypt

Drive Communications established in Morocco



Drive Communications established in United Arab Emirates

Daihatsu distributorship launched in Algeria



Toyota Way philosophy introduced

Drive Communications established in Lebanon



Toyota and Lexus dealerships launched in UK

Daihatsu distributorship launched in Egypt



DJ Auto parts brand launched

Mr. Mohammed Jameel awarded King Abdul Aziz Medal



Hino distributorship launched in Morocco



International Operations HQ relocates to Dubai, UAE

Energy and Environmental Services division established

Lexus dealership launched in China

Drive Dentsu launched in Ivory Coast

Financial Services business established in Turkey

Joint venture signed with Emaar Properties

Joint venture with Fotowatia Renewable Ventures (FRV)



2002

Community Initiatives programme established



2003

Accessories and Conversion business appointed as Toyota Development Base

Aftermarket parts business established in Saudi Arabia

2004

Lexus and Toyota dealership launched in Monaco

Lexus dealership launched in Japan



2005

50th anniversary with Toyota Motor Corporation

Daihatsu distributorship launched in Saudi Arabia

2006

Drive Communications established in Algeria

Drive Communications signed joint venture with Dentsu

2007

Hino distributorship launched in Algeria

Drive Denstu established in Turkey



2008

Toyota distributorship launched in Turkey

2009

Hino distributorship launched in Egypt

Drive Dentsu established in Egypt



2010

Expansion of Automotive Aftermarket Manufacturing into China and Malaysia



2012

Land and Real Estate division established

Ford distributorship launched in Egypt

Komatsu distributorship launched in Saudi Arabia



2013

Acquisition of transport cooling manufacturer in Turkey

2014



OTOShops launched in Turkey

Acquired NSV Automotive in UAE

Ford Trucks launched in Egypt

Lexus brand launched in Turkey

Construction of J-ONE complex began in Jeddah



Partnership with Kanoo Machinery

Joint venture signed with Delphys Japan

Lexus brand launched in Morocco

J-ONE complex launches in Jeddah

Strategic investment in RIVIAN EV manufacturer

2015

Acquisition of Fotowatia Renewable Ventures (FRV)

60th anniversary with Toyota Motor Corporation



2016

Mr. Mohammed Jameel is awarded Honorary Knighthood (KBE)

Almar Water Solutions company established



2017

Redsea stores and Redsea.com launched

Four Principles Lean Management consultancy launched

2018

Muheel Facilities Management launched



Almar Water Solutions awarded project in Saudi Arabia

2019

S:mile logistics solutions launched