

MODELLISTA makes its debut at the Guangzhou Motor Show

November 17, 2023

Toyota Customizing & Development Co., Ltd. will debut the MODELLISTA brand in collaboration with local businesses at the Guangzhou Motor Show (officially known as The 21st Guangzhou International Automobile Exhibition 2023) held in Guangzhou, Guangdong Province, China, from Friday 17th November to Sunday 26th November, 2023. This marks MODELLISTA's first appearance at an automotive show in China.

At the Guangzhou Motor Show, MODELLISTA will exhibit concept models at the booths of two local companies within the Toyota Group: FAW Toyota Motor Co., Ltd. (hereinafter referred to as FAW Toyota) and GAC Toyota Motor Co., Ltd. (hereinafter referred to as GAC Toyota), showcasing and promoting the MODELLISTA brand.

■FAW Toyota Motor Co., Ltd.

The company produces and sells models such as Corolla, Corolla Cross, Aurion, Avalon, IZOA, RAV4, Harrier, Coaster, Crown Kluger, bZ4X, bZ3, and Granvia (HEV) as a joint venture between China FAW Group Corporation and Toyota Motor Corporation.

[Reference]

FAW Toyota will share updates on the Guangzhou Motor Show on Weibo.

FAW Toyota Motor Co., Ltd. Official Weibo: <https://weibo.com/officialftms>

■GAC Toyota Motor Co., Ltd.

The company produces and sells models such as Camry, Highlander, Levin, C-HR, Wildlander, Sienna HEV, Frontlander, Venza, bZ4X as a joint venture between Guangzhou Automobile Group Co., Ltd. and Toyota Motor Corporation.

【Event Overview】

Event Title	Auto Guangzhou 2023	
Official Website	https://www.autoguangzhou.com.cn/	
Duration	Friday 17th November to Sunday 26th November, 2023.	
Venue	China Import & Export Fair Pazhou Complex	
Booth	FAW Toyota: Booth No. 2A02, Hall 1.2, Building 2, Zone A	GAC Toyota: Booth No. 2B01, Hall 2.2, Building 2, Zone A
Organizer	Adsale Exhibition Services Ltd	