

Published based on [Toyota Q World Held In Mumbai](#)

# **Toyota Q World Held In Mumbai**



The Toyota Q World was held in Mumbai which was a two day event at MMRDA Grounds, Bandra Kurla Complex. The exhibit included an array of 11 vehicles including the Prius, Prado Diesel, Fortuner and Land Cruiser. With the Etios concept – ‘World First, India First’, the company is set to enter the mass volume segment. To ensure maximum accessibility to the customers, [Toyota India](#) will expand their sales/service network to about 150 dealers by the end of 2010. After Chandigarh, Lucknow and Mumbai, Toyota Q World will travel to 7 other cities namely Ahmedabad, Pune, Cochin, Bangalore, Chennai, Hyderabad and Kolkata. The event will span over a period of 4 months.

After the grand success of the world premier of the Toyota Etios concept, at the recently held Delhi Auto Expo, Toyota’s quality and technology was brought to Mumbai. Customers eagerly awaiting the launch of Etios concept, got an opportunity, to see the vehicle, in their own city. The Delhi Auto Expo had customers coming to see the world premier of Etios concept and its latest technology, however the Toyota ‘Q’ World took this experience ‘to the customer’. Exclusive customer engagement events were also held for fun and entertainment of the visitors.

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