

News Release

October 6, 2015

Pioneer Receives New Orders from Automakers in Japan and Overseas
for Car Speakers Totaling 45 Million Units for Delivery from 2018 Onwards

Pioneer announced today that Pioneer and Tohoku Pioneer Corporation, its wholly owned subsidiary, (Head Office: Japan, Yamagata; President: Hiroyuki Mineta) receive new orders for car speakers totaling around 45 million from major automakers in Japan and Overseas. The car speakers will be shipped globally over three to five years starting 2018.

Pioneer has promoted OEM business expansion as one of the growth strategies for its car electronics business, and as part of this has bolstered efforts aimed at its car speaker business for automakers. Pioneer estimates the car speaker market for automakers to account for approximately 500 million units a year worldwide. In this market, Pioneer has earned a high reputation for its advanced sound-related technical capabilities, cultivated in the speaker business upon which the company was founded, as well as design techniques such as standard modularization. The orders represent the culmination of these efforts.

[Summary of the Orders Received]

Production Company: Tohoku Pioneer Corporation

Production Sites: China and Vietnam

Production Items: Car Speakers

Number of Units Newly Ordered: Totaling around 45 million

Production Period: Delivery over three to five years starting 2018

Looking ahead, Pioneer will continue to leverage the strengths of the entire Pioneer Group as it strives to actively expand its car electronics business.