

News Release

December 12, 2017

Pioneer Announces Commemoration of the 80th Anniversary of Its Founding in January 2018

Pioneer Corporation will commemorate the 80th anniversary of its foundation on January 1, 2018. We would like to express our deepest gratitude for the loyalty and support of our many customers and other persons. With their kind support, it has been able to continue business for eighty years since its foundation in 1938.



【“A-8,” the first dynamic speaker developed in Japan】 【Pioneer 80th anniversary commemorative logo】

In 1937, Nozomu Matsumoto, the founder of Pioneer Corporation, successfully developed Japan's first Hi-Fi dynamic speaker, which became the base for the modern Hi-Fi speaker. In 1938, he established *Fukuin Shokai Denki Seisakusho*, predecessor of Pioneer Corporation. The current company name “Pioneer” was originally a trademark of “A-8,” which was developed by the founder, who was strongly impressed by the sound quality of a foreign-made dynamic speaker and wanted to share the excitement with as many persons as possible (in 1961, the company name was officially changed to “Pioneer”). Under the corporate philosophy “Move the Heart and Touch the Soul,” which describes the spirit of the founding, the “pioneer spirit,” which the company name signifies, has been inherited as the firm belief in delivering a lot of the world's first products and services globally.

Currently, Pioneer focuses on the car electronics business and aims to become a leading company in “Comprehensive Infotainment,” which creates comfort, excitement, reliability and safety through the development of advanced technologies and the provision of new in-vehicle entertainment services. We will continue to deliver deep impressions to every single customer by pursuing “sound”, “vision” and “information.”

[Pioneer 80th anniversary commemorative logo]

The gentle waveforms represent sound waves coming from a tuning fork and symbolize the passion of everyone working at Pioneer. The arc symbolizes their collective commitment to continuing to refine and leverage technological strengths Pioneer has accumulated and to live up to the pioneering spirit.

[Upcoming events]

- Special website commemorating the 80th anniversary to open in January 2018
- The 80th anniversary models to be announced in and after January 2018

More information will be available on the Pioneer Corporation website at <http://global.pioneer/en/>

In addition, Pioneer's corporate history will be published.