

Pioneer



Corporate Guide 2025

2025

Message from the President and CEO

Since its founding in 1938, the Pioneer Group has been delivering a series of the world's first and industry's first products and services to customers around the globe. When we updated the Group's Mission, Vision, and Values in 2023 to redefine its corporate philosophy "Move the Heart and Touch the Soul" as Mission and define "Creating the Future of Mobility Experience" as Vision, it signified our commitment to continuously enhancing our enterprise value for our stakeholders.

Our purpose is to create greater value in the mobility field by combining the value of our innovative hardware products with our industry-leading solutions and services. More specifically, we develop and offer exciting new hardware products by leveraging our years of excellence in manufacturing, as well as our considerable knowledge in in-car environments and wealth of technologies in sound and human machine interface (HMI). At the same time, we leverage a massive amount of data we have gathered and analyzed from inside and outside vehicles, as well as our proprietary mobility platform, to develop and operate new business models. They include providing drivers with a stream of information in real time to make driving safer and more comfortable, providing services specifically for EVs, assisting logistics service providers in resolving truck driver shortages and saving on fuel usage, and offering social impact services that address traffic congestion and accidents and global warming.

Pioneer aspires to become a solutions company that constantly brings greater value and excitement to you by offering products and services that make your mobility experiences safer, smarter, and more comfortable.



Shiro Yahara
President and CEO
Pioneer Corporation

Mission · Vision · Values

Mission

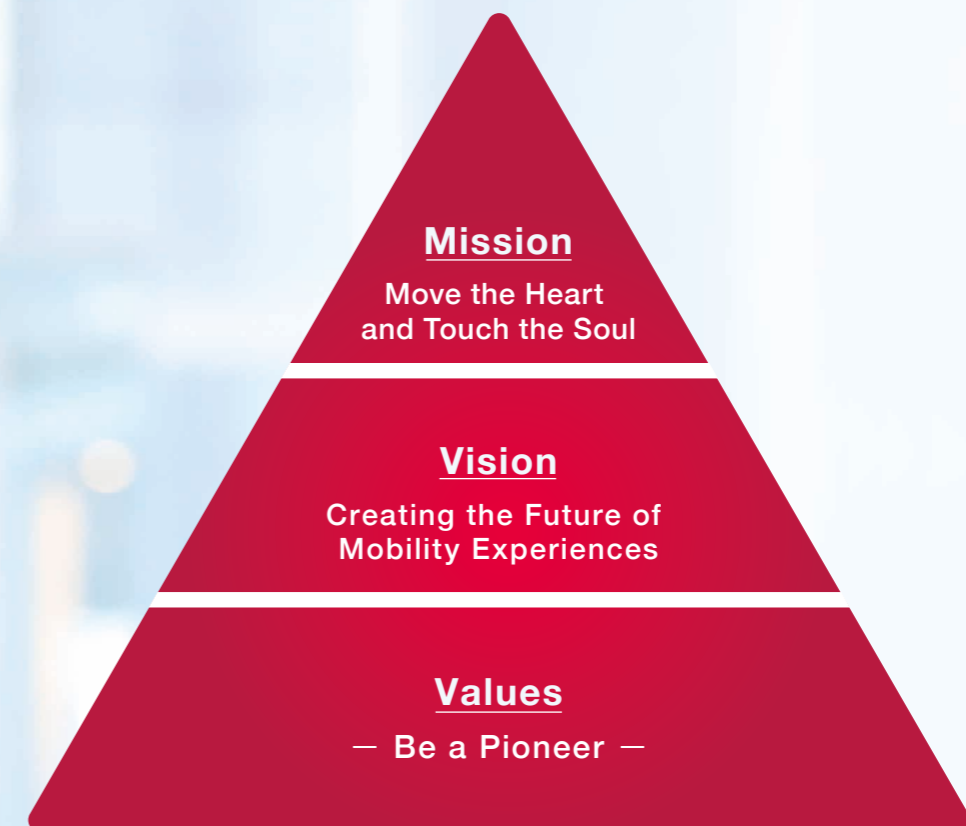
Move the Heart and Touch the Soul

We are committed to uncovering a world of thrilling sensations. We are devoted to sharing emotionally moving experiences with you and put ourselves in relentless pursuit of the means to deliver them.

Vision

Creating the Future of Mobility Experiences

Pioneer turns your mobility experiences into safer, more exciting, and more comfortable ones. We draw on our strengths in manufacturing and solution services to keep creating innovative value for you.



Values

— Be a Pioneer —

Embrace challenges

Have the courage and determination to embrace mistakes and change in explorations of the unknown.

Be bold and agile

Work as a team to get started before anyone else does and stay ahead of the competition.

Exceed expectations

Listen to and digest what customers say about our products and services and aim higher to deliver value that exceeds their expectations.

Pioneer's History of Creating Greater Value

Founded as a speaker manufacturer, Pioneer has evolved into a global enterprise that offers exciting world-first, industry-first products and services.

Today, we are in the middle of transforming ourselves into a solutions company. By leveraging our years of excellence in manufacturing, a massive amount of probe data, and our proprietary mobility platform, we combine the value of groundbreaking hardware products with industry-leading solutions and services to resolve diverse social and business issues.



A-8 dynamic speaker

Evolving into a global audio brand

1938 to 1969

- Introduces the A-8, the first dynamic speaker made in Japan.
- Introduces world's first separate-component stereo.
- Introduces a 4-track cartridge tape player for the car in the United States.



Component car stereo



Surface-mounted speakers



Graphic equalizer

Expanding the car electronics business globally

1970 to 1989

- Introduces world's first component car stereo.
- Starts supplying car stereos to automakers.
- Introduces world's first CD player for the car.
- Introduces world's first power amplifier for the car.



GPS car navigation



Air Navi



Smart Loop

Leading the market for car navigation systems

1990 to 2009

- Introduces world's first GPS car navigation system AVIC-1 for consumer market.
- Introduces the Air Navi, the world's first car navigation system with network connectivity.
- Develops the Smart Loop information network that uses probe data.



HVT satellite speakers



Network communication device for auto insurance companies



Cyber Navi featuring AR HUD

Laying the groundwork for next-level mobility solutions

2010 to 2019

- Introduces world's first HVT thin and light satellite speaker system.
- Introduces world's first in-car head-up display (HUD) that projects augmented-reality (AR) content onto the windshield.
- Launches a telematics driving-assistance service for drivers insured by a designated auto insurance company.



In-car sound solutions



IVI* (in-vehicle infotainment) system



Raku Navi with network connectivity



Display Audio system that works with a smartphone



COCCHI car navigation app for smartphones

*IVI: In-vehicle infotainment. It is a collective term for in-vehicle systems that provide information and entertainment to the drivers and passengers.

Transforming into a solutions company

From 2020 onward

- Adds network connectivity to car navigation systems and other in-car devices.
- Introduces the NPI, the world's first connected virtual driving partner powered by AI.
- Launches the Piomatix LBS location-based service based on Pioneer's proprietary mobility AI platform.
- Releases the COCCHI car navigation app for smartphones.
- Releases the MOTTO GO navigation app for motorcycles.

Technology for achieving sound excellence

Excellence in manufacturing high-quality, reliable products

Making greater use of probe data

Pursing the solutions business

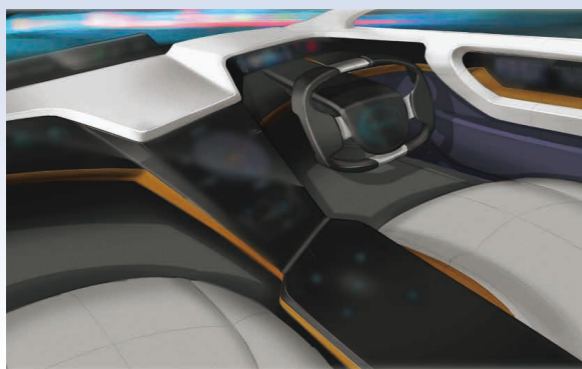
Combining hardware products and solution services to create greater value

Pioneer engages primarily in the car electronics business globally. We leverage our cutting-edge technologies to turn novel and visionary ideas into groundbreaking products and services.

Sound Business



OE Solutions Business



Consumer Business



Automotive Camera AI Solutions Business



Mobility Services Business



Sound Business

Pioneer's in-car sound solutions meet the transformative needs of the mobility industry brought about by transitions to EVs and autonomous driving. We offer consumers and leading automakers around the globe sound systems that recreate ideal sound fields even in a challenging in-car environment. Our TAD-branded high-end speakers and hi-fi components have earned critical acclaim worldwide. We leverage our wealth of technology expertise in speaker and enclosure design and digital acoustic correction to develop and market gaming speakers and PC speaker units, as well as commercial and professional sound solutions.



Custom-fit speakers



Power amplifiers



High-end speaker systems



TECHNICAL AUDIO DEVICES LABORATORIES, INC.



Gaming speakers



Scan the code to learn more about our sound business.



OE Solutions Business

We supply high-performance navigation systems, audio/video systems, and speakers to leading automakers around the globe. We also develop and offer software applications and solutions to be incorporated into next-generation vehicles.



Automotive Camera AI Solutions Business

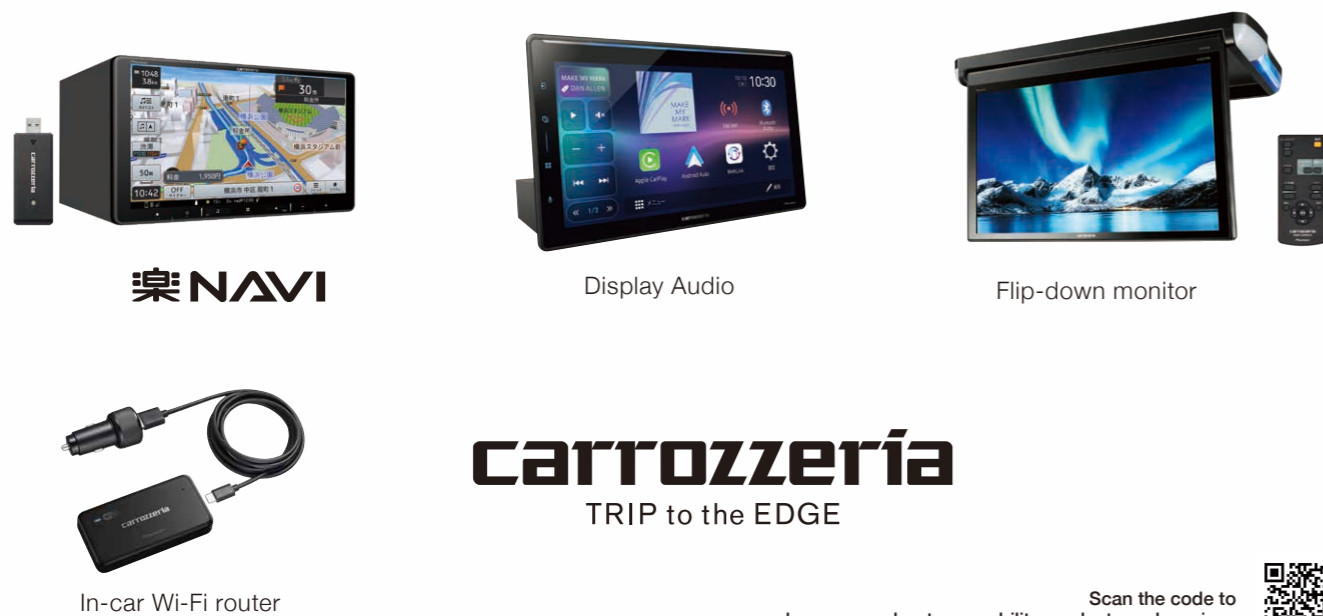
Pioneer has accumulated a wealth of expertise and experience in sensor, vision AI*, and connectivity technologies and solutions. We leverage these assets to develop and provide high-quality, high-performance on-board cameras and AI solutions, tailored to the diverse driving environments and requirements encountered by passenger cars, commercial vehicles, and motorcycles.

*Application of AI technologies to interpret and analyze images on devices and on cloud platforms



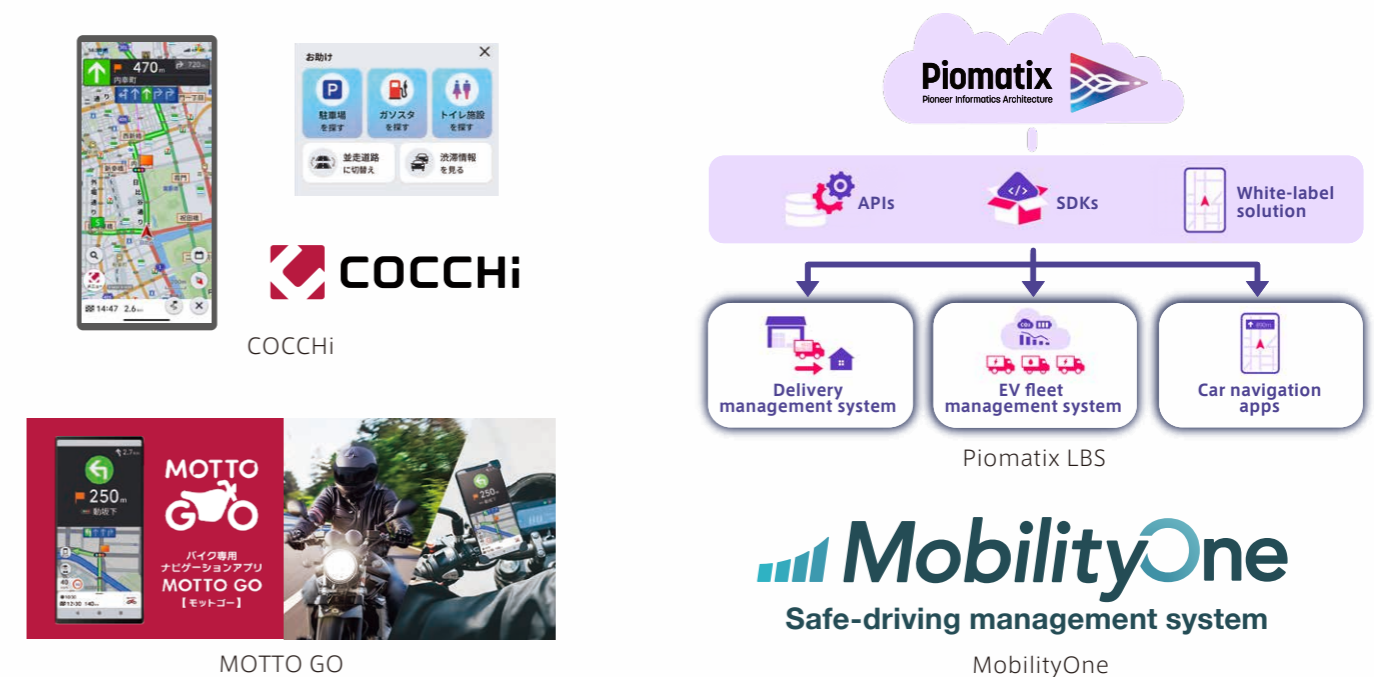
Consumer Business

We have a broad range of car navigation systems, audio-video systems, and other in-car products in our lineup to meet diverse consumer needs. Products sold under the *carrozzeria* brand in Japan include the Cyber Navi, which is packed with leading-edge technologies and features, and the easy-and-fun-to-use Raku Navi. We also offer dash cams for greater safety and security on the road, Display Audio systems, in-car Wi-Fi routers, and a variety of car speakers to make your driving experiences more fun and exciting.



Mobility Services Business

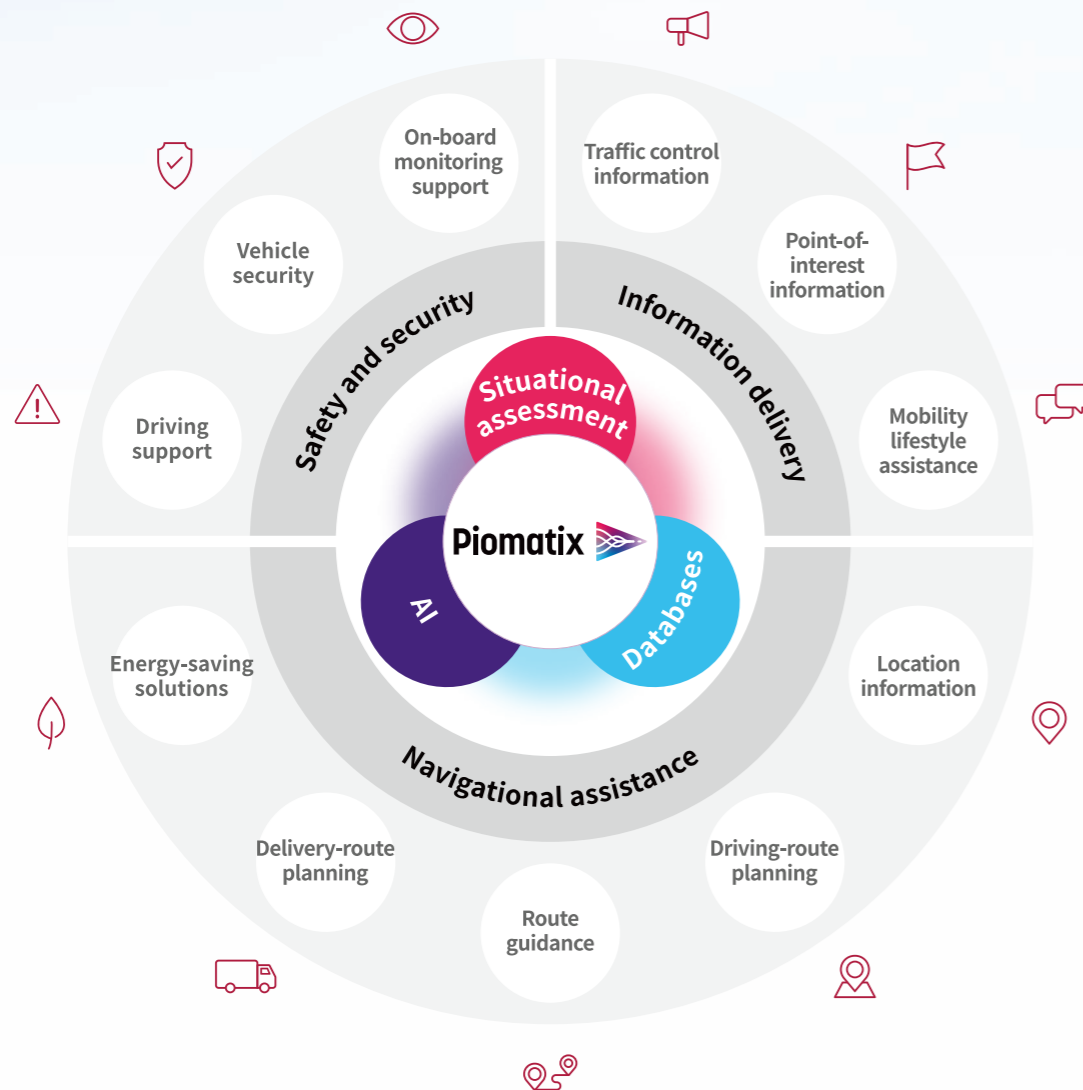
Pioneer's wide-ranging mobility services cater to the diverse needs of drivers and mobility service providers. The COCCHI and MOTTO GO smartphone apps leverage our industry-leading technical expertise in car navigation systems and voice guidance to provide enhanced convenience to drivers and motorcyclists. Our Piomatix LBS employs proprietary routing technology to assist mobility service providers in the development and operation of their services. MobilityOne is designed to optimize commercial fleet management.



Pioneer has been developing solutions based on the next-generation in-car systems and AI to create greater value in the mobility field by combining the value of hardware products with solutions and services.

Piomatix Mobility AI Platform

Piomatix works with in-car edge devices and the cloud to recognize in real time what is going on inside and outside the vehicle and offer the most relevant information and navigational assistance to the driver at the exact right time. With Piomatix, we work with corporate partners in diverse sectors to jointly develop and deliver exciting services that make your mobility experiences safer and more comfortable.



Scan the code to learn more about Piomatix.



Sound Solutions

We leverage our manufacturing excellence and engineering expertise in in-car acoustics to develop high-fidelity in-car sound systems and solutions that recreate an ideal sound field inside the vehicle. Our wealth of knowledge in acoustics and sound reproduction is incorporated also into developing high-end hi-fi speakers, PC and gaming speakers, and commercial and professional sound solutions.



Scan the code to learn more about our sound solutions and business.



Developing Future-Looking Technologies

IVI technology for CASE vehicles

Pioneer boasts a proven process for designing high-quality, dependable hardware, as well as a wealth of technologies and expertise in developing in-car sound and multimedia products and solutions. We leverage all these hard-earned assets to develop an IVI platform and software solutions that incorporate operating systems globally recognized as industry standards, wireless communication and security features, and a variety of AI solutions required for CASE vehicles, and that ensure SoC and peripheral scalability.

AI solutions optimized for a mobility environment

Pioneer has been developing AI solutions optimized for a mobility environment, including smaller AI models tailored to in-car devices and finely tuned AI models for greater performance. We also combine our wealth of digital data assets accumulated over the years—including real-world vehicle driving routes, traffic information, and map information—with the latest in digital technologies, such as LLM (large language model), SLM (small language model), and RAG (retrieval-augmented generation), to develop a mobility agent AI that responds to unique queries and commands given by each driver.

Next-level HMIs

Pioneer leverages its proprietary speech- and audio-processing technologies that work with great accuracy even in a noisy in-car environment, as well as increasingly sophisticated generative AI solutions, to develop a voice-based conversational HMI that makes it easy and stress-free for drivers to acknowledge a constant flow of information and operate in-car devices. Furthermore, we are working to develop a multimodal HMI capable of using sensor information fed from in-car systems to recognize a driving environment and driver conditions and provide the driver with the right information at the right time and by the right means.

Scan the code to learn more about our future-looking technologies.



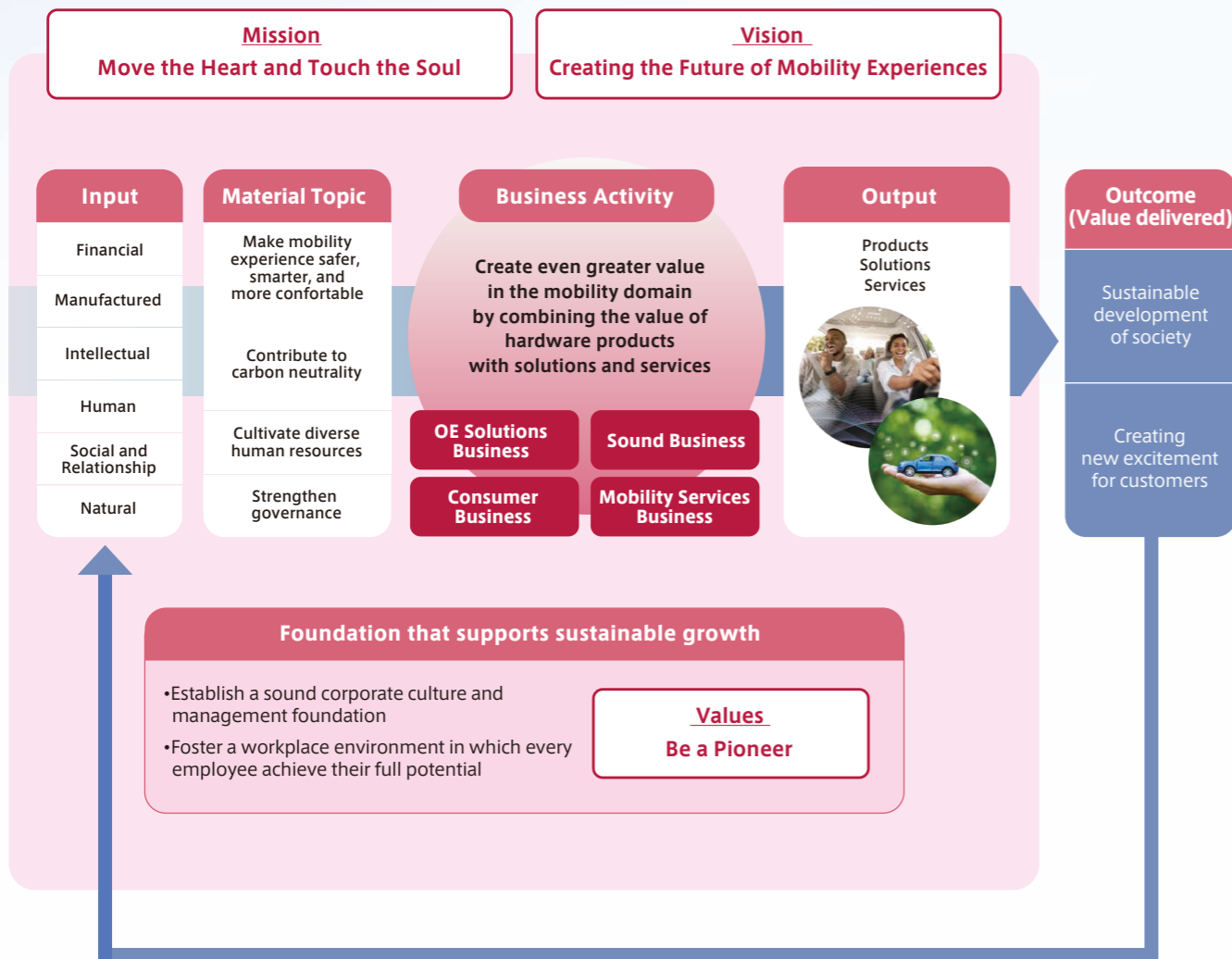
The Pioneer Group bases its corporate activities on its Group Mission and aligns them with its Vision and medium-term business plans.

Our primary objective in business is to achieve CSV (creating shared value), which enables us to increase our enterprise value while delivering greater social value to the public. This can be done by providing products and services that help fulfill the 17 Sustainable Development Goals¹ (SDGs) and achieve Society 5.0², proposed by the Japanese government. We have defined a set of material topics, including achieving safe and secure mobility, and address them in a manner in line with our Vision and mid-term plan. It is part of our efforts to play an instrumental role in helping achieve sustainable development of society.

1. The 17 goals and 169 targets were adopted by the United Nations in 2015, as part of the 2030 Agenda for Sustainable Development.
2. A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space.

How Pioneer Creates Value

External Environment
Social Issues



Scan the code to access our CSR reports.



Highlights of Business Activities

Pioneer Green Mobility Program

Our GX (Green Transformation) solutions assist trucking service providers in achieving low-carbon operations by providing customized services and solutions that meet their operational needs, including visualizing CO₂ emissions of their vehicles and offering emission-reduction ideas.

Cloud-based navigation for EVs

Assists EV drivers in planning and searching for driving routes that take them to conveniently located charging stations on the way, alleviating their concern about running on a low battery.

EV productivity simulation

Simulates quantitative comparison of vehicle CO₂ emissions, economic benefits, and operational efficiency between ICE vehicles and EVs.

EV fleet management

Estimates vehicle CO₂ emissions and gas/electricity mileage based on driving-route information entered, as part of advanced fleet management that uses power-usage and routing data.

Corresponding SDGs

Visualization and reduction of vehicle CO₂ emissions to help mitigate global warming

Solutions based on a proprietary open platform

Partnerships(collaboration between companies)

Small and lightweight speakers designed for EVs

Our expertise in developing and making smaller and lighter car speakers is incorporated into developing products contributing to a carbon-neutral society. For instance, we leverage our proprietary sound technologies to offer value-added products and solutions for the emerging EV market.

Small and lightweight speakers

Offering a broad range of small and lightweight speakers for EVs

Corresponding SDGs

Does not emit CO₂ while driving. In-house technology for the spread of EVs. Contributing through products

Due to smaller size and lighter weight energy saving

Partnerships(collaboration between companies)

Examples of Robust Corporate Infrastructure

Working toward carbon neutrality

We have been progressively switching to renewable energy sources, including solar panels installed on plant rooftops. Our efforts to reduce environmental loads of our operations include visualizing and reducing energy use in production lines and using fewer and lighter parts and components to make products. In addition, we have taken further steps to reduce environmental loads of our entire supply chains that support the provision of our products and services.



An array of solar panels on our plant's rooftop in Thailand

Corresponding SDGs

Resource saving and resource recycling; management of chemical substances

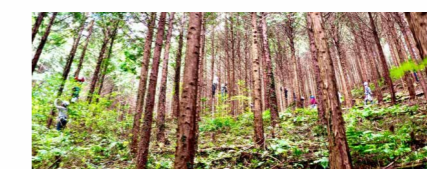
Prevention of global warming

Implementing community outreach programs

Our efforts to help create society in which every resident lives a fulfilling life include providing professional insights to assist communities' educational programs for children and conserving communities' biodiversity.



Pioneer-sponsored UX Design Workshop for grade-schoolers



Pioneer-initiated forest preservation project in Saitama Prefecture, Japan

Corresponding SDGs

Contribution to culture and diversity by holding Listen through the Body concerts

Forest conservation activities

Creating a workplace in which diverse employees thrive and excel

We encourage employees to maintain a healthy work-life balance and embrace diversity, inclusion and equity in the workplace, hiring talent regardless of gender, disabilities, or nationality.

Corresponding SDGs

Promotion of women's participation and advancement

Promotion of employment of people with disabilities

Scan the code to learn more about our environmental initiatives.



Scan the code to learn more about our social outreach programs.



Company Profile

Company	PIONEER CORPORATION	President and CEO	Shiro Yahara
Headquarters	28-8, Honkomagome 2-chome, Bunkyo-ku, Tokyo 113-0021, Japan Phone: +81-3-6634-8777	Capital	17.38 billion yen
Founded	January 1, 1938 (as Fukuin Shokai Denki Seisakusho)	Plants in Japan	Kawagoe Plant 25-1, Yamada, Kawagoe, Saitama 350-8555, Japan
Date of incorporation	May 8, 1947		

Group Companies

Pioneer Corporation has 42 subsidiaries and affiliates that serve customers around the globe by providing industry-leading products and services.

Japan

Mogami Denki Corporation
Pioneer Finetech Corporation
Pioneer Sales and Marketing Corporation
Pioneer Service Network Corporation
Pioneer System Technologies Corporation
Pioneer Welfare Services Co., Ltd.
Technical Audio Devices Laboratories, Inc.
Tohoku Pioneer Corporation



Founded in

1938



We have been bringing out a series of world-first, industry-first products and services.

Number of employees

6,554
(consolidated)



Each employee reaches their full potential to drive innovation.

(for the fiscal year ended March 2025)

Annual consolidated net sales

212.1
billion yen



On track toward achieving greater enterprise value.

(for the fiscal year ended March 2025)

Number of Group companies

42

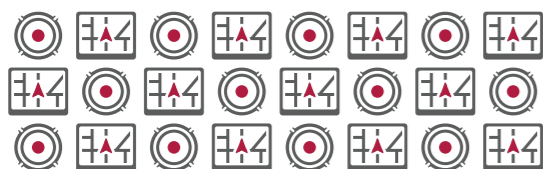


Operating in the global arena.

(as of June 2025)

Number of in-car devices we manufacture annually

51 million



We manufacture a variety of in-car devices, such as navigation systems, audio systems, and speakers, for the global market.

(for the fiscal year ended March 2025)

Number of downloads to date of the COCCHI car navigation app for smartphones

1 million



Built on Pioneer's decades of experience and expertise in developing industry-leading car navigation systems, COCCHI offers detailed route searching and an easy-to-recognize voice guide.

(as of May 2025)

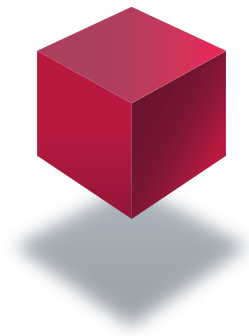
Americas	Asia-Pacific
Brazil	Pioneer do Brasil Ltda.
Panama	Pioneer International Latin America, S.A.
United States	Pioneer Electronics (USA) Inc.
Europe	India
Belgium	Pioneer Europe NV
	Singapore
	Thailand
Middle East and Africa	East Asia
United Arab Emirates	Pioneer Electronics Australia Pty. Ltd.
	Pioneer China Holding Co., Ltd.
	Pioneer (HK) Ltd.
	Pioneer India Electronics Private Ltd.
	Pioneer Electronics Asiacentre Pte. Ltd.
	Pioneer Electronics (Thailand) Co., Ltd.

Scan the code to learn more about our company.



Scan the code to learn more about Pioneer Group companies.





Pioneer