

News Release

For Immediate Release

Pioneer Announces Organization and Management Changes

Pioneer Corporation has announced organization and management changes effective April 1, 2012 as follows:

<Organization Changes>

Pioneer Corporation will implement organization changes effective April 1, 2012 as follows:

<Purpose of the changes>

- To construct a framework suitable to execute the new medium-term plan and achieve the 2015 vision.

<Effects of the changes> (For the old and new organization charts, please see below)

- To build a system that allows the functions of the business axis to be expanded, management to be accelerated and business responsibility to be clarified, thereby enabling the existing business to grow consistently.
- To build a system that allows products to be made that meet the needs of local customers and markets in order to penetrate the emerging markets and expand the business.
- To effectively utilize the resources from the existing business to launch the new business at an early stage and expand the business.
- To promote the operation of the business from a company-wide perspective through the enhancement of cross-divisional coordination.

<Main changes>

- (1) The Car Electronics Business Management Group will be established as an organization that controls the Car Electronics related business to supervise and manage Car Electronics Strategic Business Planning Division, After Market Car Electronics Business Division, OEM Car Electronics Business Division, Car Electronics Engineering Division, Car Electronics Production Division, Car Electronics Quality Engineering Division and plan and pursue the overall strategies.
- (2) The Home Electronics Business Management Group will be established as an organization that controls the Home Electronics related business to supervise and manage Home AV Business Division, Pro. Sound & Visual Business Division, Creative Sound & Voice Business Division, AV Development Division and plan and pursue the overall strategies.
- (3) The International Business Division will be dissolved and its overseas sales and marketing functions will be transferred to After Market Car Electronics Business Division of Car Electronics Business Management Group and Home AV Business Division of Home Electronics Business Management Group.

- (4) The Engineering & Production Center will be dissolved and its production functions will be transferred to Car Electronics Production Division of Car Electronics Business Management Group and Home Electronics Business Management Group.
- (5) The International Business Management Division will be established to control the overseas sales of all the businesses and manage the regional headquarters, and Strategic Planning Division and Emerging Countries Business Planning Division will be placed under its umbrella.
- (6) The Production & Procurement Management Division will be established to plan company-wide production strategies and control the manufacturing strategies of Pioneer Group, and Production Strategy Division and Procurement Division will be placed under its umbrella.
- (7) The Corporate Brand Management Division will be established by combining the brand strategic functions of Corporate Planning Division and PR functions of Corporate Communications Division to enhance the corporate brand strategic functions.
- (8) The Investor Relations Division will be established, and the IR functions and Shareholder Relations functions of Corporate Communications Division will be transferred to Investor Relations Division.
- (9) The Intellectual Property Division will be established in Legal & Intellectual Property Division.
- (10) The Industrial Solutions Division will be established to enhance the external sales of the optical disc business, etc.
- (11) The Medical & Health Business Development Division will be established to take responsibility for the new businesses in the medical and health field, including blood current sensors and HEED.

< Effective April 1, 2012 >

- Mr. Susumu Kotani, currently President and Representative Director, and in charge of New Business Development and Cable & Network Systems Business Division, will become President and Representative Director, and in charge of New Business Development, Cable & Network Systems Business Division and Medical & Health Business Development Division.
- Mr. Hideki Okayasu, currently Senior Managing Director and Representative Director, and in charge of Corporate Communications Division, Finance and Accounting Division, Human Resources & General Administration Division and Audit Division, and export management in general, will become Senior Managing Director and Representative Director, and in charge of Investor Relations Division, Finance and Accounting Division, Human Resources & General Administration Division and Audit Division, and export management in general.
- Mr. Mikio Ono, currently Managing Director and Representative Director, and General Manager of Corporate Planning Division, and in charge of Home AV Business, Pro. Sound & Visual Business, Optical Disc Business, IT Division and Pioneer Digital Design and Manufacturing Corporation, will become Managing Director and Representative Director, and General Manager of Corporate Planning Division, and in charge of Home AV Business, Pro. Sound & Visual Business, Optical Disc Business, Industrial Solutions Division, IT Division and Pioneer Digital Design and Manufacturing Corporation.

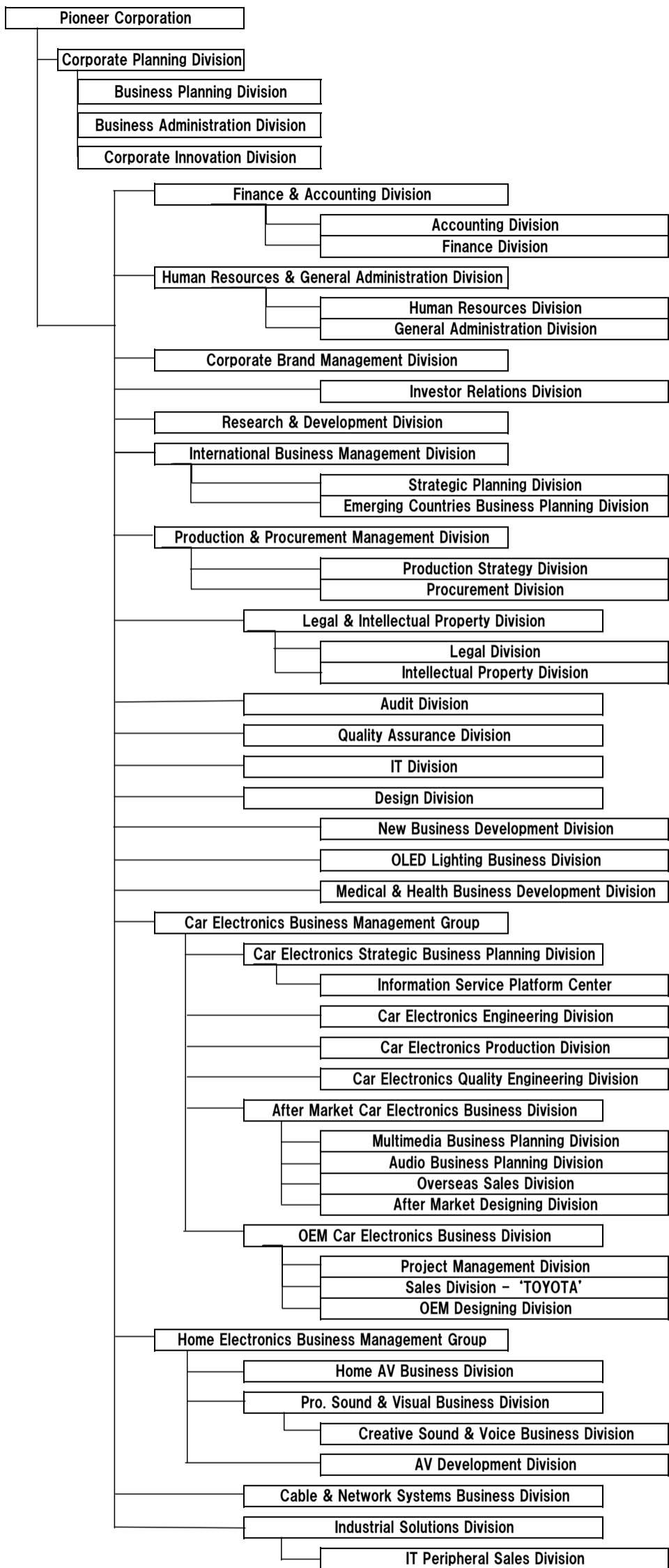
- Mr. Satoshi Matsumoto, currently Managing Director and in charge of Ecology, Quality Assurance Division, Pioneer Sales & Marketing Corporation and Pioneer Marketing Corporation, will become Managing Director and in charge of Ecology, Quality Assurance Division and Corporate Brand Management Division, Pioneer Sales & Marketing Corporation and Pioneer Marketing Corporation.
- Mr. Tatsuo Takeuchi, currently Managing Director, and General Manager of International Business Division, will become Managing Director, and General Manager of International Business Management Division.
- Mr. Masanori Kurosaki, currently Director, and in charge of Car Electronics Business, will become Director, and General Manager of Car Electronics Business Management Group.
- Mr. Hiroyuki Mineta, currently Senior Executive Officer, and General Manager of Engineering & Production Center, will become Senior Executive Officer, and General Manager of Production & Procurement Management Division.
- Mr. Gen Inoshita, currently Senior Executive Officer, and General Manager of Home AV Business Division, and in charge of Pro. Sound & Visual Business Division, AV Development Division and Creative Sound & Voice Business Division, will become Senior Executive Officer, and General Manager of Home Electronics Business Management Group.
- Mr. Ikuo Tsuritani, currently Executive Officer, and Deputy General Manager of Engineering & Production Center and General Manager of Production Division, will become Executive Officer and Deputy General Manager of Production & Procurement Management Division.
- Mr. Masao Kase, currently Executive Officer, and Deputy General Manager of Engineering & Production Center and General Manager of Procurement Division, will become Executive Officer, and Deputy General Manager of Production & Procurement Management Division.
- Mr. Koji Shiino, currently General Manager of Corporate Communications Division, will become Deputy General Manager of Human Resources & General Administration Division.
- Mr. Toshiharu Matsuki, currently General Manager of Corporate Communications Division in charge of Public Relations, will become General Manager of Corporate Brand Management Division.
- Mr. Makoto Komatsu, currently General Manager of Corporate Communications Division in charge of Investor Relations and Shareholder Relations, will become General Manager of Investor Relations Division.
- Mr. Junichi Naito, International Business Division, will become General Manager of Strategic Planning Division of International Business Management Division.
- Mr. Tomoyuki Komiya, currently President of Pioneer India Electronics PVT. Ltd., will become General Manager of Emerging Countries Business Planning Division of International Business Management Division.
- Mr. Masayuki Tagashira, currently General Manager of Management Innovation Department of Planning & Coordination Division of Engineering & Production Center, will become General Manager of Production Strategy Division of Production & Procurement Management Division.
- Mr. Hiroyuki Naritomi, currently Deputy General Manager of Procurement Division of Engineering & Production Center, will become General Manager of Procurement Division of Production & Procurement Management Division.
- Mr. Naoki Aoyama, currently General Manager of Legal & Intellectual Property Division in charge of Licensing, will become General Manager of Intellectual Property Division of Legal & Intellectual Property Division.

- Mr. Takao Hatayama, currently General Manager of Design Development 2 of Design Division, will become General Manager of Design Division.
- Mr. Minoru Hayashi, currently President of Pioneer France S.A., will become General Manager of Medical & Health Business Development Division.
- Mr. Ichiro Hatano, currently General Manager of Corporate Planning Division in charge of Business Development, General Manager of Car Electronics Strategic Business Planning Division and Strategic Planning Department, will become General Manager of Corporate Planning Division in charge of Business Development, and General Manager of Car Electronics Strategic Business Planning Division and Strategic Planning Department of Car Electronics Business Management Group.
- Mr. Kazuya Ogawa, currently General Manager of Information Service Platform Center of Car Electronics Strategic Business Planning Division, will become General Manager of Information Service Platform Center of Car Electronics Strategic Business Planning Division of Car Electronics Business Management Group.
- Mr. Chiaki Hirano, currently General Manager of Car Electronics Engineering Division, will become General Manager of Car Electronics Engineering Division of Car Electronics Business Management Group.
- Mr. Noriaki Yamamoto, currently Vice President of Pioneer Automotive Technologies, Inc., will become General Manager of Car Electronics Production Division of Car Electronics Business Management Group.
- Mr. Shinichi Shimazaki, currently General Manager of Quality Engineering Division of Engineering & Production Center, will become General Manager of Car Electronics Quality Engineering Division of Car Electronics Business Management Group.
- Mr. Yutaka Sato, currently General Manager of After Market Car Electronics Business Division, will become General Manager of After Market Business Planning Division of Car Electronics Business Management Group.
- Mr. Osamu Tanaka, currently General Manager of Multimedia Business Planning Division of After Market Car Electronics Business Division, will become General Manager of Multimedia Business Planning Division of After Market Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Matahisa Yoshimi, currently General Manager of Audio Business Planning Division of After Market Car Electronics Business Division, will become General Manager of Audio Business Planning Division of After Market Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Kenji Murai, currently General Manager of International Business Division in charge of Car Electronics Business, will become General Manager of Overseas Sales Division of After Market Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Shoji Suenaga, currently General Manager of After Market Designing Division of After Market Car Electronics Business Division, will become General Manager of After Market Designing Division of After Market Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Hajime Wada, currently General Manager of OEM Car Electronics Business Division, will become General Manager of OEM Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Ichio Kitamura, currently General Manager of Project Management Department of OEM Car Electronics Business Division, will become General Manager of Project Management Department of OEM Car Electronics Business Division of Car Electronics Business Management Group.

- Mr. Hiromichi Naito, currently General Manager of Sales Division - 'TOYOTA' of OEM Car Electronics Business Division, will become General Manager of Sales Division - 'TOYOTA' of OEM Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Hiroshi Kobayashi, currently General Manager of OEM Designing Division of OEM Car Electronics Business Division, will become General Manager of OEM Designing Division of OEM Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Akiharu Yagi, currently Deputy General Manager of Home AV Business Division, General Manager of Engineering Management and General Manager of AV Development Division, will become Deputy General Manager of Home Electronics Business Management Group and General Manager of AV Development Division.
- Mr. Hiroshi Kawaguchi, currently Deputy General Manager of Home AV Business Division, will become General Manager of Home AV Business Division of Home Electronics Business Management Group.
- Mr. Yoshiaki Ide, currently General Manager of Pro. Sound & Visual Business Division, and Sales Department, will become General Manager of Pro. Sound & Visual Business Division, and Sales Department of Home Electronics Business Management Group.
- Mr. Mitsuaki Kusakabe, currently General Manager of Creative Sound & Voice Business Division, and Business Planning Division and Sales Division, will become General Manager of Creative Sound & Voice Business Division, and Business Planning Division and Sales Division of Pro. Sound & Visual Business Division of Home Electronics Business Management Group.
- Mr. Toshihiko Kurihara, currently President of Pioneer Digital Design and Manufacturing Corporation, will become General Manager of Industrial Solutions Division.
- Mr. Takashi Fukuro, currently General Manager of IT Peripheral Sales Division, and Business Planning Division, will become General Manager of IT Peripheral Sales Division, and Business Planning Division of Industrial Solutions Division.
- Mr. Hiroshi Aoyama, currently Director of Pioneer Digital Design and Manufacturing Corporation, will become President of Pioneer Digital Design and Manufacturing Corporation.

<Organization Chart>

<NEW>



<OLD>

