

# News Release

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**For Immediate Release**  
**March 11, 2015**

## Pioneer Announces Organization and Management Changes

Pioneer Corporation announced organization and management changes as follows:

### <Organization changes>

Pioneer Corporation will implement organization changes effective April 1, 2015 as follows:

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

We will facilitate a growth strategy, centered on Car Electronics business. To do this, we will realign and streamline our corporate structure by introducing function-based organizations that will improve productivity through the integration of similar functions and the synergies generated in such organizations, while paying attention to improvements in organizational efficiency and cost minimization.

### <Main changes>

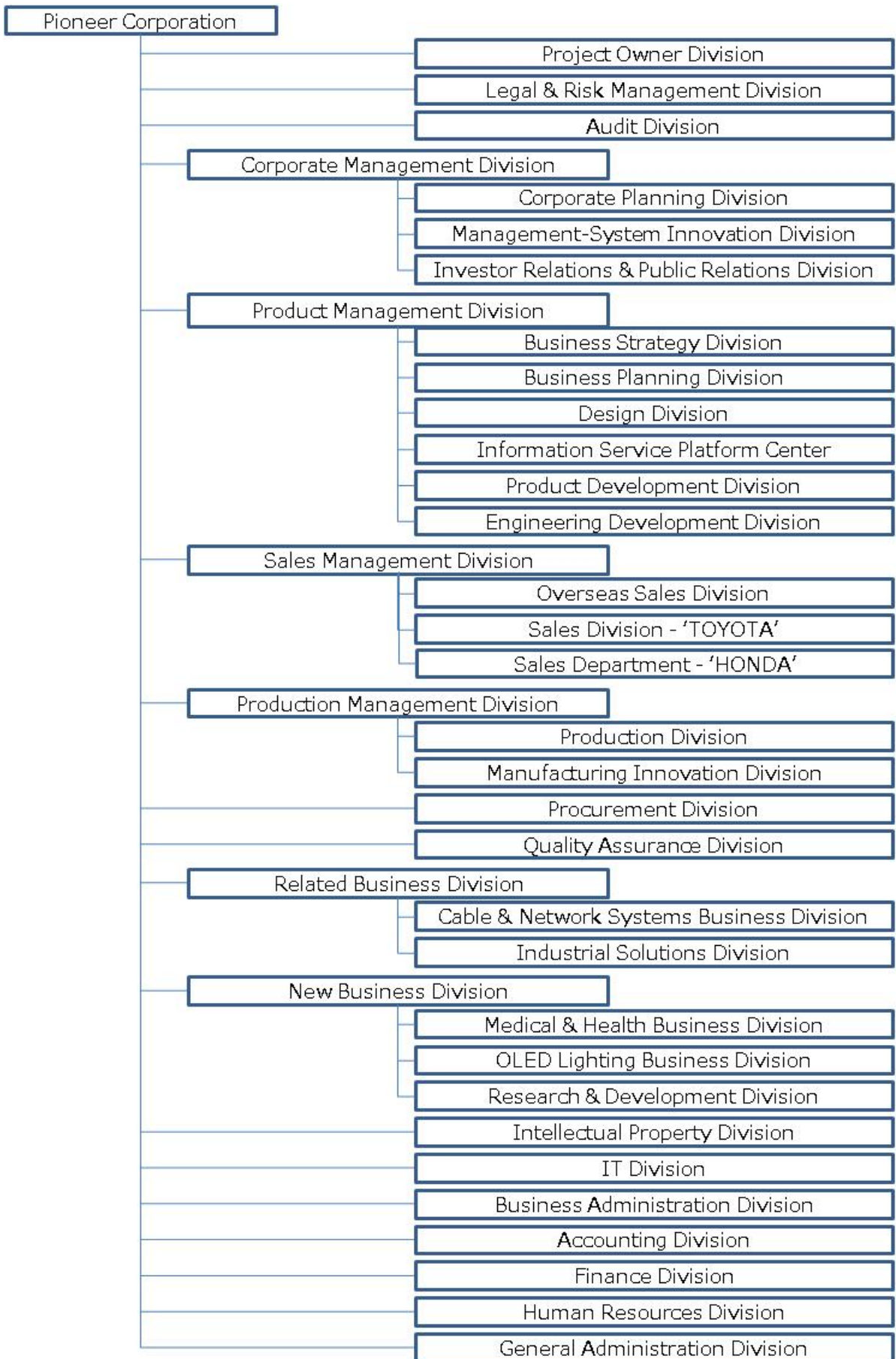
#### ■ Changes to support the strengthening of short-term profitability

- (1) Establishment of a slim and simple structure by integrating similar functions
  - Concentration of quality control functions to Quality Assurance Division
  - Integration of similar functions in business management and operation management to Business Administration Division
- (2) Establishment of a administration structure that adapts to the domain and scale of businesses after the realignment of business portfolio
  - Placement of Legal & Risk Management Division by integrating functions concerning legal affairs and risk management
  - Integration of functions of investor relations, public relations, and brand strategy in the Corporate Management Division
- (3) Establishment of technology and production systems that respond to a fundamental reform of Car Electronics business
  - Placement of Product Management Division by realigning technological functions in the respective businesses
  - Placement of Production Management Division by realigning production management functions
- (4) Establishment of an organization that assesses businesses other than Car Electronics from a Group-wide perspective
  - Establishment of Related Business Division, which oversees businesses other than Car Electronics

#### ■ Changes to accomplish a mid- to long-term growth strategy

- (1) Establishment of a structure that facilitates a growth strategy centered on Car Electronics business
  - Placement in Product Management Division of Business Strategy Division, which is in charge of the growth strategy of the Car Electronics business
- (2) Establishment of a structure that actively promotes the launch of new businesses
  - Placement of New Business Division

< New organization chart >



<Changes in occupation of management effective April 1, 2015>

Name	New occupation	Current occupation
Mr. Hideki Okayasu Representative Director, Senior Managing Executive Officer	General Manager of Related Business Division, and in charge of Legal & Risk Management Division, Audit Division, and export management in general	In charge of Human Resources & General Administration Division, Investor Relations Division, Legal & Intellectual Property Division, Audit Division, and export management in general
Mr. Mikio Ono Representative Director, Senior Managing Executive Officer	General Manager of New Business Division, and in charge of corporate reformation, business competitiveness strategy	In charge of corporate reformation, business competitiveness strategy and Home Electronics Business in general
Mr. Masanori Koshoubu Managing Executive Officer		General Manager of Research & Development Division and in charge of OLED Lighting Business Division, New Business Development Division and Medical & Health Business Development Division
Mr. Haruyuki Inohana Senior Executive Officer	In charge of ecology and Quality Assurance Division	General Manager of Production & Procurement Management Division, and in charge of ecology and Quality Assurance Division
Mr. Kunio Kawashiri Director, Senior Executive Officer	In charge of Accounting Division and Finance Division	General Manager of Finance and Accounting Division and General Manager of Operation Department of Finance and Accounting Division
Mr. Yasuhiko Danjo Senior Executive Officer		General Manager of Human Resources & General Administration Division, and in charge of IT Division
Mr. Masahiro Kawamura Senior Executive Officer	General Manager of Corporate Management Division, and in charge of Intellectual Property Division	General Manager of Corporate Planning Division

Name	New occupation	Current occupation
Mr. Takashige Nakano Senior Executive Officer	In charge of Car Electronics Business	General Manager of Car Electronics Business Management Group and General Manager of Car Electronics Strategic Business Planning Division of Car Electronics Business Management Group, and in charge of Pioneer Sales & Marketing Corporation
Mr. Harumitsu Saito Executive Officer	General Manager of Business Administration Division	General Manager of Business Administration Division of Corporate Planning Division
Mr. Ikuo Tsuritani Executive Officer	General Manager of Product Management Division	Deputy General Manager of Car Electronics Business Management Group in charge of development, production and quality
Mr. Masao Kase Executive Officer	In charge of Procurement Division	President of Pioneer do Brasil Ltda.
Mr. Toshihiko Kurihara Executive Officer		General Manager of Industrial Solutions Division
Mr. Koichi Moriya Executive Officer	In charge of Human Resources Division, General Administration Division, and IT Division	Chairman and Managing Director of Pioneer China Holding Co., Ltd.
Mr. Satoshi Ohdate Executive Officer	General Manager of Sales Management Division, and in charge of Pioneer Sales & Marketing Corporation	General Manager of International Business Management Division

<Management changes effective June 25, 2015>

(1) Candidates for Directors to be newly elected:

- Mr. Masahiro Kawamura, currently Senior Executive Officer, and General Manager of Corporate Planning Division, will be elected as Director, Senior Executive Officer.

(Effective April 1, 2015, Mr. Kawamura's occupation will be General Manager of Corporate Management Division, and in charge of Intellectual Property Division.)

- Mr. Takashige Nakano, currently Senior Executive Officer, and General Manager of Car Electronics Business Management Group and General Manager of Car Electronics Strategic Business Planning Division of Car Electronics Business Management Group, and in charge of Pioneer Sales & Marketing Corporation, will be elected as Director, Senior Executive Officer. (Effective April 1, 2015, Mr. Nakano's occupation will be in charge of Car Electronics Business.)

(2) Executive Officers to be newly elected:

- Mr. Minoru Maruyama, currently Deputy General Manager of Production & Procurement Management Division, and General Manager of Production Strategy Division of Production & Procurement Management Division.
- Mr. Ichio Kitamura, currently General Manager of OEM Car Electronics Business Division of Car Electronics Business Management Group.
- Mr. Naoto Takashima, currently Senior Vice President of Pioneer Automotive Technologies, Inc.

(3) Executive Officers who will retire:

- Mr. Masanori Koshoubu, currently Managing Executive Officer, and General Manager of Research & Development Division and in charge of OLED Lighting Business Division, New Business Development Division and Medical & Health Business Development Division.
- Mr. Yasuhiko Danjo, currently Senior Executive Officer, and General Manager of Human Resources & General Administration Division, and in charge of IT Division.
- Mr. Toshihiko Kurihara, currently Executive Officer, and General Manager of Industrial Solutions Division.

(4) Changes in title of Executive Officers:

- Mr. Harumitsu Saito, currently Executive Officer, and General Manager of Business Administration Division of Corporate Planning Division, will be promoted to Senior Executive Officer.

(Effective April 1, 2015, Mr. Saito's occupation will be General Manager of Business Administration Division.)

- Mr. Masao Kase, currently Executive Officer, and President of Pioneer do Brasil Ltda., will be promoted to Senior Executive Officer.

(Effective April 1, 2015, Mr. Kase's occupation will be in charge of Procurement Division.)

- Mr. Koichi Moriya, currently Executive Officer, and Chairman and Managing Director of Pioneer China Holding Co., Ltd., will be promoted to Senior Executive Officer.

(Effective April 1, 2015, Mr. Moriya's occupation will be in charge of Human Resources Division, General Administration Division, and IT Division.)

- Mr. Satoshi Ohdate, currently Executive Officer, and General Manager of International Business Management Division, will be promoted to Senior Executive Officer.

(Effective April 1, 2015, Mr. Ohdate's occupation will be General Manager of Sales Management Division, and in charge of Pioneer Sales & Marketing Corporation.)

<Related personnel changes effective April 1, 2015>

Name	New occupation	Current occupation
Mr. Ichio Kitamura	In charge of OEM Car Electronics Business, and General Manager of Project Owner Division	General Manager of OEM Car Electronics Business Division of Car Electronics Business Management Group
Mr. Shinichi Tsuji	General Manager of Legal & Risk Management Division	General Manager of Legal & Intellectual Property Division
Mr. Kyotaro Sato	General Manager of Corporate Planning Division of Corporate Management Division	General Manager of Business Planning Division of Corporate Planning Division
Mr. Kazuya Miyazaki	General Manager of Management-System Innovation Division of Corporate Management Division	General Manager of Corporate Innovation Division of Corporate Planning Division
Mr. Makoto Komatsu	General Manager of Investor Relations & Public Relations Division of Corporate Management Division	General Manager of Investor Relations Division
Mr. Ichiro Hatano	Deputy General Manager of Product Management Division	General Manager in charge of business development of Corporate Planning Division, and General Manager of Telematics Business Division of Car Electronics Business Management Group
Mr. Yutaka Sato	Deputy General Manager of Product Management Division	General Manager of After Market Car Electronics Business Division of Car Electronics Business Management Group

Name	New occupation	Current occupation
Mr. Kazuya Ogawa	General Manager of Business Strategy Division of Product Management Division	General Manager of Strategic Planning Department of Car Electronics Strategic Business Planning Division of Car Electronics Business Management Group
Mr. Osamu Tanaka	General Manager of Business Planning Division of Product Management Division	General Manager of Business Planning Division of After Market Car Electronics Business Division of Car Electronics Business Management Group
Mr. Takao Hatayama	General Manager of Design Division of Product Management Division	General Manager of Design Division
Mr. Shinichi Shirasaka	General Manager of Information Service Platform Center of Product Management Division	General Manager of Information Service Platform Center of Telematics Business Division of Car Electronics Business Management Group
Mr. Hiroaki Fujita	General Manager of Product Development Division of Product Management Division	General Manager of After Market Designing Division of After Market Car Electronics Business Division of Car Electronics Business Management Group
Mr. Atsuhiko Fukushima	General Manager of Engineering Development Division of Product Management Division	General Manager of OEM Software Development Department of OEM Designing Division of OEM Car Electronics Business Division of Car Electronics Business Management Group
Mr. Seiya Tanaka	General Manager of Overseas Sales Division of Sales Management Division	Managing Director of Pioneer Electronics Asiacentre Pte. Ltd.

Name	New occupation	Current occupation
Mr. Takeshi Suemune	General Manager of Sales Division - 'TOYOTA' of Sales Management Division	Project General Manager of Sales Division - 'TOYOTA' of OEM Car Electronics Business Division of Car Electronics Business Management Group
Mr. Masayuki Iso	General Manager of Sales Department - 'HONDA' of Sales Management Division	General Manager of Sales Department - 'HONDA' of OEM Car Electronics Business Division of Car Electronics Business Management Group
Mr. Minoru Maruyama	General Manager of Production Management Division, and General Manager of Production Division of Production Management Division	Deputy General Manager of Production & Procurement Management Division, and General Manager of Production Strategy Division of Production & Procurement Management Division
Mr. Katsumi Sakurai	General Manager of Manufacturing Innovation Division of Production Management Division	General Manager of Production Department of Car Electronics Production Division of Car Electronics Business Management Group
Mr. Hiroyuki Naritomi	General Manager of Procurement Division	General Manager of Procurement Division of Production & Procurement Management Division
Mr. Shinichi Shimazaki	General Manager of Quality Assurance Division	General Manager of Car Electronics Quality Engineering Division of Car Electronics Business Management Group
Mr. Mitsuru Nishitsuka	General Manager of Cable & Network Systems Business Division of Related Business Division	General Manager of Cable & Network Systems Business Division



Name	New occupation	Current occupation
Mr. Osamu Takechi	General Manager of Industrial Solutions Division of Related Business Division	General Manager of New Business Development Division
Mr. Minoru Hayashi	General Manager of Medical & Health Business Division of New Business Division	General Manager of Medical & Health Business Development Division
Mr. Kazunaga Ida	General Manager of OLED Lighting Business Division of New Business Division	General Manager of OLED Lighting Business Division
Mr. Shinsuke Nishimura	General Manager of Research & Development Division of New Business Division	Deputy General Manager of Research & Development Division
Mr. Naoki Aoyama	General Manager of Intellectual Property Division	General Manager of Intellectual Property Division of Legal & Intellectual Property Division
Mr. Junichi Naito	General Manager of IT Division	General Manager of IT Division
Mr. Hiroshi Shinohara	General Manager of Accounting Division	General Manager of Accounting Division of Finance and Accounting Division
Mr. Takayuki Sawazaki	General Manager of Finance Division	General Manager of Finance Division of Finance and Accounting Division
Mr. Atsushi Iwashita	General Manager of Human Resources Division	General Manager of Human Resources Division of Human Resources & General Administration Division
Mr. Shunsuke Mori	General Manager of General Administration Division	General Manager of General Administration Division of Human Resources & General Administration Division

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