

# News Release

**September 29, 2015**

## Alliance with Baidu in the field of telematics in China

Pioneer China will start shipping the on-board equipment supporting “Baidu CarLife” this autumn.

Pioneer China Holding Co., Ltd. (hereinafter “Pioneer China”), the wholly owned subsidiary of Pioneer Corporation (hereinafter “Pioneer”) has been certified as the first contract developer and manufacturer of on-board equipment supporting the telematics service “Baidu CarLife” of Baidu, Inc. (hereinafter “Baidu”), which is the largest Internet-related company in China, and will start shipping the on-board equipment to car manufacturers in China this November.

Since Pioneer China was founded in 2001 in China, which is the world’s largest automotive market, Pioneer has been providing high quality car electronics products such as car navigation systems and car audio products, incorporating Pioneer’s exclusive technologies, and has been expanding the business.

Today in China, with the rapid spread of smartphones, it is possible to establish a constant connection to the Internet, and a boost in the telematics service in the car to connect to the network is expected.

Our on-board equipment to start shipping this autumn is able to provide an easy-to-use, high quality service for the telematics service “Baidu CarLife” designed for the Chinese market, utilizing the hardware technology and know-how of Pioneer’s Car OEM business.

Looking forward, Pioneer will investigate further cooperation with Baidu in a variety of sectors including the connected vehicles and automated driving society of the future to combine the hardware technology of Pioneer and the abundant content and applications of Baidu.

< Features of the “Baidu CarLife” service >

● Easy operation

“Baidu CarLife” can connect the on-board equipment to smartphones via USB or Wi-Fi and make possible operation by voice recognition in addition to display and operation on the on-board equipment.



● A variety of content

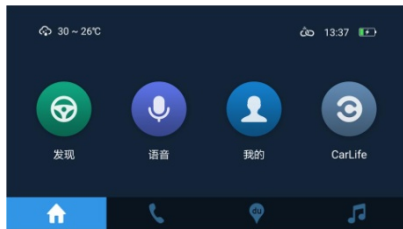
“Baidu CarLife” provides services for a variety of content such as car navigation, traffic information, music, phone, weather, and billing system, etc.

● Support for iPhones and Android smartphones

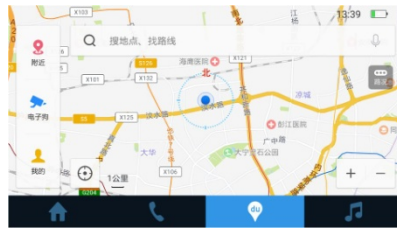
“Baidu CarLife” supports both iPhones and Android smartphones, and a large number of customers can enjoy it.

● High reliability

The service is provided by Baidu, which has a proven track record with a search engine and a smartphone map app in China.



< Main screen >



< Map screen >



< Service selection screen >



< Images of the on-board equipment screens >

[About Pioneer]

Pioneer Corporation is a leading global manufacturer of electronic products for the consumer and professional markets. To embody our philosophy, “Move the Heart and Touch the Soul”, based on its core Car Electronics business, Pioneer consistently brings the world’s first products and services. In addition to development of advanced technologies as 3D-LiDAR system, a driving space sensor, Pioneer is working to create safe, reliable, comfortable and fun in-car environments for the automated driving society of the near-future, by providing new in-car entertainment services. Pioneer’s shares are traded on the Tokyo Stock Exchange. For more information on Pioneer, visit the company's website at <http://pioneer.jp/index-e.php>

[About Baidu]

Baidu, Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best and most equitable way for people to find what they’re looking for. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu’s ADSs trade on the NASDAQ Global Select Market under the symbol “BIDU”.

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\* Android is a trademark of Google Inc.