

# News Release

**November 9, 2015**

**Pioneer Decides on Establishment of New Production Facility in Mexico**  
~Scheduled to start production of products for the Mexican market on February 2017~

Pioneer Corporation announced today that, in order to strengthen its production structure of car electronics products in North, South and Central America, it has decided on the establishment of a new production facility in Mexico, where an increase in automobile production is expected in the coming years.

Pioneer currently manufactures car electronics products at production facilities around the globe, including locations in countries such as Thailand and China. In the South American region, too, in 2003 Pioneer established *Pioneer do Brasil Ltda.*, a manufacturing and sales subsidiary, in the city of Manaus, Brazil. Pioneer expanded and improved its production facility there in 2008.

The volume of automobiles being produced is growing rapidly. This time, by establishing a production facility in Mexico, a country in which the market is expected to grow and expand in future years, Pioneer will aim to further strengthen its global production structure and expand the scale of its business operations in the Mexican market.

## Overview of new manufacturing location:

Name of company: Pioneer Automotive de Mexico S.A. de C.V.

Business operation: production of car electronics products

Scale of production: 2M units per year

Location: the Bajío region of Mexico

Capital: US\$0.25M

President: Mitsutoshi Yamada

Number of employees: 450 employees by 2019 (planned)

Established: February 2016 (scheduled)

Start of operation: February 2017 (scheduled)