

Pioneer Corporation is committed to realizing its group philosophy, “Move the Heart and Touch the Soul,” with more people around the world. Ever since its founding in 1938 as a speaker manufacturer, Pioneer has brought to market various revolutionary electronics products, and marked its 70th anniversary in January 2008.

We currently face an extremely challenging business environment. Pioneer is thus determined to make a concerted group-wide effort to achieve its newly established medium-term management targets so as to meet the expectations of all stakeholders.

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