

# News Release

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December 12, 2016

## Pioneer Sound Systems Featured as Original Equipment on New LEXUS LC

Pioneer was established in 1938 as a speaker company and has continually developed products with the simple goal to provide superior sound. As part of our history, we take pride in the fact that our sound system was employed in the first-generation LEXUS LS that was introduced by Toyota Motor Corporation in 1989 in pursuit of becoming the very best in the world. Over more than 25 years since then, we have continued to produce sound systems suited to the high standards that LEXUS demands.

The new luxury coupe LEXUS LC represents a further deepening of the collaboration between LEXUS and Pioneer. With a shared understanding of the ideal sound qualities to pursue, we not only sought to produce a sound system with higher-quality sound but were also involved in defining the vehicle structure from the initial development stages. Jointly, we developed an innovative sound design worthy of the next-generation sound system. This included optimal speaker layout, a vehicle body reinforced for sound, and the development of a box woofer for the front door that reduces unwanted vibrations and noise. TAD\*, which has established an unshakeable position as a high-end audio brand, also took part in this development process. By fusing our many years of experience working with LEXUS on in-car sound technologies along with our high-end audio capabilities, we have successfully developed the unparalleled LEXUS LC Premium Sound System. This is a next-generation sound system that accurately reproduces sensibilities of the artist and music which will inspire users like never before.

\*TAD: Technical Audio Devices Laboratories, Inc., a wholly owned subsidiary of Pioneer Corporation. TAD products been recognized for their high reliability and performance since first launched in the United States in 1978. They provide audio equipment that is used by renowned recording studios throughout the world. <http://www.technicalaudiodevices.com/>

### [System Overview]

The system features an 8-channel full-digital Class-D amplifier and 12 newly developed speakers, incorporating the unique sound technologies, and achieves playback that remains faithful to the original sound. The Coherent Source Transducer (CST) speaker, newly developed as an in-car speaker based on the TAD technology, strikes a high-level balance between the forward-facing sound localization and the rich propagation of a natural sound field, which reaches to the level of high-end audio systems. Owners can enjoy comfortable and superior quality of the vehicle interior space.



①INSTRUMENT PANEL SIDE	9cm CST×2
②INSTRUMENT PANEL CENTER	9cm Midrange×1
③FRONT DOOR	16cm Box Woofer×2
④REAR QUARTER SIDE	9cm CST×2
⑤REAR SEAT BACK	25cm Sub-Woofer×1
⑥UNDER THE LUGGAGE COMPARTMENT FLOOR	8ch Class-D AMP ×1

※CST : Coherent Source Transducer  
 2 Speakers ( Mid-range + Tweeter)  
 Pioneer Original Technology



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