

- Presence on the street, in the car and at home

Pioneer opens up new horizons for innovation in people's lives and culture.

Pioneer connects people and encourages communication and interaction among them.

Pioneer enriches customers' lives.

The Pioneer brand and products are everywhere.



- Relationship with Society and Business Partners

Pioneer has earned the trust of business partners.

Business partners find it promising and exciting to work with Pioneer.

Pioneer is a shining light with a unique quality that sets itself apart from other companies in the world.

Pioneer is chosen as one of the best companies to work for.



A New Pioneer Begins with You 2015 Vision

Spread the smiles.
Feel the vibes.
Share the passion.
Pioneer engages you anytime, anywhere.



- Products and Value Propositions

Pioneer values customers having satisfying smiles, fun, passion, personal growth and happiness.

Pioneer proposes a future which offers a new value proposition and cultural experience to customers.

Customers like Pioneer products for their stylish design and good sound; they are very excited about Pioneer products that they show off the stuff to their friends.

People line up in stores to buy a new Pioneer product on the day it comes out.

- Relationship with Customers

Pioneer engages its customers in creating something fun and exciting.

Pioneer becomes one with its customers and creates an intimate sense of togetherness and shared purposes with them.

Pioneer helps its customers achieve their personal growth.

Everyone knows and recognizes the Pioneer brand.



- Company, Employees and Corporate Culture

Employees enjoy their jobs and have passion and enthusiasm for them.

As employees enjoy what they do, their personal and professional growth contributes to the growth of the company.

Employees make a difficult decision with conviction and professionalism and do not hesitate to accept challenges to achieve higher goals.

Pioneer encourages its diverse employees around the globe to develop creative ideas and to say openly what they really think to each other.

