



**Pioneer Vehicle Electronics Business
Report, 2014**

Nov. 2014

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

In September 2014, Pioneer said that for the purpose of specializing in vehicle electronics business, it would sell the DJ Audio Frequency Apparatus Segment to KKR, household AV Business to Onkyo, an audio equipment manufacturer. Pioneer Vehicle Electronics Business Report, 2014 covers the following:

1. Overview
2. Development course and trend
3. Products, technologies and solutions
4. Customer and support
5. Operating data
6. Investment, capacity and production bases layout
7. Output and sales of key products
8. Businesses in emerging market

- 1.Overview
- 2.Development Course and Trend
- 3.Products, Technologies and Solutions
- 4.Customer and Support
- 5.Operating Data
- 6.Investment, Capacity and Production Bases Layout
- 7.Output and Sales of Key Products
- 8.Businesses in Emerging Market

- Supporting Status of Pioneer Vehicle Navigation, 2013-2014
- Sales and Net income of Pioneer, FY2010-FY2014
- Sales of Pioneer by Segment, FY2010-FY2015E
- Sales of Pioneer by Region, FY2010-FY2015E
- Capacity Statistics of Global Vehicle Audio and Navigation Production Bases of Pioneer
- Vehicle Electronics Sales and OEM Proportion of Pioneer, FY2010-FY2014
- Navigation Shipments of Pioneer, FY2010-FY2015E
- Vehicle Electronics Sales Plan of Pioneer in Emerging Market
- Organization Structure of Pioneer Vehicle Audio in China

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