

Message from the President

**Our corporate vision is
"Reaching out to discover, inspire and enhance the enjoyment of life"**

More than just a company that makes products, our corporate values aim to improve customer satisfaction

Since our founding in 1946, we have been active as a dedicated maker of audio and communication equipment, from the production of an FM tuner that won critical acclaim around the world during the period when Kenwood was called TRIO Electronics (1960 to 1986), to the development of the world's first audio transistor and our entrance into the car audio business in 1980. Our business area covers the entire world, from Japan, North America, Europe, Asia, China, Eastern Europe, Russia, Central and South America, and the Middle East.

With our corporate vision as "Reaching out to discover, inspire and enhance the enjoyment of life", we are dedicated to providing products and services that offer outstanding customer satisfaction by utilizing our strengths in product design, technology, global networking and our brand name as a unique company with car electronics, communications, and home electronics as our three core businesses.

We are constantly striving towards becoming a company with a brand presence by increasing our corporate value and gaining the long-term trust of our customers.

Fulfilling our responsibility as a corporate citizen through environmental activities

Rather than just seeking profits, we believe that as a corporate citizen it is our duty to society to develop trust with our stake holders and to enhance corporate value by contributing to society through environmental activities.

At Kenwood, we are striving to realize our corporate vision by becoming a "Green Corporation" that lives symbiotically with the environment.

It is our firm belief that we must foster respect for the environment in people by playing a role in society through various environmental activities, self-realization of societal responsibility, and contributing to a sustainable society.

A path to tomorrow through the knowledge and innovation of individuals

Kenwood's corporate mission is the strengthening of compliance and risk management. At the core of producing a Kenwood product is the idea of "listening to the market" by increasing the sensitivity of our proverbial antenna towards customer needs and new technologies. This process starts by actively developing an environment where employees work with enthusiasm.

With this in mind, we inaugurated two new business frameworks in 2007 called the "Product Development Center" and the "Human Resource Development Center".

It is our plan to help the individual employees who support this company to realize that they are professionals and that they are contributing to society through their work.

We aim to fulfill our corporate vision, forging a road ahead using our knowledge and innovation.



K. Shiohata

Kazuo Shiohata, President and CEO