

Corporate Vision

The employees of the Kenwood Group all share the Kenwood Corporate Vision. Our employees are proud that Kenwood is a company that does business based on five core values. A company that is continuously working to develop together within the communities around it.

●Corporate Vision

Reaching out to discover, inspire and enhance the enjoyment of life.

●Guiding Principles

Cultivate original thinking and execute with pride, passion and precision.

●Core Values

A Step Ahead

To drive dynamic evolution through progressive thinking and a willingness to embrace change.

The Right Fit

To create products and services that have an intuitive appeal because they fit customer needs and lifestyles.

Fresh Experience

To foster the spirit of discovery at work and refreshing surprise in daily life.

Quality and Performance

To insist upon uncompromising quality and performance in our products, our people and our business practices.

Confidence and Trust

To build confidence in the brand and lasting goodwill through relationships based on trust.

Guiding Principles

**Cultivate original thinking
and execute with pride,
passion and precision.**

KENWOOD
Listen to the Future

[Corporate Vision]

Reaching out to discover, inspire and
enhance the enjoyment of life.

A Step Ahead
The Right Fit
Fresh Experience
Quality and Performance
Confidence and Trust

Kenwood employees keep cards describing our corporate vision, action plan and core values close to their hearts throughout the day.