

clarion



Company Profile 2009



clarion

<http://www.clarion.com/>

Clarion Co., Ltd.

Headquarters

7-2 Shintoshin, Chuo-ku, Saitama-shi, Saitama 330-0081, Japan
TEL: (81) 48-601-3700

Registered Head Office

5-35-2 Hakusan, Bunkyo-ku, Tokyo 112-8608, Japan
TEL: (81) 3-3815-1121

Clarion Co., Ltd.

Now is the Time for Selection and Concentration. Rejuvenating Our Corporate Culture — The Scenario to Reform Our Future.



Tatsuhiko IZUMI
President

Clarion's Current Position

We at Clarion, who are celebrating the 70th anniversary of our establishment in 2010, have been promoting "Vision-70" as our corporate vision over the past few years. But in an unwelcome turn of events, the worldwide financial crisis last year sparked a severe economic downturn. The automotive industry was especially hard hit, as GM and Chrysler, two of the U.S. Big 3 car manufacturers, filed for Chapter 11 bankruptcy. Clarion also felt these shockwaves as sales fell short of expectations last term.

However, instead of cringing at the prospects, Clarion seized upon this situation as a unique opportunity to enact drastic reforms that will enable us to aim for even higher goals. We are in the midst of rejuvenating our corporate culture. The year 2009 is being regarded as the running start for an impending takeoff, after which we will be solidifying a renewed, robust corporate culture based on our reforms. As a result, we believe that Clarion's goals of being #1 in the industry, #1 in Japan, and #1 in the world, will become that much closer to realization.

Clarion's Products and Services

The way automobiles should be, is changing as a result of increased global awareness towards ecology and safety. Gasoline burning cars are offering improved fuel efficiency, and new types of cars such as hybrid and electrical, are appearing one after the other. Accordingly, Clarion is bolstering the scope of its "Safety, Security and Eco Solution Business" around one of its business domains, the in-vehicle information communication terminal. By capitalizing on our corporate strengths, we are promoting our next-generation strategy towards achieving a safe and clean automotive society.

As one of the pillars of this strategy, we will be shifting our hardware offerings from stand-alone in-vehicle information terminals to mobile network-capable products, thereby matching user needs through enhanced functionality and adding new value. We will also advance our camera and image processing technologies in order to better address needs for "safety and security" in vehicles. And as part of our new strategy we will be further increasing the freedom and flexibility of hardware, by expanding the software content and solutions that will be available through telecommunication. Along with the portal site "Chizuru & Susumu" that links cars to the net in Japan, as well as "MyClarion" for overseas markets, we will endeavor to provide convenience and comfort for the automotive lifestyles of all our customers.

Clarion's Brand Image Strategy

In order to spread the Clarion name to more people, we took even more aggressive measures including a brand image strategy that sets out to "create as many Clarion fans as possible". Instead of "getting 100 people to know the Clarion brand", we think it is more important to aim at "getting 10 people to become core fans of Clarion". And to achieve this, Clarion will be providing appealing, uncompromising products. By providing our customers with great satisfaction and joy, we will be able to make this strategy a success.

Moreover, Clarion will be expanding further into markets worldwide. We will be actively providing products that match the people and culture of a region. At the same time, efforts will be made by our company as well as each and every one of our employees so that we can think and act with a more global sense and perspective. That is because these will be important factors in being able to increase the number of "Clarion fans" in the world.

Clarion's Environment-Conscious Activities

The effects of global warming are advancing even faster than expected. Clarion has positioned the environment as a business challenge, and is practicing environmental management throughout all of its corporate activities. In order to be the "company that is truly needed by society" as we envision, it is only natural that we are actively involved in environmental issues.

Dramatic change is also occurring in the automotive industry. In developing countries, ultra-compact vehicles are becoming a major force. As we see in hybrid and electric cars, an age of alternative energy sources has begun. And energy saving measures that draw upon IT are also gaining momentum. We can easily imagine that Clarion's role in this future will be an increasingly large one. I consider this change to be an opportunity — a tide that can be harnessed for our future growth.

To Our Stakeholders

To our customers, I wish to state that we will go on finding out user needs as quickly as possible, to provide unique products that incorporate the latest innovations. We will not rest as we continue to create products that offer true satisfaction, comfort and joy to our customers.

To our shareholders, let me express our intention to continue growing over the days and years ahead. Clarion's strategic alliance with Hitachi, Ltd., as well as construction of the Technology Center in Saitama Shintoshin, has created a strong base from which we will be able to leap ahead into the future. We will press forward, setting challenging goals for ourselves.

To our suppliers and business partners, I would like to say that the entire Clarion Group is now gearing up to enter new domains. Our business landscape is transforming at an accelerated pace through market environment changes, globalization and technological advances, and the ability to quickly decide future directions is crucial to survival. We believe it is important to move even faster than the speed of market change, and we intend to watch what is happening around us, think deeply about it and act promptly responding to it. Through Clarion H.M.I. (Human Mobile Music Media Interface), we will be promoting a better link between people and the music and information they want.

Corporate Philosophy

Corporate Commitment

Clarion strives to improve society by seeking to develop the relationship between sound, information, and human interaction, and by creating products to meet those needs.

Management Commitment

- Providing customer satisfaction and happiness with superior products and services.
- Creating new value with original ideas and technology.
- Respecting the individuality and ability of each employee, and establishing a corporate culture of generosity.
- Maintaining a strong awareness of our place in nature and a commitment to the environment.
- Fulfilling our responsibility, as a corporate citizen, for better society.
- Pursuing corporate profitability and sustained growth.

Action Commitment

- "AMBITION" -We seek to continually improve ourselves through self innovation and courage.
- "CREATIVITY" -We foster creativity and work to produce new value and to turn dreams into reality.
- "SINCERITY" -We work diligently in good faith to prove ourselves worthy of people's trust.

Corporate Vision

<Vision-70>

In an environment of "Mobile-Infoentertainment" where people can enjoy sound and information in their cars, we will create products that emphasize a "Fresh Feeling of Safety" and "Fresh Pleasure" and provide excitement and satisfaction to our customers.



By designing the Clarion logo using a tone gradation, it is given a sharp and contemporary look. For the color we used "Clarion azzurro" as an expression of corporate transparency and reliability. "Azzurro" means "blue" in Italian.



COMPANY PROFILE

Company Profile



Clarion strives to improve society by seeking to develop the relationship between sound, information, and human interaction, and by creating products to meet those needs.

(Corporate Philosophy "Corporate Commitment")

Clarion Overview

Corporate Outline (As of March 31, 2009)

Company Name	Clarion Co., Ltd.
Headquarters	7-2 Shintoshin, Chuo-ku, Saitama-shi, Saitama
Technology Center (from August 2007)	330-0081, Japan TEL: (81) 48-601-3700
Registered Head Office	5-35-2 Hakusan, Bunkyo-ku, Tokyo 112-8608, Japan TEL: (81) 3-3815-1121
Established	December 18, 1940
Paid-in Capital	¥ 26,100 million
Shares Issued	282,744,185 shares
Net Sales	Consolidated: ¥ 181,554 million (term ended March 2009) Non-consolidated: ¥ 97,819 million (term ended March 2009)
Employees	Consolidated: 10,132 persons Non-consolidated: 1,075 persons (excl. personnel on temporary assignments)
Main Products	Car navigation system, Car audio, Commercial In-Vehicle equipment, Visual equipment, Bus equipment, Communication equipment

Directors of the Board (As of June 24, 2009)

Junzo KAWAKAMI	Director and Chairman
Tatsuhiko IZUMI	Director and President
Osamu NUMATA	Director
Yutaka WAKAMORI	Director
Tetsuro YOSHIMINE	Director
Yasuhiko WADA	Director
Yasushi SAITO	Director
Yasuhiko HONDA	Director
Masatsugu SHINOZAKI	Director
Masayuki KAWAHARA	Full-time Corporate Auditor
Katsutoshi TAKIZAWA	Full-time Corporate Auditor
Yoshio MIZUNO	Full-time Corporate Auditor
Yasuhiro SASAI	Corporate Auditor
Yuji YUASA	Corporate Auditor

Note: Director and Chairman Junzo KAWAKAMI, Directors Yasuhiko HONDA and Masatsugu SHINOZAKI are outside directors. Auditors Yoshio MIZUNO, Yasuhiro SASAI and Yuji YUASA are outside auditors.

Main Banks and Financial Institutions

Resona Bank
Mizuho Corporate Bank
Sumitomo Mitsui Banking Corporation
Bank of Tokyo-Mitsubishi UFJ, Ltd.

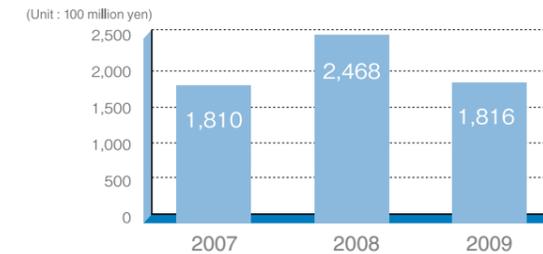
Membership Organizations

Japan Auto-Body Industries Association Inc.
Japan Machinery Center for Trade & Investment

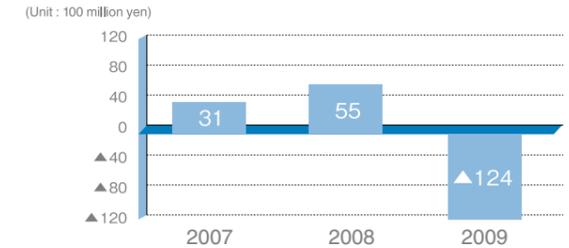
Financial Highlights

Consolidated Financial Highlights

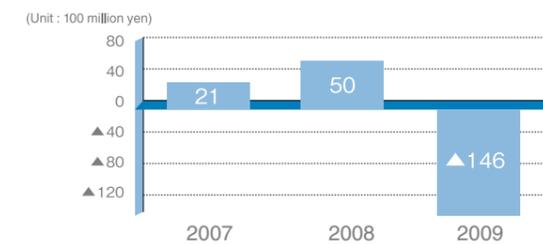
Consolidated Net Sales



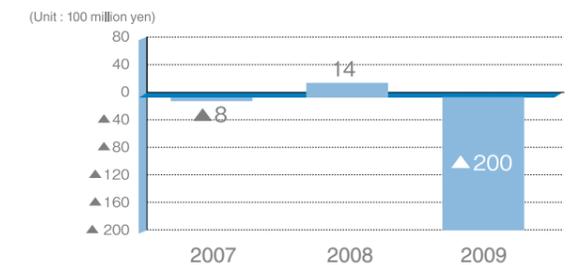
Consolidated Operating Income



Consolidated Ordinary Income

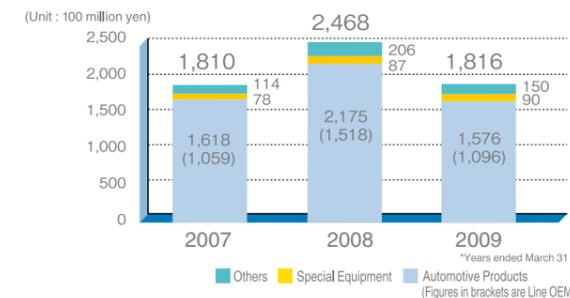


Consolidated net Income

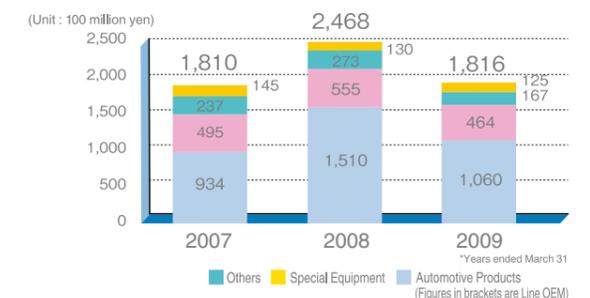


Sales Segment Information

Product Segment



Geographic Segment



Clarion's Global Network Covers the Needs of the Worldwide Market.

Clarion boasts an advanced global network that covers the worldwide market, centered on the product domain of in-vehicle data communication equipment.

We are building strong relationships with customers all over the world, through high-quality products and services that accurately reflect the needs of people from various countries and regions. Furthermore, we are strengthening our local presence through improved productivity and customer relations, so that we may be better able to offer the latest products and the finest services to our worldwide clientele, wherever they may be. As a result of our consistent, proactive global strategy, the Clarion brand has gained worldwide recognition with a solid footing in markets throughout the globe.

For the future, we intend to create new mobile networks that go beyond the field of in-vehicle equipment, encompassing the cultures, lifestyles and social infrastructures of a diverse world.



Clarion Corporate Headquarters & Technology Center



Corporate Outline (As of April 1, 2009)

< Domestic Area >

- Clarion Co., Ltd. (CT)
- Clarion Sales & Marketing Co., Ltd.(CSM)
- Clarion Manufacturing "Protech" Co., Ltd.(CPT)
- Clarion Service Co., Ltd.
- Clarion Associe Co., Ltd.
- Clarion Mobile Communications Sales Co., Ltd.(CMC)

< American Region >

- Clarion Corporation of America (CCA)
- Zandiant Technologies, Inc. (ZTI)
- Clarion Canada Inc. (CCI)
- Electronica Clarion, S.A. de C.V. (ELECLA)
- Ultra Industrial S.A de C.V. (ULTRA)
- Clarion do Brasil Ltda. (CBL)

< Asia/Oceania Region >

- Clarion (H.K.) Industries Co., Ltd. (CHI) (DDCE)
- Dongguan Clarion Orient Electronics Co., Ltd. (DCOE)
- Xiamen Clarion Electrical Enterprise Co., Ltd. (CXEE)
- Clarion (Malaysia) Sdn., Bhd. (CM)
- Crystal Precision (Malaysia) Sdn., Bhd. (CPM)
- Siam CM Electronics Co., Ltd. (SCE)
- Clarion Manufacturing Corporation of the Philippines (CMCP)
- Clarion (Taiwan) Manufacturing Co., Ltd. (CTC)
- Clarion Australia Pty.Ltd. (CAP)

< European Region >

- Clarion Europe S.A.S. (CEF)
- Clarion Europa GmbH (CED)
- Clarion (G.B.) Ltd. (CGB)
- Clarion Hungary Electronics Kft. (CHE)

Future-Oriented Products Breathe New Life into the Automotive Field.

As a world-renowned in-vehicle equipment manufacturer, Clarion has always been a front runner in this field which has changed dramatically over the years. Today's world is one in which information from all over the world is linked through networks. And Clarion is striving to create the next-generation in-car experience where all types of music and information connect seamlessly, based on Clarion H.M.I. — our concept for generating new excitement and satisfaction for motorists. We are also leading the field of in-vehicle equipment through the development of products focusing on the future potential of cars, such as the integration of Web content and car navigation systems.

Clarion knows the car inside and out, and through a vision that is always a step ahead, we will continue to give form to the ideals that people demand of in-vehicle equipment throughout their never-ending evolution.



Our Cooperation with Car Manufacturers is Proof of Our Solid Reliability and Technology

Main OEM Customers



In-Vehicle Data Communication Equipment



Media

Recognizing early on that the age of Telematics was arriving, Clarion has and continues to develop products that "link people with various forms of entertainment" based on the Clarion H.M.I. concept. In the field of car navigation systems, which is one of our main product categories, we are promoting wide-ranging and seamless integration through software including support of terrestrial digital TV broadcasts, wireless communication using Bluetooth®, and information sharing with Web content. Car navigation is a complete system in and of itself, but through these activities Clarion will be adding new excitement and enjoyment to it.

In-Vehicle Audio Equipment



Music

Over the years, Clarion has amassed extensive expertise in the research and development of unique acoustical technologies for application in the acoustically harsh environment of the car interior. And throughout, the common theme has been an incessant pursuit of "excellent sound". Our audio products, born of this unwavering commitment, are regarded highly not only in Japan but also all over the world. And through integration with various digital products including iPod as well as wireless communication such as Bluetooth®, we are making seamless environments where people can enjoy their favorite music anytime and anywhere a reality.



NX809 7-inch Wide VGA Screen-equipped Double-DIN Digital TV/DVD/HDD AV-Navigation System



NX609 7-inch Wide Screen-equipped Double-DIN Digital TV/DVD/SDD AV-Navigation System



NR1EB ClarionMIND



NX509E Double-DIN Multimedia Station with 7-inch Touch Panel Control & Built-in Navigation



CZ109 CD/MP3/WMA Receiver



FZ409 USB/MP3/WMA/AAC Receiver



DUB385MP Double-DIN CD/USB/MP3/WMA/AAC Receiver



SRT1780S 17cm Separate 2-way Speaker System



APA4360 180W x 4-ch Power Amplifier
APA2180 180W x 2-ch Power Amplifier

Commercial In-Vehicle Equipment



Mobile

Clarion's CCD camera based Collision Warning Camera System has been a solid performer, and has been successfully integrated with car navigation systems. Various new products and technologies are also being developed, including a Drive Recorder that reliably captures and stores a visual record of collisions, as well as IMTS (Intelligent Multimode Transit System) to provide automated driving while maintaining safe distances between vehicles, in our effort to contribute to a safer and more secure society. Moreover, Clarion is expanding its field of activities through a wide range of products such as the "Solid Navi" commercial vehicle navigation system that boasts overwhelming durability and performance.



UA-241A "Solid Navi" Car Navigation System for Commercial Vehicles



2008 Good Design Award given for its design quality



CA-6000 Networking Auto Guide System Speech-synthesis PA Equipment



CC2011E Ultra Compact Color CCD Camera (Mirror Image)

*iPod is a registered trademark of Apple Inc., registered in the United States and other countries.
*The Bluetooth® word mark and logo are registered trademarks and are owned by the Bluetooth SIG, Inc.

Uncompromising Commitment to Technology Pushes the Future of Automobiles Forward.

Clarion has gained a solid reputation as an in-vehicle equipment manufacturer based on the preeminent technological expertise it has accumulated over the years. And even today, our engineers continue to make strides toward the realization of Clarion H.M.I. ideals that will provide a better link between music, information, cars and people. In addition to developing new in-vehicle equipment offering higher performance and functionality, we will continue to create new technologies with the future of automobiles in mind. These include next-generation seamless environments that address the preference and lifestyle requirements of customers, as well as ITS technology that can simulate future traffic congestion and accidents to provide a safer driving experience, all with our spirit of passion.

This uncompromising, unrelenting quest for perfection is what enables us to offer our customers quality that surpasses even their expectations.

Advanced ITS Technology that Connects the Driver, the Road, and the Vehicle.

Clarion have been actively working on the development of ITS technologies aimed at safety, comfort, and environmental conservation using integrated vehicle control systems, and in-vehicle information communication services linked to social infrastructures. For example, we are cooperating with Nissan's SKY PROJECT. This is an experiment that attempts to achieve coordination between road infrastructure, such as communications equipment, and vehicles. It communicates the traffic conditions in the vicinity of the vehicle to drivers through car navigation systems and aims to reduce traffic accidents and alleviate traffic congestion. An experimental implementation has been under way in Kanagawa Prefecture since October 2006 to test the system's effectiveness. The in-vehicle information terminals of the Clarion Group are playing a big role in information systems for reducing head-on accidents, warning of excess speed, and dynamic route guidance systems using probe information.

Full Visual Field Type Next Generation In-Vehicle Camera System.

Clarion has already commercialized a method for capturing the visual field with a combination of multiple camera images. As the next step we are working on development of a product to display approaching objects from all angles on a panoramic monitor. This product is a system which adds our core image processing and ultra-wide-angle camera technologies to the image-recognition technology we began major efforts on in 2005. It enhances safety when overtaking on narrow roads and prevents collisions when leaving parking spaces. It also aims to realize a comprehensive driving support device at low speed, combined with the anticipated route display showing the direction the car is going. This technology can also be applied to prevent collisions with overtaking vehicles approaching from behind or vehicles swerving out of their lanes. It helps bring us one step closer to ITS systems.

Industrial-Use Telematics to Accelerate Business.

Telematics combines communications systems with mobile vehicles such as cars to offer various information services. In March 2008 Clarion launched onto the market the "Solid Navi" car navigation system, an ideal industrial application of telematics. This unprecedented navigation system is highly resistant to vibrations, has no movable parts, and has an interface enabling data communications to outside the vehicle. We will coordinate with in-vehicle platforms, further expand functions, and continue development of ideal telematics devices.

Technology for High-Resolution Terrestrial Digital TV.

Digital broadcasting is a world-wide trend. In Japan all TV is to be digital by July 24, 2011. Digital TV is getting more popular for in-vehicle enjoyment and the necessary technologies for its reception include handling of the constantly changing signal on the road, technology for diversity antenna receivers (2-way or 4-way antenna diversity receivers) to expand the reception area (to prevent fading in weak signal area), the latest version of the OFDM demodulation signal processing technology enabling reception when moving at high speeds (by overcoming the Doppler shift problem), etc. Our reception augmentation technologies to compensate for the lack of 12-seg reception areas include an auto-switching type Analog/Digital (12-seg) receiver in 2006 and an auto-switching type 12-seg/1-seg receiver in 2007, and we have further increased reception performance by adopting technology for 4-way antenna diversity receiver in addition to our former 2-way antenna receiver. We are also making our devices smaller and more power-efficient, and we are going to commercialize our dedicated 1-seg receivers and auto-switching 1-seg type receivers installed in AV navigation systems in 2007 and 2008 respectively.

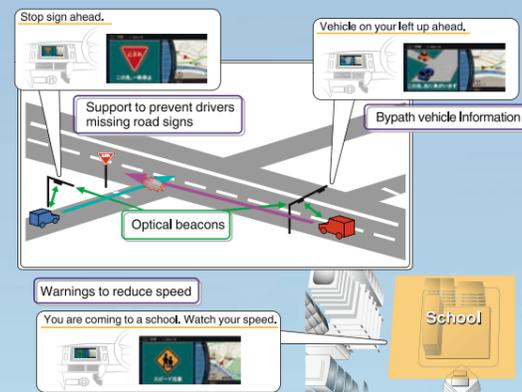
Acoustic Technologies Focused on Reproducing Original Sounds.

In order to bring the car interior closer to the perfect audio room, Clarion has developed various acoustic technologies. We are currently working on automatic volume technology (inter-media Volume Level Disparity Correction) which adjusts volume levels for different audio sources; sound quality compensation technology which improves the reproduced sound quality of compressed audio; surround technology to increase sound reality; sound field correction technology to give better sound image, sound quality and sense being on the scene where the music is played, depending on the position of the passengers; AVC technology to automatically control volume based on driving noise and speed; active noise suppression technology for driving noise; compensation technology that corrects the hearing response characteristics of individuals; etc. We will also commercialize our song search technology for searching tunes based on impressions from sound wave analysis of songs accumulated on the hard disk.

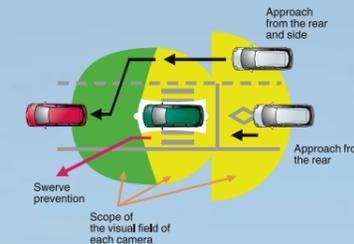
Safer and More Convenient Wireless Communications Technologies.

By not only receiving information from radio and TV in the vehicle but also retrieving and transmitting necessary information as necessary, safety and entertainment value inside a vehicle can be improved. Additionally technology to connect the installed car navigation system, car audio, and rear cameras, and mobile phones, portable music players, etc. brought into the vehicle without wiring, can improve convenience and make the vehicle lighter by eliminating the need for cables. As a means of achieving this we are developing technologies to utilize the mobile phone network, WiFi, WiMAX, Bluetooth®, and UWB.

< Functions for Improved Safety >



< Driving Support for Normal Driving > Detection of Approaching Vehicles

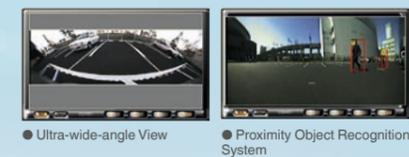


< Multiple Cameras for Assured Visibility >

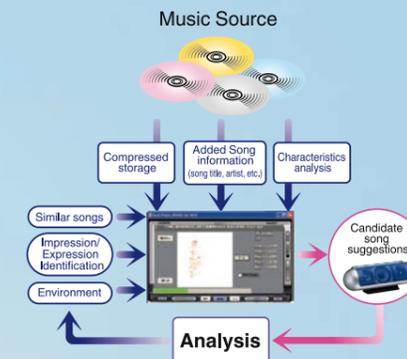
The "around view camera" creates views as if you are looking down on the car from above. The "see-through side view camera" makes it look like you are seeing through the left side door.



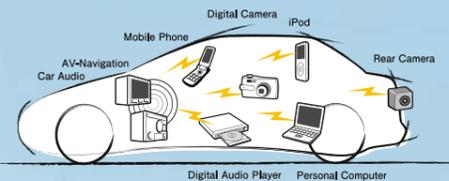
Newly developed "ultra-wide-angle camera". "Proximity object recognition system" to recognize pedestrians approaching from left and right.



< Song Search Technology >



< UWB Wireless Communications >



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**The Bluetooth® word mark and logo are registered trademarks and are owned by the Bluetooth SIG, Inc.

Unrelenting Quest for Quality to Build a Solid Foundation of Trust.

From the tropics to the polar regions, and from the desert to the rain forest, in-vehicle equipment need to show stable performance in the various climates and environments of the world.

And in recent years, increasingly strong demands for precision quality have arisen from the automobile industry which is undergoing its own reorganization. Clarion maintains a stringent system of quality evaluation to ensure our ability to always offer our customers not only in the after markets but also in the OEM markets the utmost quality. Products reach the hands of our customers only after grueling tests and uncompromising quality evaluations have been repeatedly applied, from high-precision simulation design by our CAD system, to prototype evaluation, design review, and prototype quality examination.

Establishing a New Quality Control System Demanded by the Global Market.

Clarion has actively introduced special programming for inspection machines that confirm correct product operation, as well as high-definition cameras and X-ray equipment to check the status of mounting on highly dense circuitry and miniaturized parts. Standardized check operations have been adopted at all production lines from domestic to overseas, ensuring that the same high quality standards at any Clarion manufacturing facility around the world.

Moreover, to accommodate any market in the world, all Clarion group manufacturing companies have acquired certification for ISO/TS16949, an international standard specific to the automobile industry and a sub-group of ISO9001.

What's more, in order to gain "customer satisfaction and confidence", Clarion is also improving its quality assurance framework through the implementation of a quality control system that is consistent from our suppliers to our organizations, as well as maintaining a global supply chain.

▼ 3D CAD System



▼ Automatic Measurement Room



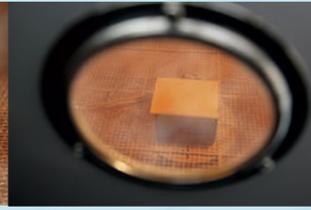
▼ Anechoic Chamber



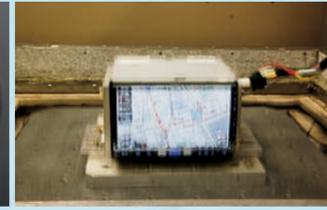
▼ Vibration Testing Equipment (for rattle noise check system)



▼ Dust Endurance Test Equipment



▼ Temperature & Humidity Chamber with Vibration Test Equipment



▼ Drop Table Type Shock Test Equipment



◀ Repetitional Endurance Testing Machine

▶ Sound Analysis Laboratory



▲ Thermal Shock Chamber



▲ Water Proof Test Equipment



◀ Shield Room



▲ Shield Room for Vehicle



◀ Listening Room



2009 Honda Access Award (for Excellence in Cost Category)



2008 Best Partner Award from Suzuki



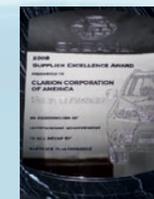
2008 Daihatsu Award for Excellence in Development



2008 Quality Delivery Award from SIA (Subaru of Indiana Automotive, Inc.)



2008 Silver Award from SOA (Subaru of America, Inc.)



2007/2008 Global Supplier Award from Nissan



Our History as a Front-Runner in In-Vehicle Equipment Means We will Continue to Visualize the Future.

Clarion's history is closely tied to the history of the automobile industry itself. As a worldwide front-runner who created Japan's first car radio and Japan's first car stereo, Clarion has always led the field in any era. We give top priority to understanding driver needs and supporting them through sure technology, as well as steadfastly proposing unique new products based upon our advanced creativity. From car radio to audio-visual devices and beyond to car navigation systems, although times may change, we will continue to pursue the "ideal interface for music and information" for the car as well as all other mobile environments, as "Clarion H.M.I."

History

- 1940** December, 1940 / Established as Hakusan Wireless Electric Company, began manufacturing of battery-operated household radios. / Capital of 180,000 yen
- November, 1943** / Merged with Takizawa Wireless Electric Industries Co., Ltd., renamed as Teikoku Dempa Co., Ltd.
- February, 1951** / Produced Japan's first car radio.
- June, 1958** / Exported car radios to U.S., creating the base for Japanese car audio exports.
- May, 1959** / Car radio receives genuine parts specification from Nissan® Motor.
- 1960** August, 1962 / Clarion listed on 2nd section of Tokyo Stock Exchange.
- October, 1963** / Developed Japan's first car stereo, began marketing August of following year.
- September, 1967** / Saitama office opened in Toda-shi, Saitama, Japan.
- March, 1968** / Marketed Japan's first cassette car stereo.
- August, 1969** / Clarion is listed on 2nd section of Osaka Stock Exchange.
- 1970** February, 1970 / Clarion upgraded from 2nd to 1st section of Tokyo and Osaka stock exchanges.
- April, 1970** / Opened head office at Dogenzaka, Shibuya-ku, Tokyo, Japan.
- December, 1970** / Corporate name changed to Clarion Co., Ltd. / First over-seas factory (CM) established as joint venture in Malaysia.
- June, 1975** / Started Clarion Girl campaign, with Agnes Lum becoming first grand prix winner.
- August, 1976** / Business-use karaoke "Karaoke 8" and cassette editing deck "Dubbing X" are marketed.
- October, 1978** / Tohoku office opened in Koriyama-shi, Fukushima, Japan.
- 1980** November, 1980 / Head office moved to Shibuya-ku, Tokyo, Japan.
- July, 1983** / Factory established in France (CF).
- November, 1983** / Gumma office established in Oura-gun, Gumma-ken. / Manufacturing company established in Mexico.
- July, 1987** / CD5000 car CD player marketed.
- October, 1989** / Manufacturing company established in the Philippines.
- 1990** February, 1992 / Voice-guidance car navigation system NAC-200 is marketed.
- April, 1993** / Clarion's SS wireless modem clears for the first time the technical standards set by Japanese government, and is marketed.
- January, 1995** / Clarion Orient Co. (COC) established in Hong Kong.
- March, 1995** / ISO 9001 certification obtained for all Clarion establishments in Japan.
- April, 1995** / Factory completed in China (DCCOE).
- May, 1996** / VICS-compatible car navigation system marketed.
- April, 1997** / Hamamatsu branch office opened.
- October, 1997** / Manufacturing company established in Hungary.
- January, 1998** / AutoPC jointly developed with Microsoft® Corp.
- December, 1998** / AutoPC marketed in U.S.
- February, 1999** / ETC terminal jointly developed with Hitachi.
- December, 1999** / OEM supply of "AutoPC" to French automaker Citroen® begins.
- March, 2000** / Clarion Sales Co., Ltd. founded.
- April, 2000** / Five Clarion offices in Japan obtain ISO 14001 certification.
- December, 2000** / HCX Corporation established as joint venture between Clarion, Hitachi®, and Xanavi Informatics®.
- May, 2001** / Head o relocated to Hakusan, Bunkyo-ku, Japan.
- August, 2001** / Clarion scholarship "MEDAMA" campaign started.
- October, 2001** / In-vehicle terminal for ETC system marketed.
- November, 2001** / "AutoPC CADIAS™" exhibited at Tokyo Motor Show.
- March, 2002** / Satellite radio receiver on sale in North America.
- September 2002** / Head office functions moved to Toda City, Saitama.
- October, 2002** / Clarion Tohoku Seizo Co., Ltd. merged with the Automotive Products Production Department of Clarion Co., Ltd. and Clarion Logistics Co., Ltd. and renamed Clarion M&L Co., Ltd.



1951 Japan's First
Clarion's first original radio Hino Renault "Le Parisien" released

1963 Japan's First
Car stereo developed, and released the next year



1968 Japan's First
Cassette car stereo released



1992 Japan's First
Voice-guidance car navigation system NAC-200 is marketed.

1993 Japan's First
World's first "bird's-eye view" camera for rear-view system supplied to Nissan Motor Co., Ltd.

1995 Japan's First
First Double-DIN unit in the industry ADX8155 released

1940's

1950's

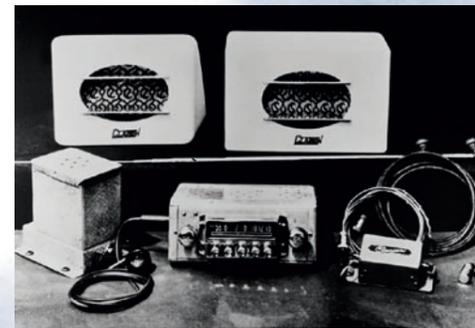
1960's

1970's

1980's

1990's

2000's



1948 Japan's First
Car radio and PA system for buses developed and released

1996
Single-DIN type CD/DSP control, TV/AM/FM tuner-equipped 5" LCD amp VRX8250 released



1995
First Double-DIN unit in the industry ADX8155 released



1996
High-performance high-quality CD center unit DRX9255 released



1998 World's First
Clarion AutoPC in-vehicle computer developed in collaboration with Microsoft Corp. World's first "Clarion AutoPC™" released in U.S.



1992 Japan's First
Voice guidance-based navigation (Map Narration System) released



1993 Japan's First
Hybrid navigation system NAX-700 released

Classic car photos courtesy of Motor Magazine Ltd.
*iPod is a registered trademark of Apple Inc., registered in the United States and other countries.
*The Bluetooth® word mark and logo are registered trademarks and are owned by the Bluetooth SIG, Inc.



1999
Single-DIN type CD/MD/AV/DSP/EQ/ TEL-LINK control AM/FM tuner-equipped CD deck amp DRX8575z released



2002 Japan's First
"AutoPC CADIAS™" in-vehicle computer released. Adopted Windows CE for Automotive as the OS, and "Access Navi" communication type navigation system.



2005 First in Industry
iPod full control function-equipped Single-DIN AV center unit VRX755VD released



2009
Mobile Communication Terminal ClarionMiND (NR1EB) released in North America.



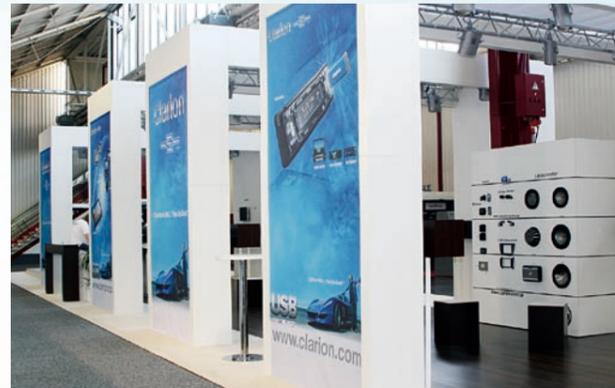
7-inch Wide VGA Screen-equipped Double-DIN Digital TV/DVD/HDD AV-Navigation System ("CRASVIA" (NX809)) released.
7-inch Wide Screen-equipped Double-DIN Digital TV/DVD/SSD AV-Navigation System ("Smoonavi" (NX609)) released.

Global Communication and Strategic Activities Link People, Businesses and Society.

Numerous countries and regions, various cultures and market trends... As Clarion's scope of activities becomes ever more global, the importance of communication with our customers becomes increasingly important. Towards our stakeholders all over the world, Clarion is engaged in a broad range of activities to convey our corporate philosophy, achieve wider brand recognition, provide product information, publicize new technologies, promote sales through advertising and other means, as well as upgrading our portal site.

By effectively merging in a well-balanced manner our global strategy centered on the Clarion brand, with localized strategies that emphasize regional needs, we are able to aggressively implement communication activities to forge an excellent relationship with society.

2008 Exhibited at Car+Sound Sinsheim (Sinsheim, Germany)



2009 Exhibited at CeBIT (Hanover, Germany)



2008 Exhibited at Paris Motor Show (Paris, France)



2009 Exhibited at 2009 International CES (Consumer Electronics Show) (Las Vegas, U.S.A.)



2009 Held 2009 Clarion New Product Exhibition (Tokyo, Japan)



2008 Held Tech Show (Tokyo, Japan)

QUARANTA (ITALDESIGN-GIUGIARO)



Jay Kay Vocalist for the world-famous jazz-funk band Jamiroquai.



The Clarion H.M.I. concept car created by Italdesign-Giugiaro, one of the world's top automotive and industrial design firms.



Sales promotional tool design Selected world-famous musician Jay Kay of Jamiroquai, and Giugiaro Design's concept car QUARANTA, as brand communicators to spread the Clarion brand worldwide.

Clarion Staff Around the World Filled with Pride in and Enthusiasm for Our Brand.

An outstanding company is created by the coming together of human resources who share the same lofty ambitions. Clarion, which has built up a powerful global network, has employees in countries around the world who are the faces representing the Clarion brand. All of them are working hard every day with pride in their work and a sense of responsibility in order to build better relationships with our customers in countries around the world. It is the presence of each and every one of these employees which further increases the value of Clarion and builds a solid foundation for our future growth.



As manager for "Retail Products in Europe" I'm dealing with a wide range of responsibilities. Starting with product planning activities such as defining new products by gathering European market requirements and marketing activities like monitoring the competition before bringing new products to the market. Our departments goal is to increase Clarion's brand awareness in the highly competitive European market by introducing the right products at the right time with the right price!

Clarion Europa GmbH (CED)
Murat Sakalli

I work as a secretary in the Office of the President of Clarion (Taiwan) Manufacturing Co., Ltd.

Our work includes passing on instructions from our President to all in-house departments, putting together the sales plan every month, and every day seeking ways to cut down on business trip tickets, accommodations and other expenses. If you ever have a chance to visit Taiwan please be sure to get in touch with us!



Clarion (Taiwan) Manufacturing Co., Ltd. (CTC)
Sally Lee



My name is Stephen Turnbull and I am in charge of Special Products and Marine sales in Australia. I have been with Clarion for 20+ years and my current project is developing a Drive Recorder for non-Japanese markets. This involves communicating with the "Special Products Global Team" to apply global specifications.

Clarion Australia Pty. Ltd.(CAP)
Stephen Turnbull



Hi, My name is Gerardo Medrano and I am in charge of AIM&SMT section in Electronica Clarion, San Juan del Rio, Mexico. I have been working for Clarion group since 1991. I have had many experiences in this group but one of the most important thing, I consider that is "OUR PEOPLE", all the time they have been working with the necessary encourage and compromise in order to keep Elecla's Operation as of today and growing up. It is great to wok in Clarion Group.

Electronica Clarion, S.A. de C.V. (ELECLA)
Gerardo Medrano

The department to which I belong is responsible for dealing on behalf of Clarion Co. Ltd. with affairs related to export of Clarion products to all parts of the world, trade mediation for overseas production factories and customhouses, as well as marine insurance, bank, and other business concerns. In the spirit of "Challenge and Creation" we are dedicated to doing our part to promote the growth of the entire Clarion Group.



Clarion Associe Co., Ltd.
Hiroyoshi Haga

Working at Clarion has been an extremely rewarding career experiences for me. As part of the Retail Marketing team I am responsible for coordination of all our major shows including SEMA and CES. I am proud to work with an exceptionally talented group of individuals who bring a lot of new ideas and excitement to each of our projects.



Clarion Corporation of America (CCA)
Sheri Aliabadi



I have been working abroad for most of the time since I joined the company in 1991, and am currently in charge of Sales & Marketing at Clarion Malaysia. My task here is to develop as efficiently as possible business from the customer perspective in Asia, the Middle East and Africa.

Clarion (Malaysia) Sdn., Bhd. (CM)
Kenichiro Yoshida



I belong to the After Market Sales Dept. and am in charge of sales in newly developing markets. I am mainly involved in developing Latin American markets as liaison to our local sales subsidiaries CBL in Brazil and ELECLA in Mexico. Every day is stimulating and exciting. Tranquility is not my thing, which is why I enjoy every day of work.

Global Sales Div.
Toru Matsuya



Hi, my name is Katalin Horvath and I work as EMS assistant at Clarion Hungary (CHE). I'm coordinating shipping and production activities of EMS (Electronics Manufacturing Service) products in cooperation with EMS coordinator. I have to keep direct contacts with customers and I like my job very much. I try to find the good harmony between the customer's demand and CHE's expectation. It is a very difficult ask but I feel it is worth doing it well.

Clarion Hungary Electronics Kft. (CHE)
Katalin Horvath



My name is Luo Wei Li, and people call me by my pet name "Lily". At the Shanghai Office, I have been in charge of personnel, general, and financial affairs since I became a member of the Clarion Group five years before. If you will have an opportunity of having communications with my office, I will be your first contact! Working with my colleagues every day makes me so happy. My motto is to save office expenses.

Dongguan Clarion Orient Electronics Co., Ltd. (DCOE)
Luo Wei Li



Hello, I'm Saito from the Production Management Dept. Having been transferred from Shiraiishi to the headquarters in Koriyama, I recently started commuting daily on the bullet train. I used to visit Koriyama once every other month before so I thought I was used to it, but was rather stressed out on my first day. What can I do myself? I started greeting people I meet in the new office, "good morning", "have a nice day", even if I don't know them. I plan on meeting and talking to as many people as I can. There are still so many things I don't know. I hope to grow by absorbing many new experiences.

Clarion Manufacturing "Protech" Co., Ltd.
Hiroshi Saito



I joined Xiamen Clarion Software Design Department in August 2003, and as a member of this department I am in charge of car audio system software development. In 2006 I was trained for one year in visual display development at the Headquarters of Clarion. As long as I'm in charge of software development, I do my best to develop high quality software which can offer safety and comfort to customers with their satisfaction. Xiamen Clarion acquired CMMI Level 3 certification, and as a member of the EPG Group I am constantly engaged in software development process improvement activities.

Xiamen Clarion Electrical Enterprise Co., Ltd. (CXEE)
Xu Cai Ling



My name is Gilles BAILLY and I am Managing Director for Clarion Europe France and more specifically in charge of the Back Office of Nancy which is the headquarter of Clarion Europe in France. This is here in the European Back office of Nancy where such operations are grouped under one roof as the Sales Administration and Logistics Departments, the Insurance / Quality Department, as well as the European After-Sales Service. All of these functions intervene on a European level. On the other hand, ClarionEurope Nancy is also the place where the whole of the administrative departments such as the Accounting Dept, the Human Resources, the General Administration Dept. and the Management Control are located. Nancy is therefore a fully operational and administrative center, which, of course, is inseparable with Front Office in Paris whose functions are Sales, Marketing and Engineering.

Clarion Europe S.A.S. (CEF)
Gilles Bailly

I am Xiong Linhai of the DDCE Die Department. I am in charge of the metal die design, setting and implementing individual maintenance standards according to die construction, form, precision, material, etc. The domestic production of metal dies and inspection jigs is quite advanced. The domestic production costs for seven types of metal mold are 41% less than Japan, and inspection jig domestic production costs for DCOE and CCA are 57 % less than in Japan.



Dongguan Dongkeng Clarion Electronics Factory(DDCE)
Xiong Linhai



I was transferred from the Xanavi Informatics Corp. Design Dept. to the Clarion Design Dept. in April 2008. As a member of the Design Dept. Marketing Group I am in charge of the audio hardware and software design. Although the path is by no means clear cut, my hope is to take future products, from conception to sales, in the best direction possible.

Design Department
Muneki Sugita