

# EUROPEAN ENVIRONMENTAL POLICY

## Marketing & Sales Companies

This environmental policy is applicable to the following PIONEER companies established in Europe:

Pioneer Europe NV (PEE), Pioneer Benelux BV (PEB), Pioneer Danmark A/S (PDS), Pioneer France SA (PFS), Pioneer GB Limited (PGB), Pioneer Electronics Deutschland GmbH (PED), Pioneer Italia S.p.A. (PEI), Pioneer Norge A/S (PEN), Pioneer Scandinavia AB (PES).

As Pioneer distribution and marketing companies in the respective European countries, we recognise that protection of the environment is one of the key elements in our business activities in the distribution, sales and servicing of car electronics, home electronics, and industrial products.

With reference to the 'policies for environmental protection' issued by PIONEER headquarters in Japan, we have established an organisation to promote environmental protection activities, and are making efforts to contribute to maintain and realise a rich and safe earth environment, based on the general understanding that it is one of the corporate missions to maintain, improve and hand over the earth environment in a good condition to the next generation.

### **Compliance with laws and regulations**

We will comply with all applicable laws, regulations, locally defined obligations which are applicable in the participating companies and all other requirements to which the organisation subscribes, in connection with environmental protection, and if need be, establish voluntary control standards to reduce the negative impact of our activities on the environment.

### **Preservation of environment**

We will avoid the use, adopt substitute substances for, or restrain the discharge of substances which are harmful to the environment, such as those which contribute to the depletion of the ozone layer or global warming, and thereby reduce the negative impact of our activities on the environment.

### **Management by goals**

We have established goals in order to reduce the negative impact of our activities on the environment, such as natural-resource-saving, energy-saving, recycling, reduction of waste material, etc., and will make efforts to achieve those goals.

### **System to promote environmental protection**

We have established a system, applicable to all above mentioned Pioneer companies, that contributes to the promotion of environmental protection. For such purpose, each company has established corresponding organisations in order to continuously optimise the environmental management system.

### **Training**

We are continuously training our employees with regard to environmental protection, including notification of this PIONEER EUROPEAN ENVIRONMENTAL POLICY. In addition, specialised training will be given to employees as circumstances demand.

### **Continuous improvement**

We shall continuously maintain and improve our environmental management system and protection activities by understanding our environmental performance and taking appropriate measures in accordance with the results of environmental audits.

### **Disclosure**

We shall disclose our policies, goals and results of our environmental activities to the public, by making use of environmental reports and thereby make efforts to facilitate communications with outside parties.

