

Presented by Allen Kudla

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Panasonic Automotive Systems

Solutions that entertain, inform and connect.

Global Organization Overview



Panasonic Corporation

Head Office Osaka, Japan

Officials Mr. Ohtsubo, President

Established March 17, 1918

Turnover **\$102 B USD** (86,927 Billion Yen, as of March, 2011)

Employees 366,937 (consolidated, as of March, 2011)

Companies 680 companies

Panasonic Automotive Systems Company of America

Panasonic-Sanyo Acquisition

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A **complementary product portfolio** energized for electrification.



Panasonic

Wide Range of Products
Advanced Technology

SANYO

Solar Cells
Rechargeable Batteries

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Global Automotive Customers

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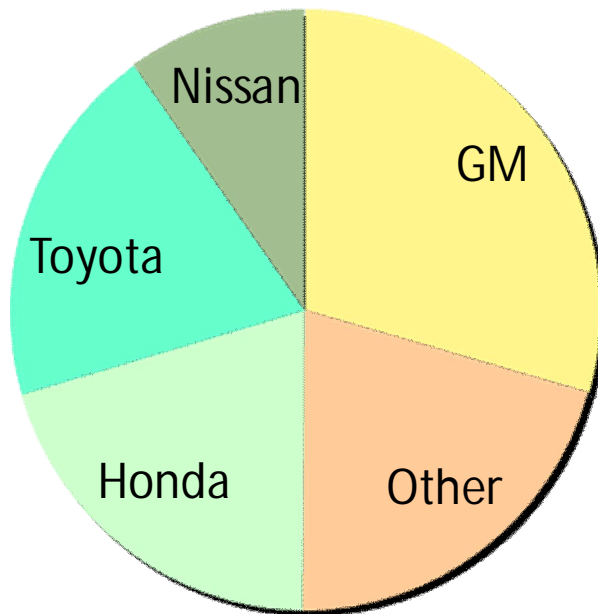


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Global Sales Results Breakdown

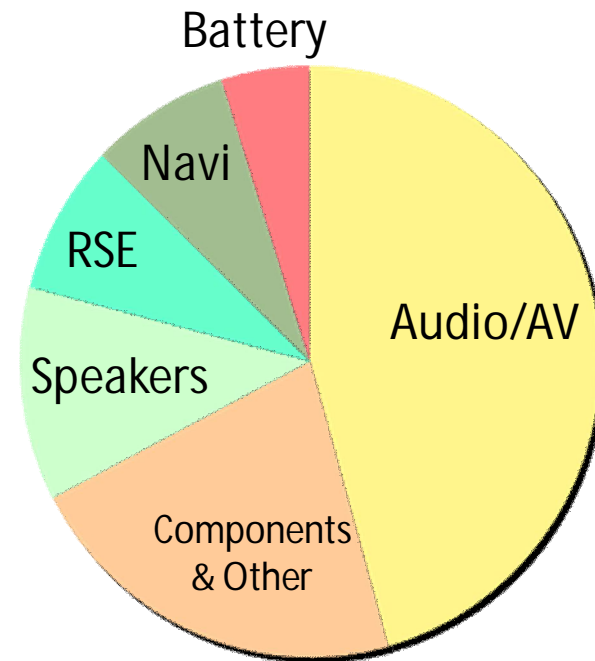
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By Customer



Fiscal Year
2010

By Product



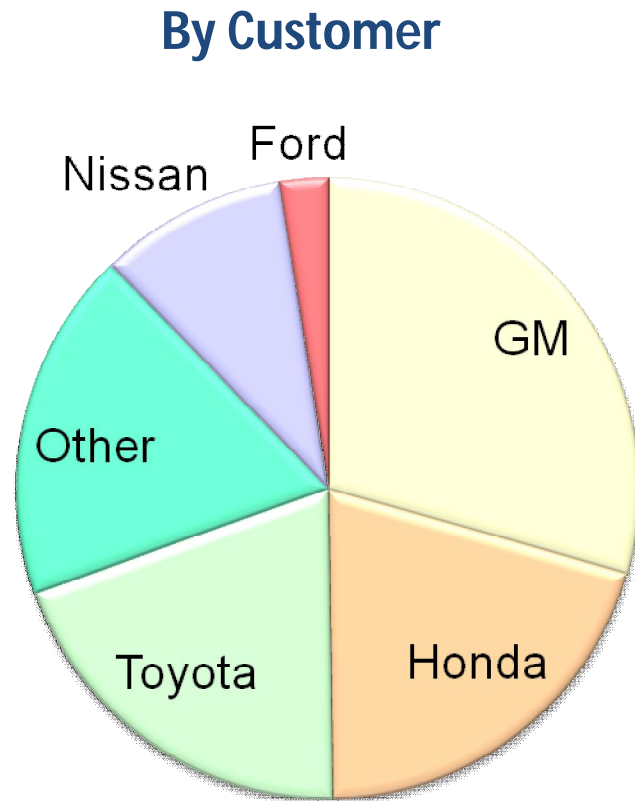
Diversified Product and Customer Base Creates Stability

PASA fiscal year is 4/1 to 3/31

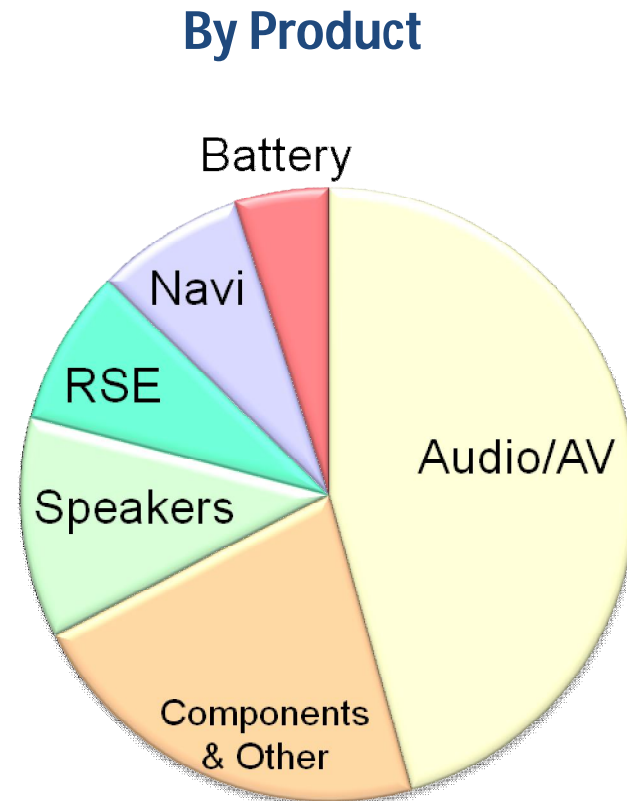
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North American Sales Results Breakdown

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Fiscal Year
2010



Diversified Product and Customer Base Creates Stability

PASA fiscal year is 4/1 to 3/31

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Domain Companies Cross Collaboration

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Example product: RSE

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Core technology derived from Panasonic consumer market.

Modified for automotive specifications

Panasonic brand has led the market



Panasonic RSE - 10 Years of Innovative Solutions

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2001



2005



2008



2011



2015



Maintaining leadership through continuous innovations

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Example product: VIERA Connect

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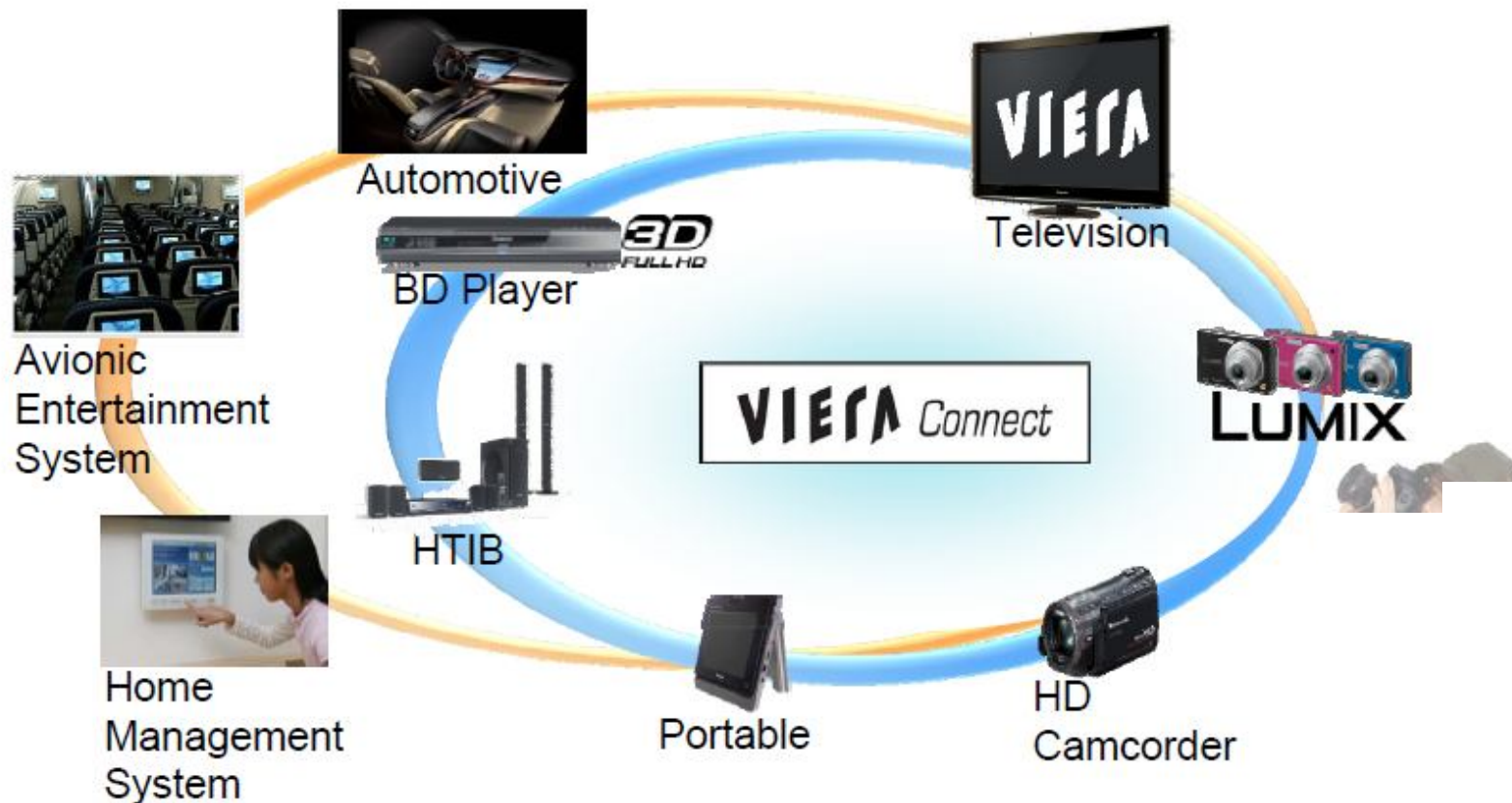
VIERA *Connect*



Our vision

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Connect, share and entertain through VIERA Connect on any Panasonic product.



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Chrysler collaboration

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Allows drivers to stay connected while focusing on the road.

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General Motors infotainment – Color Radio

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Enabling ease of use
and connectivity



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Example product: Premium Audio

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Creating **emotional** brand connections.



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Grammy Awards, Emmy Awards, Master of Sound Award
- sharing his expertise with Panasonic engineering teams -

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Elliot Scheiner
From The Studio
To Your Vehicle

ELS®



Authenticity: Bringing **studio sound** to the vehicle

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Donald Fagen

Ryan Shaw - LA

Band of Horses - NYC

Joe Walsh

Studio Session



Tuning in the vehicle



Capitol Studios



Studio Event in Tokyo



Ozomatli - LA



Joe Jackson - NYC

Diverse group of influential opinion leaders

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Grammy Week 2011: Creative Marketing Ideas

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2009 Acura TSX Launch

"The TSX includes a **truly inspirational**, 415-watt, 10-speaker audio system developed with Panasonic and Grammy-winning producer Elliot Scheiner."



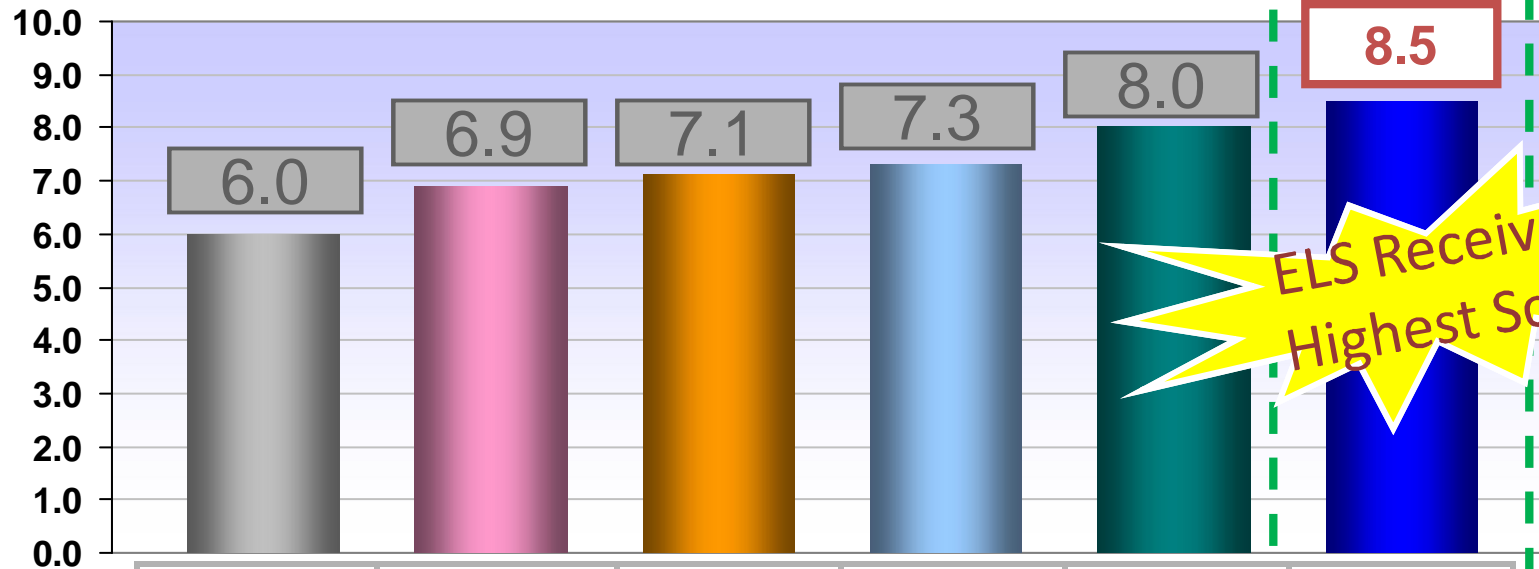
Road & Track
Doug Kott
May 2008

Edmunds.com - ELS Surround tops the charts!







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A Test of the Top Name-Brand Audio Systems in Six Luxury Cars

(Score)



ELS Received
Highest Score

						
OEM Models	Jaguar XFR	Aston Martin DBS Volante	Infiniti M45	Hyundai Genesis 4.6	Lexus LS 460	Acura TL
Audio Maker	Bowers & Wilkins	Bang & Olufsen	Bose	Lexicon	Mark Levinson	ELS

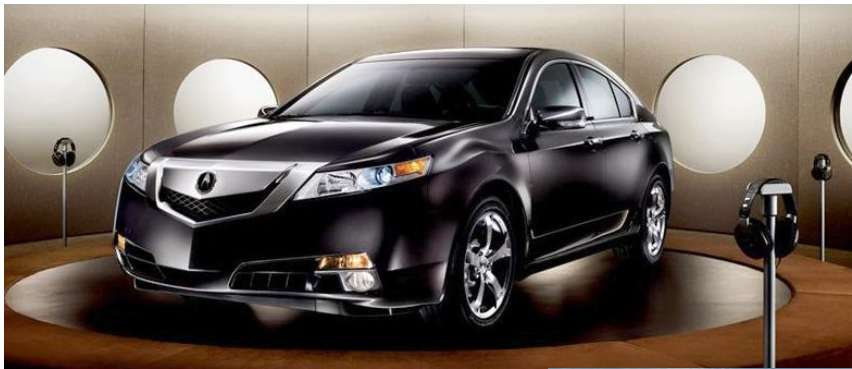
Source: Edmunds.com

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Acura ELS Premium Audio Systems on the road

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**Growth from one vehicle to the
entire Acura vehicle line**



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Fender Premium Audio

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*Fender*TM
PREMIUM AUDIO

Fender Premium Audio Dealer Collateral

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Das Auto.

The best seat in the house is now
behind the wheel of a Volkswagen.

Fender
PREMIUM AUDIO



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2012 Volkswagen Passat Test Drive

Built in a new U.S. factory in Tennessee, a larger, Americanized VW Passat aims at the mainstream.

Favorite Detail: Seeking a recognizable American brand for its new sedan's audio system, VW had Panasonic engineers work with the amplifier experts at Fender. **The result is a system with a deeper bass response and less distortion when you crank up the volume.** (VW also worked with Panasonic and Fender on the 2012 Jetta GLI, one of PM's 10 best cars for audiophiles.) Plus, the Passat comes with stylish yet discreet Fender logos on the dashboard.

By Kevin A. Wilson



First Drive: 2012 Volkswagen Passat Americanized Sedan Shows Its German Roots

"... One of the biggest highlights of the 2012 Passat interior is its sound system. Volkswagen teamed up with Fender to create a nine-speaker audio system that pushes 400 watts of power. We aren't certified audiophiles, but **to our ears, the stereo is capable of besting anything else in the segment.** While an integrated subwoofer is part of the kit, the bass is never overbearing. Instead, deeper tones are nearly seamlessly integrated into the music. The system is standard on SEL models and optional on both S and SE trims..."

By Zach Bowman

First Drive: 2012 Volkswagen Passat V6

For audiophiles, a killer Fender premium audio system is available. Developed in association with Panasonic, the eight-speaker, 400-watt system is standard on Highline and optional on Comfortline trims.

Fender brings its expertise in making top-of-the-line guitars and amplifiers to the table in this system that is exclusive to Volkswagen.

By Lorne Drury June 7, 2011

The Top 10 Cars for Audiophiles 2012 Volkswagen Jetta GLI

Starting with the 2012 Jetta GLI, Volkswagen is rolling out its new, 400-watt premium audio system by Fender, the American brand more famous for its Stratocaster guitars than its stereo equipment. After three years of cooperative research with VW and Panasonic, Fender has delivered a nine-speaker setup that emphasizes clarity at every volume. Although the collaboration may sound like a marketing ploy, the sound doesn't lie. For us, **it's the new standard for entry-level automotive audio**, easily surpassing the (previous) premium systems VW traditionally offers.

By James Tate

Fender Beetle at Frankfurt IAA

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**Taking the production Beetle
and turning it up to 11...**



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Panasonic Battery Power!



Good Luck during the World Solar Challenge
October 16-23, 2011

Panasonic Automotive Systems

- Apply the best of the Consumer Market to Automotive
- Infotainment and Connectivity Solutions
- Establish Emotional Connections with Customers
- Electrification