

JVCKENWOOD Corporation

January 6, 2025

JVCKENWOOD Establishes a New Corporate Philosophy Symbol Representing Corporate Philosophy

Enhancing Global Presence and Fostering Employee Unity through the Symbol

Yokohama, January 6, 2025—JVCKENWOOD Corporation has established a new corporate philosophy symbol to complement its corporate logo. This new symbol represents the company's philosophy of "Creating excitement and peace of mind for the people of the world" and aims to enhance long-term corporate value. The symbol will be rolled out globally.

The symbol will be introduced on April 1, 2025, to ensure instant recognition by all stakeholders, thereby enhancing JVCKENWOOD's global presence. It will also serve as a symbol to foster a sense of unity among employees, promoting its internal adoption within the company.



Newly established corporate philosophy symbol

Background of the Establishment

Under the corporate philosophy, JVCKENWOOD is committed to delivering "excitement and peace of mind for the people of the world" through audio, visual, and communications technologies, while contributing to solving societal challenges.

As part of the medium-term management plan "VISION 2025," which focuses on the core strategy of "maximizing corporate value," departments, including technology, research and development, sales, product planning, and corporate operations, previously spread across different business bases depending on the business sector, have been consolidated into the headquarters area. This consolidation has led to the launch of the Value Creation Square (VCS) in December 2024, serving as a hub for value creation. With this new initiative, a fresh start has been made towards further growth and development.

Against this background, a new corporate philosophy symbol has been established to embody the company's corporate philosophy. This symbol will be globally rolled out to enhance presence among all stakeholders, while also being promoted internally to foster a sense of unity among employees.

Design Concept

The symbol dynamically changes from thick to thin, symbolizing “excitement,” while the lower right part is solid and grounded, representing “peace of mind.” The design is based on the letters “J” and “K” from “JVCKENWOOD,” adopting a simple yet catchy style. The line connecting the letters, extending powerfully towards the top right, symbolizes the connection with people around the world, transcending boundaries, while also representing growth and challenges for the future. It reflects the company’s commitment to enhancing corporate value.

As JVCKENWOOD approaches the final year of the medium-term management plan “VISION 2025,” the company will use this symbol to represent its corporate philosophy of “Creating excitement and peace of mind for the people of the world.” The JVCKENWOOD Group will unite in global efforts to maximize corporate value.

This document is based on the information available at the time of release. Please note that it may differ from the latest information.

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