

News Release

JVCKENWOOD Corporation

September 18, 2026

JVCKENWOOD Launches “JVCKENWOOD Anniversary” Initiatives

Yokohama, September 18, 2026—JVCKENWOOD Corporation will launch a series of commemorative initiatives under the “JVCKENWOOD Anniversary” banner over the three-year period from FY2026 through FY2028. Based on the theme of “Passing Down Expertise to the Next Generation While Continually Refining Our Skills and Know-How,” these initiatives will be carried out both internally and externally to preserve and pass on the corporate DNA cultivated throughout our long history.

JVCKENWOOD Anniversary

In October 2028, JVCKENWOOD will celebrate the 20th anniversary of its establishment through the management integration of Victor Company of Japan, Limited (JVC) and Kenwood Corporation (KENWOOD). The Company will mark the 80th anniversary of KENWOOD in 2026 (founded on December 21, 1946, as Kasuga Radio Co., Ltd.), and the 100th anniversary of JVC in 2027 (established on September 13, 1927, as Victor Talking Machine Company of Japan, Limited). In addition, Group company Victor Entertainment, Inc., which originated as the music business division of JVC, will celebrate its 100th anniversary in 2027.

To commemorate these anniversaries, the Company will undertake a series of commemorative initiatives under the “JVCKENWOOD Anniversary” banner from FY2026 through FY2028. Based on the theme of “Passing Down Expertise to the Next Generation While Continually Refining Our Skills and Know-How,” various initiatives will be carried out both internally and externally to preserve and pass on the corporate DNA, expertise, and values cultivated throughout the Group's long history. These initiatives will highlight the technologies, craftsmanship, and iconic products that have shaped the Group's heritage and help ensure that they are passed on to future generations.

< JVC >



1927 Founded as Victor Talking Machine Company of Japan, Limited



1976 Launched the HR-3300, the world's first VHS video cassette recorder for home use



1984 Launched the GR-C1, the world's first VHS home video camera

< KENWOOD >



1946 Founded as Kasuga Radio Co., Ltd.



1957 Became the first Japanese manufacturer to export the FM-100 FM tuner



1983 Entered the U.S. professional communications market

< JVCKENWOOD >



2009 Launched the MDV-313, the first integrated car navigation system developed by JVC and KENWOOD

EFJohnson
a JVCKENWOOD Company



2014 Acquired EF Johnson Technologies, Inc. The communications systems business became a key growth driver



2024 Began full-scale operation of Value Creation Square as a base for value creation

Anniversary Initiatives

As the JVCKENWOOD Anniversary approaches, the Company has established the Anniversary Executive Committee, chaired by the CEO. Under the four activity guidelines of “Excitement,” “Unity,” “Human Resource Development,” and “Brand Engagement,” the Company will carry out a variety of commemorative initiatives for both internal and external stakeholders.



• Anniversary Model Idea Contest

To create new ideas and value while passing on the technologies that have been cultivated since the Company's founding to future generations, the Company held an Anniversary Model Idea Contest open to all employees, including executive officers.

During the submission period, workshops were organized to generate ideas for anniversary models, and an “Excitement” experiential tour was conducted to help participants rediscover the Company's technological strengths. More than 1,200 ideas were submitted from Group companies in Japan and overseas.

• Introduction of Anniversary Models

The ideas selected in the contest and products in various fields considered appropriate for the “JVCKENWOOD Anniversary” are being developed as anniversary models. Further details will be announced later.

• Launch of the “JVCKENWOOD Anniversary” Special Website

To commemorate these anniversaries, the “JVCKENWOOD Anniversary” special website has been launched. The website introduces concept movies, anniversary initiatives, anniversary models, etc., and will continue to be expanded with additional information and content.

[“JVCKENWOOD Anniversary” special website](#)

• Creation of Anniversary Marks

Anniversary marks were created as a symbol of the JVCKENWOOD anniversary initiatives. The mark includes a diagonal line steadily rising to the right, which is similar to the corporate philosophy symbol established in January 2025 ([announced in the press on January 6, 2025](#)), and visually expresses a sense of unity and continuity for the anniversary initiatives to be held over three years. In the future, the Company plans to expand its use to products and communication tools.



Under its corporate philosophy, “Creating excitement and peace of mind for the people of the world,” JVCKENWOOD will continue to pursue sustainable growth and contribute to creating a society enriched by “excitement and peace of mind” by passing on the corporate DNA cultivated throughout its long history to future generations and implementing the new medium-term management plan VISION 2030, announced on May 1.

< Trademarks >

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

www.jvckenwood.com