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**PIONEER REINVIGORATES THE IN-DASH NAVIGATION CATEGORY WITH AN
AFFORDABLE AND FEATURE RICH SYSTEM
*AVIC-U310BT Brings the Best Value to Today's Commuters***

LONG BEACH, CA – (June 13, 2009) – Pioneer Electronics (USA) Inc. today exhilarates the industry by offering the best value in in-dash navigation with the new AVIC-U310BT, a robust, full-featured system with the convenience of built-in Bluetooth® for hands-free calling and Apple iPod/iPhone® control. The comprehensive, 2-DIN system provides the sound quality and features expected from a Pioneer in-dash source unit, renowned navigation performance with turn-by-turn route guidance and the ease of wirelessly connecting to Bluetooth enabled cell phones, all at a suggested price of \$600.

“We understand the needs of our customers and engineered a simple but highly effective in-dash unit that combines the most widely used features into a single device,” said Ted Cardenas, director of marketing for the mobile business group of Pioneer Electronics (USA) Inc. “The AVIC-U310BT is an ideal all-in-one solution that provides advanced navigation while freeing the average consumer’s dash from various plug-in mobile navigation, communication, and entertainment components.”

Prominent Navigation

Pioneer’s AVIC-U310BT utilizes a full-color 4.3-inch WQVGA touch screen display and 2GB of flash memory. The fast and easy-to-use navigation platform features voice guidance of directions and text-to-speech technology that enables the unit to provide verbal prompts to specific street names. Powered by Tele Atlas®, the unit’s comprehensive database covers the entire United States, Alaska, Hawaii and Canada and includes more than 500,000 points of interest (POIs) in 147 categories which can be easily accessed via six easy to navigate search methods.

Pioneer’s included proprietary PC software, AVIC-FEEDS®, further enhances the in-car experience by allowing users to import custom destinations, POIs, and contact lists, upload photographs, create custom illumination colors and store a driving log. Utilizing AVIC-FEEDS, drivers have the ability to easily upload the data before leaving the house via an SD card slot located within the detachable front panel of the unit. Users also have the versatility to easily add up to 12 million POIs or a Mexico map (via SD card) with optional add-on packages available from Pioneer.

The AVIC-U310BT offers three map views: 2D North Up, 2D Heading Up and 3D. It also employs the new *Highway Sign Board View*, where highway signs will appear onscreen when a junction approaches for a quick visual aid while navigating. The feature forewarns drivers by highlighting the sign and the proper driving lanes they should be in for passage through interchanges and exits. For eco-friendly and budget conscious consumers, the system also features an advanced *Drive Report* which provides the fuel cost for trip routes, estimates of the vehicle’s CO2 emissions and, with the help of the AVIC-FEEDS software, logs and archives the data to generate various reports. Users can also transfer driving data such as abrupt stops and accelerations to AVIC-FEEDS for an analysis of driving habits and suggestions to improve fuel efficiency.

Integral Audio

The AVIC-U310BT fulfills the high-quality audio and convenience expected from Pioneer with enhanced playback of MP3, WMA and iTunes AAC music files. The system boasts Pioneer's *Advanced Sound Retriever (ASR)*, a patented technology which restores musical detail lost during the encoding process to create fuller and richer audio from digitally compressed music.

The USB interface located at the rear of the unit provides a connection to compatible portable media devices including thumb drives, flash memory devices, and iPod/iPhone music players (via optional cable). Music files on compatible iPods/iPhones can be accessed quickly using various methods including:

- *Alphabetical Speed Search* - users can scroll through their music lists by the first letter in the name
- *Link Search* – users can recall similar content to what is currently playing by artist, album and genre
- *Passenger Control* - allows passengers to directly control the iPod/iPhone device

Convenience, Customizable and Connectivity

Pioneer equipped the AVIC-U310BT with built-in Bluetooth for convenient and safe wireless communication. With a compatible Bluetooth enabled cell phone, the included microphone, and the speakers installed in the vehicle, the AVIC-U310BT turns any vehicle into a hands-free speaker phone. Audio from any source is automatically muted when the phone rings or is in use, allowing the conversation to be heard through the speakers in the vehicle.

The AVIC-U310BT fits into a large number of vehicles with a 2-DIN dash opening, and with 32,768 customizable illumination colors available users can find a color match for virtually any interior. The unit is also loaded with Pioneer's legendary Supertuner IIID AM/FM tuner, two RCA pre-outs, a built-in 50 watt X 4 high-power amplifier, an auxiliary input, and is ready to connect to various optional tuners including XM/SIRIUS Satellite Radio® and HD Digital Radio®.

The AVIC-U310BT will be available nationwide in July for a suggested price of \$600.

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Pioneer's Mobile Entertainment Division is known for offering the kind of in-car products that make driving more enjoyable by offering high quality audio and video, advanced connectivity and ease-of-use. Its focus is on the development of new digital technologies including audio video, navigation and satellite radio, while maintaining its strong heritage in products for car audio enthusiasts and sound competitors. The company markets its products under the Pioneer and Premier brand names. When purchased from an authorized dealer, consumers receive a limited warranty for one year with Pioneer products and two years for Premier electronic products.

Pioneer Electronics (USA) Inc. is headquartered in Long Beach, Calif., and its U.S. Web address is www.pioneerelectronics.com. Its parent company, Pioneer Corporation, is a leader in optical disc technology and a preeminent manufacturer of high-performance audio, video and computer equipment for the home, car and business markets. The company focuses on its core business domains including Blu-ray Disc and DVD, navigation and Digital Network Entertainment™.