

KENWOOD

Listen to the Future

Kenwood, which was established in 1946 in Nagano Prefecture as a company specializing in radio assembly and repair, produced an advanced high-frequency coil by taking advantage of its location surrounded by mountains, where radio waves were weak. The high-frequency technology that was built at that time became the base for Kenwood to develop FM tuners and amateur radios. Since then, it has expanded its business domains steadily to include home-use and car-mounted audio systems as well as commercial radio equipment businesses. Its business areas have also expanded globally into North America, Europe and Asia.

During the period when Kenwood was called TRIO Electronics, Inc. (1960 – 1986), it developed as a full-scale audio manufacturer with the launch of FM tuners that were evaluated as the world's best, followed by transistorizing audio products for the first time in the industry. Kenwood leveraged its advanced technologies that it had developed in home-use audio products to enter into the car audio product and portable audio product markets in 1980 and 1982, respectively, establishing the foundation of its present concept of sound entertainment.

After changing its name to Kenwood Corporation in 1986, Kenwood aggressively entered new fields such as car navigation systems and mobile phones enabled by advances in digital networks and IT technologies, becoming known as the “Kenwood—sound and communications.”

Currently, Kenwood is making efforts to expand its corporate value based on its corporate vision “Reaching out to discover, inspire and enhance the enjoyment of life,” and pursuing a growth strategy by making use of its assets including its product planning capability, technical prowess, global networks and brand power.

Thus, as the sole manufacturer simultaneously operating such three businesses, Kenwood pursues to further integrate audio and wireless communications, which are its core competencies. Through these measures, Kenwood continues to make its utmost efforts to become the dominant company in the world establishing the business domain of “Mobile & Home Multimedia Systems.”



[1] FM tuners



[2] Trio logo



[3] The industry's first transistor amplifier



[4] Car audio systems launched in the U.S.

1946	Established Kasuga Radio Co., Ltd. (predecessor of Kenwood Corporation)
1947	Succeeded in manufacturing high-performance radio parts (high-frequency coils)
1957	Began exporting FM tuners for the first time as a Japanese manufacturer [1]
1960	Renamed to Trio Electronics, Inc. [2]
1962	Launched the industry's first transistor amplifier [3]
1966	Fully transistorized audio products for the first time in the industry
1978	Entered the commercial wireless radio equipment field in Japan
1980	Entered the car audio field in the U.S. [4]
1983	Entered the Business & Industry sector of commercial wireless radio field in the U.S. [5]
1986	Renamed to Kenwood Corporation [6]
1991	Developed the radio systems for F1 world championship race and began an official supplier contract with the Team McLaren
1992	Entered the car navigation system field, launching the industry's first 1DIN-size GPS car navigation system [4]
1997	Supplied Real Focus Sound System for Forester and 2nd Legacy of Subaru, establishing the base for the OEM business
2004	Acquired the wireless radio operations of Toyo Communication Equipment Co., Ltd.
2005	Formed a technical and capital alliance with Icom Inc. to jointly research the standardization of technical specifications for digital wireless radio equipment
2007	Entered into a tie-up with a company of the group headed by the leading European aerospace and defense corporation EADS, to mutually supply Digital Land Mobile Radio equipment
	Launched the voluntary organization jointly in Europe in order to establish standards for commercial digital wireless radio equipment
	Converted Zetron, Inc., a U.S. systems-based communication company into a subsidiary
	Formed a management integration Capital alliance with Victor Company of Japan, Limited
	Formed a new aftermarket collaboration agreement for AV-integrated navigation systems for the consumer aftermarket with Garmin, the largest PND maker in U.S. [7]
2008	Agreed on a Management Integration through the Establishment of a Joint Holding Company with Victor Company of Japan, Limited
	Launched a voluntary organization jointly to contribute to the development of land mobile radio in the Americas
2009	Launched Simultaneous Communications System, VoIP Radio Dispatch System [8]



[5] Land mobile radio launched in the U.S.

KENWOOD

[6] Kenwood logo



[7] AV-integrated navigation systems for the consumer market



[8] VoIP radio dispatch system