

April 1, 2022

Panasonic Group Announces New Brand Slogan, Live Your Best, Reflecting Group-wide Purpose

Osaka, Japan – Panasonic Group today announced its new brand slogan, Live Your Best. The announcement of this new slogan follows the revision of the Basic Management Policy in October 2021. It aims to reflect and clearly show the Group-wide purpose of pursuing an ideal society with affluence both in matter and mind.

Live Your Best

In an ever-changing world, we continue our efforts to make life simpler, safer, healthier, more enjoyable, and more sustainable.

Efforts to help our customers live their best.



Live Your Best expresses the Group's guiding principle to devote to the well-being of people through business activities and by supporting customers to achieve happiness and their best in today's changing world.

In transitioning to an operating company system, the Panasonic Group aims to sharpen competitiveness and strengths in each business domain. United in embodying the spirit to Live Your Best, the Group will tirelessly improve value-creating capabilities to contribute further to the progress and development of society and offer products and services surpassing customers' expectations.

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About the Panasonic Group

A global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. Founded in 1918, the Group is committed to enhancing the well-being of people and society and conducts its businesses based on founding principles applied to generate new value and offer sustainable solutions for today's world. The Group reported consolidated net sales of 6,698.8 billion yen for the year ended March 31, 2021. Devoted to improving the well-being of people, the Panasonic Group is united in providing superior products and services to help you Live Your Best. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>