

April 1, 2022

Panasonic Automotive Systems Co., Ltd.

### **Operations Begin at Panasonic Automotive Systems Co., Ltd. (Formerly the Panasonic Corporation Automotive Company)**

**Yokohama, Japan** --- Panasonic Automotive Systems Co., Ltd. announced that it has started operations today as a new company established through a company split implemented as part of Panasonic Group's transition to a holding company structure. Masashi Nagayasu, who leads the new company headquartered in Yokohama, Kanagawa Prefecture as Representative Director and CEO, outlines its mission and directions it pursues.

## **Company Values**

**Mission:** Create a sustainable mobility society to promote a better life for everyone.

**Vision:** “Foster strong compassion; create enhanced user value with outstanding technology and wisdom; and become the best team and partner to bring happiness to people by realizing a more comfortable, safe, and secure moving world.”

**Slogan:** “Heartmotive: Connecting Our Hearts to the Journey”

The “sustainable mobility society” the company is aiming to create is one where everyone can experience “Connecting Our Hearts to the Journey” in daily life. The company will strive to solve social issues related to every type of movement, including environmental impact, traffic congestion, traffic accidents, and accessibility. To achieve this mission, Panasonic Automotive Systems is dedicated to being a company that fosters strong compassion and continues to provide value by improving “sense of security”, “people comfort”, and “car safety” while protecting the global environment and keeping in mind the contributions the company makes to the next generation through its business activities.

## **With an eye toward 2030**

In addition to its goals of creating a mobility society and furthering the evolution of the automobile, the company is dedicated to providing individualized value to its customers through the utilization of Panasonic's accumulated technologies and expertise. Panasonic Automotive Systems aims to revolutionize the value of experiences and expand its influences into daily life.

### **◆ Contributing to the evolution of cars**

- Automotive cockpit integrated solution: With a focus on CDCs, the company aims to create high value UX for advanced cockpits enabled by its systems and devices.
- EV innovations: The company is dedicated to the popularization of EVs through power electronics technologies and devices that offer both reduced weight and power consumption.

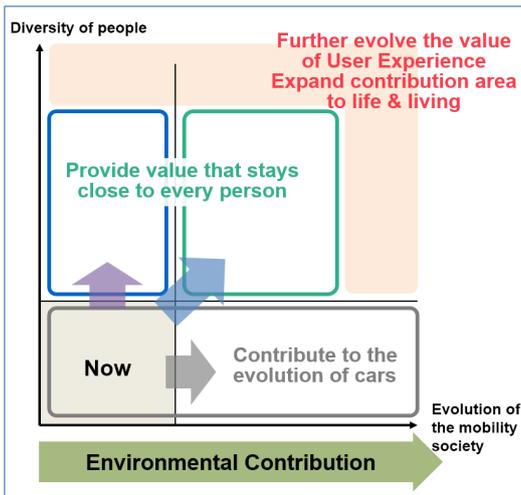
◆ **Providing value that stays close to every person**

- The company strives to realize products with Panasonic unique UX value for the cockpit of future vehicles.

◆ **Further evolving the value of user experience:  
Expanding contribution area to life & living**

- The company is dedicated to creating new service businesses designed to transform the mobility society.

CDC: Cockpit Domain Controller / UX: User Experience



Panasonic Automotive Systems areas of focus (example)

## Environmental Contribution

Panasonic Automotive Systems aims to be especially proactive in promoting the Panasonic Group’s goals of “achieving net zero CO<sub>2</sub> emissions of all operating companies by 2030” and “expanding its contribution to reducing CO<sub>2</sub> emissions of society”, as outlined in “Panasonic GREEN IMPACT”.<sup>\*1</sup>

In addition to the energy conservation initiatives of all employees, the company also aims to achieve virtually zero CO<sub>2</sub> emissions from its operations by the fiscal year ending March 2023 by adopting renewable energy and operating with electricity derived from 100% renewable energy sources.<sup>\*2</sup>

Going forward, the company will strive to continue enhancing the competitiveness of its businesses and to contribute to the protection of the global environment by reducing its own CO<sub>2</sub> emissions and offering solutions that can help customers reduce their CO<sub>2</sub> emissions.

The company also shared today its goals toward 2030 with employees.

### Notes:

<sup>\*1</sup> For more information on “Panasonic GREEN IMPACT”, [click here](#).

<sup>\*2</sup> The company actively promotes virtually zero CO<sub>2</sub> emissions by procuring Non-Fossil Fuel Certificates and I-REC Certificates to offset the company’s CO<sub>2</sub> emissions from electricity, and credits to offset CO<sub>2</sub> emissions from fossil fuels.

## Company profile

- ◆ Head office: 4261 Ikonobe-cho, Tsuzuki-ku, Yokohama-shi, Kanagawa, Japan  
Development, manufacture, and sale locations in Matsumoto, Tsuruga, Shirakawa, and Kusatsu in Japan; 38 companies in North America, Europe, China, and other Asia countries
- ◆ Number of employees: Approx. 34,000 (Japan: 6,000; overseas: 28,000 as of March 31, 2022 including consolidated subsidiaries)
- ◆ Business: Development, manufacturing, and sales of in-vehicle cockpit systems, ADAS (Advanced Driver Assistance Systems) and related devices, On-board chargers, systems and devices for xEVs, etc.
- ◆ Consolidated sales: 1.017 trillion yen (FY 2021 ended March 2021)

Visit the redesigned corporate website below.

<https://automotive.panasonic.com/en>

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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/>

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