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Date: 07/14/03
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TELECOMMUNICATIONS COVER PAGE

03E-035

To: Mr. George Person, Chief
 Recall Management Division
 National Highway Traffic Safety Administration
 U.S. Department of Transportation

Facsimile: (202) 366-7882

From: Hiroaki Matsubara
 President, Pioneer Electronics (USA) Inc.,
 Mobile Entertainment Division

RECEIVED
 2003 JUL 15 A 9 08
 OFFICE OF DIRECTOR
 INVESTIGATION

REFERENCE: NHTSA Identification No. 03E-035 Related to Pioneer Electronics (USA) Inc. CPSC Informational Disclosure Regarding Car Amplifier Model GM-X972 and Other Design-Related Car Amplifiers

If any portion of this transmission is missing, please call (310) 952-2528.

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERING THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA U.S. MAIL.

Exhibit 6

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**ATTENTION OWNERS OF PIONEER
AFTERMARKET CAR AMPLIFIERS:
SOME MODELS REQUIRE REPAIR
OR REPLACEMENT.**

We alert you to a potential service issue with some of Pioneer's aftermarket car amplifiers. Certain car amplifiers may contain a sub-heat sink component that may permit short-circuits to occur in the amplifier and may result in heat and, in some cases, the appearance of smoke. The amplifier may also become inoperable. Pioneer is not presently aware of any fire or other safety hazard caused by this issue.

As a result of this service issue, Pioneer will provide free repair or replacement, at Pioneer's option, of the affected amplifiers, which include:

- GM-X572
- GM-X574
- GM-X57Z
- GM-X574
- GM-X57Z

Anyone who owns or uses any of the above-listed products should contact the dealer where the amplifier was purchased to arrange for a free repair or replacement.

More information about this issue is available on www.pioneerelectronics.com or by calling Pioneer's toll free customer service line in the United States at 800-421-1636.

Exhibit 7

July 9, 2003

Dear Dealers:

Pioneer is recalling the following aftermarket in-vehicle stereo amplifiers sold since November 2002:

GM-X572
GM-X574
GM-X972
GM-D500M

Pioneer has determined that the installation of these car amplifiers in a manner other than as recommended by Pioneer may result in a potential safety hazard under certain conditions. This improper installation may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke, and the amplifier becoming inoperable. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

As a result of this amplifier recall, Pioneer will provide to consumers a refund of the retail purchase price of the affected amplifiers (GM-X572, GM-X574, GM-X972 and GM-D500M). Consumer refunds will be administered cooperatively with Dealers and Pioneer. Pioneer will provide a credit to Dealers for returned affected amplifiers.

Please discontinue the sale of the GM-X572, GM-X574, GM-X972 and GM-D500M immediately.

For return of your inventory (both boxed and demo units) please contact your Pioneer District Sales Manager immediately. Pioneer encourages you to complete return of all unsold inventories by July 31, 2003.

Consumers who have additional questions you may not be able to address can contact the Pioneer Customer Service toll free number at 1-800-421-1636.

We sincerely apologize for any inconvenience this may cause you and your customers.

Sincerely,

Hiroaki Matsubara
President, Pioneer Electronics (USA) Inc., Mobile Entertainment Division

Exhibit 8

July 9, 2003

Dear Distributor and Distributor Dealer:

Pioneer is recalling the following aftermarket in-vehicle stereo amplifiers sold since November 2002:

GM-X572
GM-X574
GM-X972
GM-D500M

Pioneer has determined that the installation of these car amplifiers in a manner other than as recommended by Pioneer may result in a potential safety hazard under certain conditions. This improper installation may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke, and the amplifier becoming inoperable. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

As a result of this amplifier recall, Pioneer will provide to consumers a refund of the retail purchase price of the affected amplifiers (GM-X572, GM-X574, GM-X972 and GM-D500M). Consumer refunds will be administered cooperatively with Distributor Dealers, Distributors and Pioneer. Pioneer will provide a credit to Distributors for returned Distributor and Distributor Dealer affected amplifiers.

Please discontinue the sale of the GM-X572, GM-X574, GM-X972 and GM-D500M immediately.

For return of your inventories (both boxed and demo units) please contact your Pioneer sales representative immediately. Pioneer encourages you to complete the return of unsold inventories by July 31, 2003.

Consumers who have additional questions you may not be able to address can contact the Pioneer Customer Service toll free number at 1-800-421-1636.

We sincerely apologize for any inconvenience this may cause you and your customers.

Sincerely,

Hiroaki Matsubara
President, Pioneer Electronics (USA) Inc., Mobile Entertainment Division

Exhibit 9

July 9, 2003

Dear Valued Consumer:

Pioneer is recalling the following aftermarket in-vehicle stereo amplifiers sold since November 2002:

GM-X572
GM-X574
GM-X972
GM-D500M

Pioneer has determined that the installation of these car amplifiers in a manner other than as recommended by Pioneer may result in a potential safety hazard under certain conditions. This improper installation may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke, and the amplifier becoming inoperable. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

As a result of this amplifier recall, Pioneer will provide to consumers a refund of the retail purchase price of the affected amplifiers (GM-X572, GM-X574, GM-X972 and GM-D500M). Consumer refunds will be administered cooperatively with Dealers and Pioneer. Refunds will include both the retail purchase price and the installation cost of the amplifier.

If you own one of these car amplifiers, you should return it to the retail location where it was purchased. You should return your car amplifier even if you believe it was properly installed. You should also return your car amplifier even if you have previously obtained service for your amplifier or received a replacement amplifier.

If you have a question that your retailer may not be able to answer, please call the Pioneer Customer Service toll free number in the United States at 1-800-421-1636. The operators are available Monday through Friday, 9:00 a.m. to 7:30 p.m. (Eastern Standard Time).

We sincerely apologize for any inconvenience this may cause you and your customers.

Sincerely,

Hiroaki Matsubara
President, Pioneer Electronics (USA) Inc., Mobile Entertainment Division

Exhibit 10



**SERVICE
INFORMATION**

No: SI-PG03003
Date: July 8, 2003

POLICY GUIDE

To: All Pioneer Electronics Authorized Car Electronics Service Companies
From: National Service Operations Division
Subject: Car Amplifier Recall

Effective immediately, the following car audio amplifiers have been recalled. In the event one of the following models is presented for service, please direct the consumer to return the amplifier to the Pioneer Dealer from whom it was purchased.

DO NOT ATTEMPT REPAIR OF THE UNIT!

Models to which this policy applies are:

GM-X574
GM-X572

GM-X972
GM-D500M

Pioneer has determined that the installation of these car amplifiers in a manner other than as recommended by Pioneer may result in a potential safety hazard under certain conditions. This improper installation may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke, and the amplifier becoming inoperable. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

Consumers who have purchased one of the above listed models should return them to the original selling dealer for a complete refund.

If, for some reason, the consumer is unable to return the unit to the dealer, or the dealer is unwilling to accept the return, please have the customer contact Pioneer Customer Support for resolution of the return. The contact number is:

800-421-1636

On any questions please contact your Office of Technical Service.

Pioneer Customer Support Division

Exhibit 11

Sign Up

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Attention Owners of Pioneer Aftermarket Car Amplifiers Model # GM-X572, GM-X574, GM-X972 and GM-D500M

SAFETY RECALL NOTICE

Pioneer has determined that the installation of these car amplifiers in a manner other than as recommended by Pioneer may result in a potential safety hazard under certain conditions. This improper installation may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke and the amplifier becoming inoperable. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

If you own one of these car amplifiers, you should return it to the retail location where it was purchased for a refund. You should return your car amplifier even if you believe it was properly installed. You should also return your car amplifier even if you have previously obtained service for your amplifier or received a replacement amplifier.

If you have a question that your retailer can not answer,

please call Pioneer's toll free customer service line In the United States at 800-421-1636.

We regret the necessity of asking you to take these steps but Pioneer's primary concerns are your safety and satisfaction with the quality and operation of your Pioneer product.



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Exhibit 12

FOR IMMEDIATE RELEASE

Contacts:

Amy Friend, 310-952-2507 or amy.friend@pioneer-usa.com

Jaed Arzadon, 310-952-2451 or jarzadon@pioneer-usa.com

PIONEER RECALLS CAR AMPLIFIERS
Improper Installation May Result in Safety Hazard

LONG BEACH (July 7, 2003) – Pioneer Electronics (USA) Inc. today announced the recall of the following four car amplifiers GM-X572, GM-X574, GM-X972 and GM-D500M which have been sold since November 2002. Pioneer has determined that the installation of these car amplifiers, in a manner other than as recommended by Pioneer, may result in a potential safety hazard under certain conditions. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

Consumers who own any of these amplifiers should contact the dealer where they purchased the product for a free repair (if available) or for a different model amplifier or for a refund. These car amplifiers should be returned even if the owner believes it was properly installed or if the owner has previously obtained service for the amplifier or received a replacement amplifier.

"Pioneer strongly encourages consumers to return their car amplifier to their local retailer for free repair or replacement. By replacing their amplifier, consumers can continue to enjoy the highest quality sound and performance from Pioneer products without concern for problems related to improper installation," said Hiroaki Matsubara, president of the Mobile Entertainment Division of Pioneer Electronics (USA) Inc. "Pioneer sincerely apologizes for any inconvenience this may cause our customers."

Pioneer's primary concerns are the consumers' safety and satisfaction with the quality and operation of their Pioneer products.

The improper installation of these amplifiers may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke and, the amplifier becoming inoperable.

More information about this issue is available on www.pioneerelectronics.com or by calling Pioneer's toll free customer service line in the U.S. at 800-421-1636.

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, computer and cable television equipment for the home, car and business markets. Pioneer Corporation focuses on four core business domains including DVD, display technologies, Digital Network Entertainment™ and components. Founded in 1938 in Tokyo, Pioneer Corporation and its affiliates employ more than 34,000 people worldwide. Its shares are traded on the New York Stock Exchange (NYSE: PIONEER).

Exhibit 13

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SAFETY RECALL NOTICE

Pioneer is recalling the following aftermarket car amplifiers which have been sold since November 2002:

- **GM-XS72**
- **GM-XS74**
- **GM-XS7Z**
- **GM-D500M**

Pioneer has determined that the installation of these car amplifiers in a manner other than as recommended by Pioneer may result in a potential safety hazard under certain conditions. This improper installation may result in the amplifier overheating during use, the exterior surface becoming hot to the touch, the appearance of smoke and, the amplifier becoming inoperable. Pioneer is not currently aware of any injury or vehicle damage resulting from the improper installation of these car amplifiers.

If you own one of these car amplifiers, you should return it to the retail location where it was purchased for free repair (if available) or for a different model amplifier (if available) or for a refund. You should return your car amplifier even if you believe it was properly installed. You should also return your car amplifier even if you have previously obtained service for your amplifier or received a replacement amplifier. We regret the necessity of asking you to take these steps but Pioneer's primary concerns are your safety and satisfaction with the quality and operation of your Pioneer product.

More information about this issue is available on www.pioneerelectronics.com or by calling Pioneer's toll free customer service line in the United States at 800-421-1636.

Thank you for your cooperation in ensuring the safe and effective operation of your Pioneer car amplifier.