



For Immediate Release

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Notice Regarding Counterfeit Pioneer Head Units, Dash Cameras and Speakers

We have recently discovered that there are counterfeit head units, dash cameras and speakers bearing the Pioneer brand name for sale to Malaysian consumers in both online marketplaces and physical stores. These counterfeit head units, dash cameras and speakers are inferior in terms of quality whereas customer safety and product quality have always been Pioneer's top priority.

The sale of products that violate the laws including counterfeit goods is strictly prohibited and Pioneer has been working closely with the respective authorities to investigate the sale of such counterfeit products.

In a recent case, a raid action undertaken together with The Ministry of Domestic Trade and Consumer Affairs (KPDN) Sarawak has been conducted in Kuching, Sarawak. A total of 902 units of counterfeit Pioneer products worth RM442,977 have been seized in order to prevent distribution to Malaysian consumers. The seized goods were of Chinese origin and were brought into Malaysia by disreputable importers. To see article, please visit: [KPDN serbu, rampas barang tiruan bernilai lebih RM400 ribu | BULETIN TV3 Malaysia](#)

Pioneer has a zero-tolerance policy towards counterfeit products as they freeride the excellent reputation of the Pioneer brand name and betray our customers' expectations. Most importantly, such counterfeit products are of inferior quality and have not gone through the stringent and rigorous quality assurance and safety checks which all genuine Pioneer products are required to go through.

To avoid purchasing counterfeit products, Pioneer recommends that our customers purchase Pioneer products from Pioneer's authorized distributors and dealers and trustworthy retail shops.

We will continue to monitor the market and will take decisive legal action against any sales of counterfeit products. This is our responsibility and commitment towards our customers and the public – to safeguard your interest and ensure your confidence and peace of mind while enjoying the superior sound quality of our products.

We would like to take this opportunity to sincerely thank you for your continued support to Pioneer.

About Pioneer Corporation

Founded in 1938 as a speaker manufacturer in Japan, Pioneer has evolved into a global enterprise that offers exciting world-first, industry-first products and services. Pioneer engages primarily in the car electronics business globally. We supply high-performance navigation systems, audio/video systems, and speakers to leading automakers and consumers around the globe. We leverage our manufacturing excellence and engineering expertise in in-car acoustics to develop high-fidelity in-car systems and solutions that recreate an ideal sound field inside the vehicle. Our wealth of knowledge in acoustics and sound reproduction gained in the mobility domain is incorporated into developing professional sound solutions and high-end hi-fi audio components. We also develop and offer software applications and solutions to be incorporated into next-generation vehicles. To learn more about the Pioneer Corporation, please visit: <https://global.pioneer/en/?ref=header>

About Pioneer Electronics AsiaCentre Pte. Ltd.

Pioneer Electronics AsiaCentre Pte. Ltd. is a sales, service and marketing company for the Pioneer brand of car audio products and accessories in the Southeast Asia region. All Pioneer products are available through our authorized distributors throughout the Southeast Asia region. For more information on the Pioneer brand and our products, please visit our website at: <https://sg.pioneercarentertainment.com/>

About Yupiteru Technology (M) Sdn. Bhd.

Yupiteru Technology (M) Sdn. Bhd. is Pioneer's authorized distributor in Malaysia and is responsible for the marketing, distribution and sale of Pioneer products in Malaysia. For more information on the Pioneer brand and our products in Malaysia, please visit: <https://www.pioneermalaysia.com/>