

Corporate Vision



The employees of the Kenwood Group all share the Kenwood Corporate Vision. Our employees are proud that Kenwood is a company that does business based on five core values. Kenwood is a company that works harmoniously with the communities that surround it.

● Corporate Vision

Reaching out to discover, inspire and enhance the enjoyment of life.



● Guiding Principles

Cultivate original thinking and execute with pride, passion and precision.

● Core Values

A Step Ahead

To drive dynamic evolution through progressive thinking and a willingness to embrace change.

The Right Fit

To create products and services that have an intuitive appeal because they fit customer needs and lifestyles.

Fresh Experience

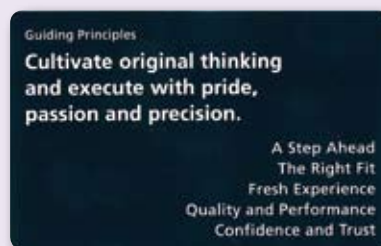
To foster the spirit of discovery and refreshing surprise at work and in daily life.

Quality and Performance

To insist upon uncompromising quality and performance in our products, our people and our business practices.

Confidence and Trust

To build confidence in the brand and lasting goodwill through relationships based on trust.



Kenwood employees keep cards describing our corporate vision, guiding principles and core values close to their hearts throughout the day.