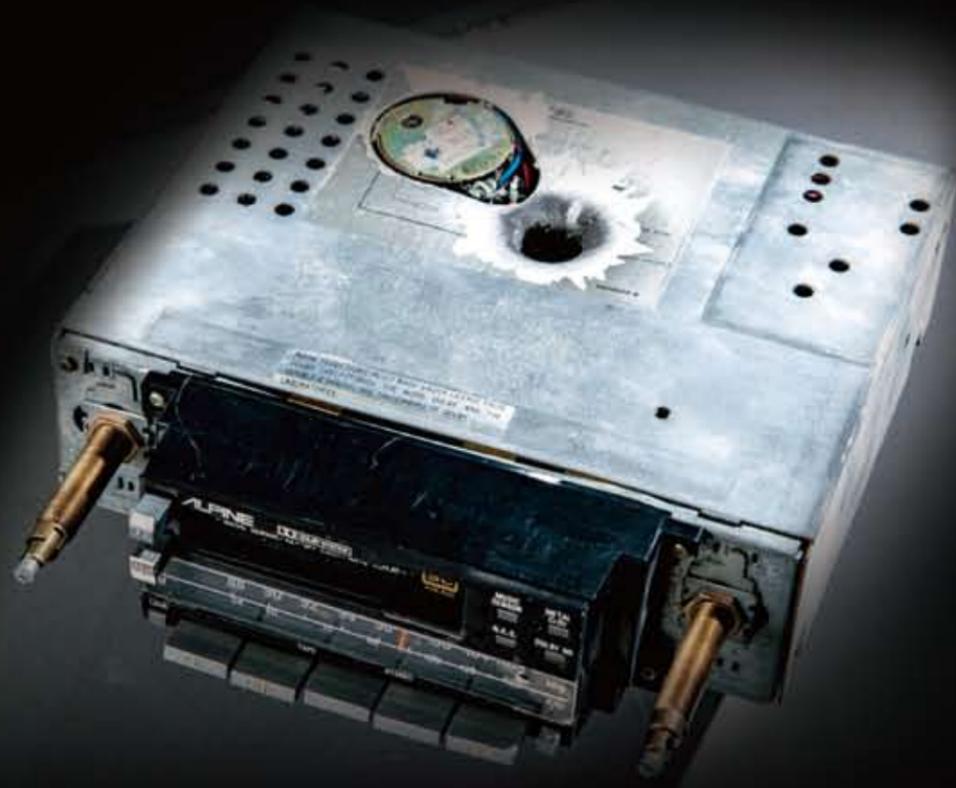


ALPINE MAGAZINE

FIVE STRIPES

2019
Spring

A bullet mark of anger inscribed
into the car audio
Everything started here. _____



Information
Magazine

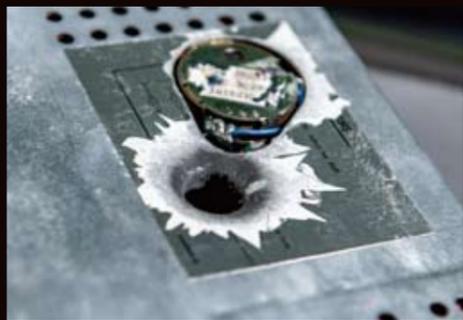
ALPINE MAGAZINE
FIVE STRIPES 2019 Spring

ALPINE MAGAZINE 『FIVE STRIPES』
2019 Spring

[Issued by] Alpine Electronics Marketing, Inc.
1-7-1 Yukiyaotsukamachi, Ota-ku, Tokyo

ALPINE
Driving Mobile Media Innovation

ALPINE
Driving Mobile Media Innovation



Alpine's determination confirmed on one exhibit

Near the entrance of the museum of our past great machines in the head office of Alpine in Iwaki City, Fukushima Prefecture, an old car audio system is exhibited, attracting visitors' attention. In the center, surprisingly, the exhibit has a large hole, showing that something penetrated it. That is a bullet mark inscribed by a 45-caliber magnum. Why do we intentionally exhibit a product shot by a gun at a place where it can easily attract attention?

Alpine received that product in 1981. Shortly after we first entered the U.S. market, the quality of our products was still unstable. The customer who purchased that car audio, was dissatisfied because a cassette tape got jammed and could not be ejected. He removed the machine from his car, and shot it with a magnum gun.

The defective product might be just one of some millions of the products we manufactured. However, it was everything for that customer. By dissatisfying the customer, this machine made us at Alpine aware that the basis of production and services is "quality". Since then, we have continually exhibited this product.

Today's manufacturing of Alpine started here.

Greetings for publication of "FIVE STRIPES"

I would like to express our congratulations to all of you in this warm spring weather.

Please let us at Alpine deliver "FIVE STRIPES" to the registered members.

Since our foundation in 1967, Alpine has continuously been making efforts towards the creation of new values, aiming to be a "mobile media innovation company" so that we can create comfortable in-car environments to turn driving into joy, and contribute to the development of a safe and secure car society.

What we value the most is the spirit of "Customer First".

What values can we provide in order to make each and every customer's car life happy?

With this thought in mind, all our staff members are working on product development every day.

"Making child-rearing families' car lives happy"

Based on this vision, we are making the most of the opinions gathered from our sales staff and customers in product planning and communication with customers.

We hope that these "FIVE STRIPES" will help our customers know more about the Alpine Brand and make their car lives happy.

Please look forward to the creation of new value by Alpine in the future.

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ALPINE STORE



What are the "FIVE STRIPES"?

Derived from the five lines (five stripes) on the brand logo.

"1. Best technologies; 2. Best products; 3. Best marketing; 4. Best service system; and 5. Best partners" - These act as the five guidelines that symbolize our corporate activities.

【FIVE STRIPES】

ALPINE MAGAZINE 『FIVE STRIPES』Vol.2
2019/ Summer

【Issued by】

Alpine Electronics Marketing, Inc.
1-7, Yukigayaotsukamachi, Ota-ku, Tokyo

The long history of Alpine's "innovation"



"7155" launched in 1983, an epoch-making head unit integrating a cassette deck, an FM/AM radio tuner, and an amp into one unit.



"F#1 Status" launched in 2000, the highest class of car audio system, pursuing high-quality sound and leading to the arrival of the digital sound era.



"Rear Vision TMX-R1500" won the Car Accessory Award 2008. A big hit to date as a necessary item for parenting families' minivans.



Launched in 2010, the "Big X" employed an 8-inch monitor screen, defying the conventional wisdom of the industry. It turned the tide toward large monitor screens in the car navigation system market.

- May 1967 ◆ Founded Alps Motorola Co., Ltd.
- 1971 ◆ Launched "Handy 8", a portable 8-track player, as the first own brand product.
- August 1978 ◆ Amicably dissolved joint venture with Motorola.
- November ◆ Changed the company name to Alpine Electronics, Inc.
- 1979 ◆ The "7206", a product with the one-body (head unit) concept, was a market leader.
- December 1982 ◆ Launched the car audio component, the "LS-5 Series".
◆ Computer equalizer "3015" achieved a high reputation globally as an epoch-making product.
- March 1988 ◆ Alpine Electronics, Inc., was listed on the Second Section of the Tokyo Stock Exchange.
- April 1990 ◆ Lamborghini Diablo debut. Employed as a unifying global image character.
◆ Launched the high-end car audio "Juba Series".
- September 1991 ◆ Alpine Electronics, Inc., listed on the First Section of the Tokyo Stock Exchange.
- September 1992 ◆ Founded Evaluation Center within Iwaki Plant.
- December ◆ December 25th anniversary.
- February 1994 ◆ Launched world-smallest (2.4-liter capacity) CD remote changer "CD Shuttle 5960".
- July 1996 ◆ Car navigation system "NVE-N055V" won the car navigation grand prix of Nikkan Jidosha Shimbun Car Accessory Award.
- January 1998 ◆ Won the first prize of North American car audio customer satisfaction (survey by Verity) for 7 straight years.
- October 2000 ◆ Launched high-end car audio "Alpine F#1 Status".
- November ◆ Won No. 1 car audio quality in survey by J.D. Power and No. 1 car navigation customer satisfaction (USA).
- September 2001 ◆ "Alpine F#1 Status" won prestigious awards in Japan and overseas, including European Car Audio Award.
- June 2005 ◆ Industry-first iPod direct link head unit "CDA-9855J1" won Nikkan Jidosha Shimbun Car Accessory Award 2005
- November 2006 ◆ Launched car AV/navigation-combined machine "Mobile Media Station X07".
- July 2010 ◆ "Big X VIE-X088" won the grand prix of the 23rd Nikkan Jidosha Shimbun Car Accessory Award 2010.
- March 2011 ◆ Received widescale damage against the office building due to East Japan Earthquake but restarted operations within about two weeks.
◆ "VIE-X088V" won Good Design Award 2011 of Japan Institute of Design Promotion
- October ◆
- October 2012 ◆ The Big X Series won No. 1 customer satisfaction in the stationary navigation system segment in survey by J.D. Power.
- July 2014 ◆ "10-inch Bix X Premium" won the grand prix of the 27th Nikkan Jidosha Shimbun Car Accessory Award 2014.
- April 2017 ◆ Launched Alpine Style Customized Car and opened first authorized dealer.
- May ◆ 50th anniversary.
- October 2018 ◆ "Big X Series" received the Japan Car Navigation Division Award at "Car Accessory Award 2018 by J.D. Power," winning No. 1 customer satisfaction for 7 straight years since 2012.
- January 2019 ◆ Alps Electric and Alpine management began integration as Alps Alpine Co., Ltd.



Alpine's excellent machines, talking about our challenges in and attachment to manufacturing

The Alpine Museum in Alpine's head office in Iwaki City, Fukushima prefecture exhibits excellent machines from the past, including epoch-making products in chronological order.

In 2017, Alpine celebrated its 50th anniversary. Our starting point was Alps Motorola Co., Ltd., founded in 1967 as a joint venture between Alps Electric and Motorola, Inc. of the USA. This was in the midst of high economic growth. Under the circumstances of the private car boom, Alps Motorola entered the car stereo market with 8-track tape players. The brand was rapidly recognized as delivering genuine audio, particularly because the products were used in Lamborghini Countach.

In 1978, the Company was renamed Alpine and manufactured hit products, which led the Company to a stable position as a car audio manufacturer. Our products were car audio machines employing the green-colored "Self-Illuminating Switches". Not only a cool-looking design, but also a novel mechanism making night drives exciting, making products dominated the world. These products became Alpine's identity thereafter. At the same time, Alpine's unique ideas produced various products.

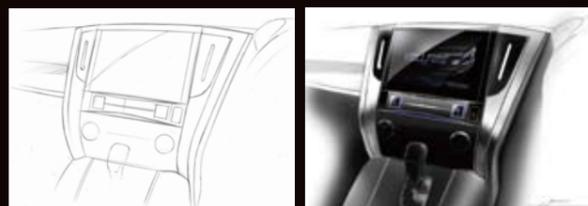
In the mid-1990s, we also started focusing on car navigation systems, including marketing of excellent machines such as the 055 Series. Since around 2000, music media changed from cassette tapes to CD, via the MD, and finally to the i-Pod. The digitalization of media outstandingly improved the sound quality. Making its debut under these circumstances was our flagship model, "F#1 Status", which showed the acoustic technologies we had cultivated.

Further, since the early 2000s, we had created a market of "model-dedicated products" that realized beautiful installation that was different by car model. At that time, conventional car navigation machines used 7-inch screens but our representative car navigation system, the "Big X", employed a large, 8-inch screen due to the use of model-dedicated installing panels. And today, even 11-inch screens are available.

For the model-dedicated product, you can also install "Rear Vision", a large monitor screen for the back seats, to enjoy entertainment anywhere in the car. As such, we keep creating new products that can answer our customers' demands and proposing car lives.

Pursuing more beautiful designs exceeding customers' expectations

Making it more beautiful and cooler – To pursue design is one of Alpine's major business characteristics. We produce designs that can be provided only by a car accessory manufacturer.



When a new model car is launched, we start design and development. Starting from drawings and going through clay modeling, we develop optimum designs.

Automobiles have their own characteristics and the interests and preferences of owners are not identical. Nonetheless, the designs of car navigation systems and car audio systems have no great difference. Properly speaking, we should pursue various and beautiful designs that match the automobile's individuality and the owner's preference.

We at Alpine stick to this.

Launched in 2010, the car navigation system "Big X" became a big hit due to its use of an 8-inch monitor screen instead of the standard 7-inch monitor screens broadly used

at that time. What made the product popular was not only the enlarged monitor screen but also other factors. One of them was pursuance of beautiful installation to break the general-purpose image.

Since then, Alpine has accelerated our pursuance of beautiful designs. When a new automobile is marketed, we undertake thorough research into the materials and shapes of the interior equipment. We keep developing beautiful designs suitable to individual automobile models.

Not only for a better fit but also for higher operability, we design switches and illuminations on a model-by-model basis. This adherence to design is a tradition we have inherited from the Company's foundation. These designs include the green illuminating switches that became very popular. In addition, as the value of our products, we have provided designs that decorate the passenger compartment, including the high-end car audio "F#1 Status". Design capability that can be demonstrated only by a manufacturer dedicated to car accessories is the true value of Alpine. In any era, Alpine continues proposing new designs that exceed customers' expectations.

To reproduce sound in the car having the quality equal to or better than that of a home audio system

In the car, you can't enjoy music sound quality as good as that from your home audio system. This common sense has been broken by Alpine.



In the audio room, we conduct sound quality evaluation by using high-spec home audio systems in order to improve basic functionality.

The "good sound" you enjoy from your home audio system cannot be reproduced in the car. This was long said as if it was common sense. Currently the structure and material used in cars are not considered to possess "good sound". In addition, vibration and noise occur during driving. You have a variety of severe conditions making it difficult to enjoy audio.

However, Alpine keeps endlessly challenging to defy that conventional wisdom. Of course, the realization of this is never going to be easy. What is most important is to fully improve basic functionality so that the original sound can be faithfully reproduced.

Since its foundation, Alpine has been making all-out efforts to

improve the sound quality of the car audio head units and speakers. As to the "Big X", a unit integrating a car AV and navigation system, and the Speaker "X", we are pursuing playback with a quality as high as that of a high-class home audio system. Furthermore, in order to reproduce that high-quality sound in the car, we continue to conduct research and development activities concerning acoustic characteristics in room.

This shows Alpine's strong desire to reproduce sound in a quality as high as that of home audio systems in the car, and our pride as a car accessory manufacturer.

At present, the automobile industry is making efforts to raise EV production. Since EVs reduce noise and thus improve internal silence, they are advantageous for car audio systems. In this era, we must surely be requested to produce true "good sound".

By setting higher targets, Alpine's development team will keep on pursuing "good sound". These efforts will never have a finish line.

QUALITY

TUNED BY ALPINE

The vehicle passenger compartment is not always friendly to equipment. Vibration, noise, light, heat... Products refined by considering various environments

Automobiles are placed under very severe conditions including temperatures and vibration. Stable quality in those environments is supported by the unparalleled in the world Evaluation Center.



In the premises of Alpine's Head Office in Iwaki, we have an oval course that looks like a race circuit. Using this course, we drive automobiles at high speeds to investigate how the generated vibration and noise affect the navigation system and the audio equipment. Other than this oval course, Alpine has founded the Evaluation Center for strict product testing, including

a facility equipped with a machine that simulates sunlight. These facilities simulate any and every environment on the earth. We built them aiming to manufacture products that work stably even under severe conditions. This is one of the reasons why Alpine products have gained a reputation for high reliability in the world market.



Monitor check

The lighting room simulates sunlight that is never constant. The solar simulating machine freely changes the intensity and angle of the sunlight to check the visibility of monitor screens and other equipment.



Acoustic check

The acoustic laboratory has walls of a sound absorbing structure. We bring automobiles here and simulate driving conditions at a maximum speed of 200 km/h. We can check the impact on the equipment by the road noise and the engine noise.



Vibration resistance check

To ensure our products exhibit stable performance under any amount of vibration, we built 15 types of roads including a stone-paved road and a rough gravel road. The driving sound recorded on this course was used in a Japanese animation movie that was a global hit.

The tuning level is of a custom-made class. Reliable, safe, and comfortable driving supported by: "Tuned by Alpine"

The car AV / navigation systems have individual settings that differ greatly from car to car. "Tuned by Alpine" provides dedicated tuning on a model-by-model basis.



The usability of the car navigation system is suitable for the vehicle in which the system is installed. This is the main key to "Tuned by Alpine". When the ignition is turned on, the navigation system starts with the model illustration and a dedicated sound. When you play audio, you can enjoy sound that is minutely tuned on a model-by-model basis by the

Alpine "Sound Meister". The rear camera shows rear guiding lines that differ from model to model. The parking log search function considers the preset vehicle size when showing the result. Dedicated tuning based on the model provides customers with secure, safe, and comfortable driving.

Sound tuning Turning the passenger compartment into an ideal acoustic space

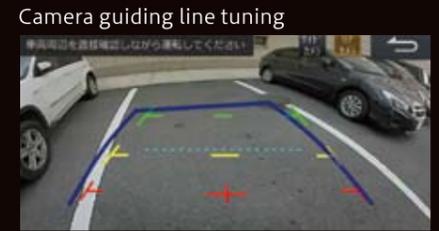
Optimum acoustic tuning is carried out and set in advance for the internal environment on a model by model basis.



The Sound Meister adjusts the sound so it is optimum for the model to provide comfortable sound.

Camera guiding line tuning Supporting rear security and safety

On a model-by-model basis, the system adjusts the guiding lines shown on the monitor screen when the car is put into reverse. You can rely on it when you park your car.



The distance and direction of the movement of the car, which differs from model to model, is indicated by the lines.

Vehicle information tuning Guiding to parking lots suitable for your car

When you search for parking lots on the navigation system, it shows only those that your car can park in by considering the vehicle dimensions.





ALPINE STYLE

Premium space design

When getting a new car, the person is excited imagining his/her future. We at Alpine strongly desire to further enhance this excitement.

The “Alpine Style Premium Space Design” stands for designing of an optimum passenger compartment space on a model-by-model basis.

The passenger compartment space will be enhanced by various dedicated products for the model, including the navigation system, rear vision system, and the speakers.

The equipment stimulates the five senses of the people in the car and satisfies their hearts.

People drive together with the space of the vehicle. To design that space means to design a car’s life. It can change the flow of time, the joy of conversations, and even the number of smiles.

The Alpine Style Premium Space Design for your car, and for you and your family.



Large screen Powerful monitor showing a wide area



The map on the "Big X" is not enlarged, unlike the maps on other systems with large screens. The 11-inch screen, which is more than twice as large as a 7-inch screen, shows a wider area, providing the driver with much more information.

High resolution High resolution



Employs a WXGA LCD, which is 2.4 times as beautiful as the conventional WVGA LCD. In addition to the high resolution, the LCD screen features a "gapless structure", which can clearly display the maps and videos.

Countdown guidance Supporting the timing of left and right turns



At entrances to urban expressways and major intersections, the system guides you with an easy-to-understand 3D illustration.

Before the target intersection, the driving direction and the number of the intersections are counted down. You will never miss when to turn.



Voice Touch Easy operation by voice



Employs the "Voice Touch" function enabling you to operate the system only by vocalizing commands.

The voice input never requires button operations. Say a command at any time.



Immediately changes to the camera image.

Winner of four awards concerning customer evaluation.



Including first prize in the customer satisfaction surveys by "J.D. Power" for 7 straight years and the Nikkan Jidosha Shimbun Car Accessory Award, the "Big X" series has won most of the major awards. The performance of the Big X series as car navigation systems has been highly evaluated by the customers.

Graphical user interface Menu screen understandable at a glance



The menu and other screens provide graphical icons, which are large and easy to view. You can intuitively understand how to operate it.



Use this QR code for more information on the "Big X" series.

BIG X 11



Large monitor screen, majestic and fascinating

With an overwhelming presence, the "Big X" series demonstrates the attractiveness of a navigation system equipped with a large monitor screen. The charm is brought from the combination of the beautiful installation and design, and the excellent functionality and operability.

Optimized by model and providing beautiful design and installation.

Visibility and usability are pursued by employing an 11-inch screen, which is one of the largest screens in history.

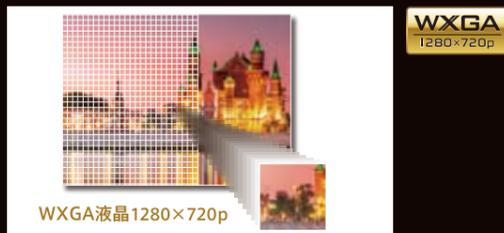


The large display of the "Floating Bix X11" is separated from the main body of the navigation system, looking as if it flows.

The large screen navigation system "Big X" series will make you think, "With this system, I feel like I can enjoy driving anywhere."

The series began with 8-inch screens. The latest model employs a screen as large as 11 inches. Of course, it can be mounted in the dashboard without giving an uncomfortable feeling. In addition, it offers easy operability and usability. What is excellent in particular is the "Voice Touch" function, which allows the user to control the navigation system by voice. By using it, you can directly set the major functions including the destination search and the camera angle switching function. The presence and usability of a large screen can be provided only by the "Big X" series.

With the high-resolution WXGA LCD, even the details of the images are colored bright.



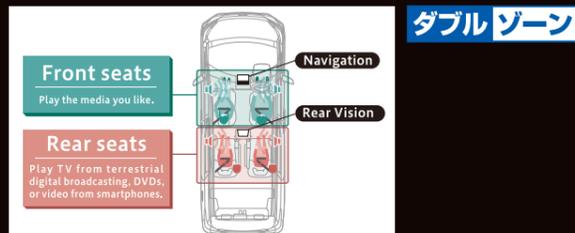
The Rear Vision flagship model employs a WXGA display to clearly show the images of the terrestrial digital broadcasting and DVDs.

Models employing Plasmacluster technology perform deodorization and sterilization.



The "Plasmacluster" function is employed to reduce air-borne bacteria and pollen, as well as food smells. Use the turbo mode for quick deodorization.

Different contents can be played back for front and rear seats.



By using the Double Zone function and combining the Rear Vision with Alpine's car navigation system, people in the front seats can enjoy a source different from the source for the rear seats.

Each can independently enjoy a different source.



If you are in a rear seat and want to enjoy a video source different from the person in the next seat, then use the headrest mount type that supports HDMI connection.



REARVISION

You can enjoy movies via a Evolution of the rear seat monitor that

DVD player and a smartphone. greatly improves the rear seat comfort.



Use this QR code for more information on the "Rear Vision".

The headrest mount type models range from 8 inches to 10.2 inches.



AR coating providing bright colors



Alpine's conventional LCD panel

LCD panel with AR coating

*Imaged comparison

The AR coating is applied to the LCD panel to reduce reflections, dull colors due to sunlight, and the occurrence of ghosting. It produces beautiful images.

Double Zone function and wide view angle display making even a long drive comfortable

The popular rear seat monitor named "Rear Vision" is the answer for customers who desire to enjoy videos from the rear seats.

The lineup is rich as the screen size ranges from 9 to 12.8 inches, and two installation types are available. The ceiling mount type is very popular. It is of high quality, and just fits the internal design. The product lineup includes models using the Plasmacluster technology.

In case of the headrest mount type, if two units are installed on the left and right sides, you can enjoy an independent source on each of them.

Both types support the Double Zone function, which offers different sources, such as music and video, to the front seats and the rear seats.

High image quality is guaranteed, of course. The monitors actualize a comfortable moving space even during a long-distance drive.

*The Plasmacluster logo, プラズマクラスター, and Plasmacluster are registered trademarks of Sharp Corporation.



The "Lift-Up 3-Way Speaker" realizes high-quality sound and a high-grade interior by automatically raising and lowering the active top cover and the tweeter, which are mounted on the dashboard. The lineup includes types dedicated to Toyota ALPHARD/VELLFIRE, Toyota Harrier, and Toyota C-HR.

Speakers of one and only high quality realized over 14 long years

High-quality sound you can feel in the car



When the ignition is turned on, the active top covers and the tweeters are automatically lifted up. The high sound range from the tweeters reflects to the active top covers, causing the sound to diffuse from the dashboard.



The spin-type active top cover and the silver decorated panel create the high-grade image. The blue LED creates the floating feeling.

The sound in the car is upgraded by the speakers. High-quality space realized only by a brand dedicated to car accessories.

Needless to say, the sound is determined by the sound outlets, or the speakers. Even with a high sound quality head unit, the sound quality greatly depends on the speakers. That is why we at Alpine have devoted all our energies to development of speakers. The Alpine X, released in 2016, is a speaker system completed after a development period of 14 long years.

The speaker system achieves an extremely high resolution by using carbon graphite tweeter diaphragms, which are also used in high-class home audio systems.

In addition, the woofer diaphragms use very high-performance nanofiber. The sound is faithfully reproduced, ranging from a very low volume to overwhelmingly a volume.

Also, the car-dedicated Premium Sound System, which combines beautiful installation and design, as well as high-quality sound, is only available from Alpine.



Use this QR code for more information on the speakers.



The tweeters are separate units. By adjusting the installation positions, the acoustic space can be improved.



The dedicated network uses gold lines harmonizing with the whole system tonality. The design was refined in detail.



The woofers realistically express the broad sound space by the heavy base sound spreading from the centers of the nanofiber cones.

MAP

Reasons why you can't miss the free-of-charge map update for 3 years

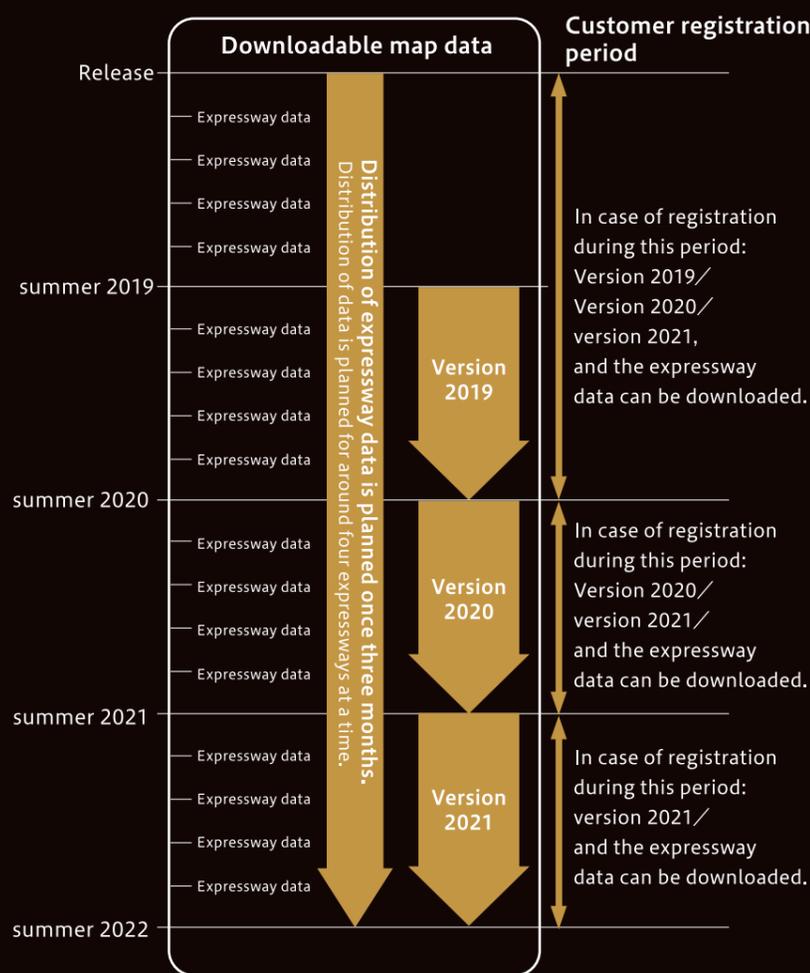
The package of an Alpine Car Navigation System product necessarily includes the right to free-of-charge map updates for 3 years. Please let us explain why the map needs updating.

The map information provides not only road information, but also gas stations, parking lots, shopping malls, restaurants, and the like to support your driving. In addition, in order to make the most of the navigation functions including the traffic information by VICS, it is important to keep the map information up to date.

If you purchase an Alpine car navigation product and complete customer registration, the map will be updated for free for 3 years and for a fee thereafter. After purchase, the new data support your comfortable driving life.

Map data update schedule (for 2018 navigation models)

*When to distribute the data is announced in advance on this website.



Connect the navigation system to a Wi-Fi environment such as a smartphone. Update the map from the displayed list.



For map updates, you can also use the map update data disk, which is delivered after making an application from the member page.

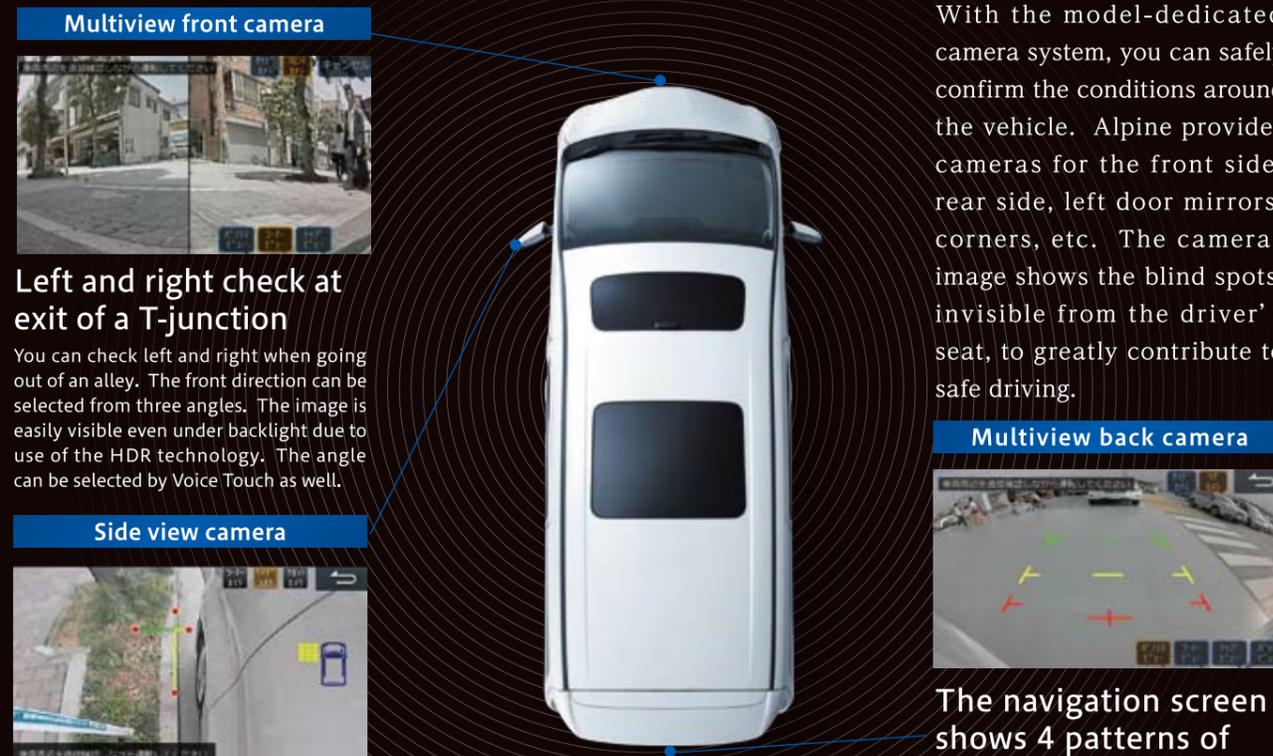


Use this QR code for more information on the maps and the cameras.

DRIVESENSOR

Activation and angle switching by Voice Touch The high-performance camera system assists safe and comfortable driving.

Even if you are an expert driver, you cannot avoid car blind spots. The model-dedicated camera system from Alpine is useful in solving this problem.



Multiview front camera



Left and right check at exit of a T-junction

You can check left and right when going out of an alley. The front direction can be selected from three angles. The image is easily visible even under backlight due to use of the HDR technology. The angle can be selected by Voice Touch as well.

Side view camera

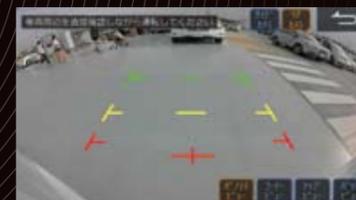


Left-side check when getting close to the road edge

The images of the front and side of the passenger seat are displayed on the navigation screen. The guiding lines are available, which help you get the car close to the road edge. Due to the model-dedicated kit, the finish of installation looks good. The system supports the Voice Touch function.

With the model-dedicated camera system, you can safely confirm the conditions around the vehicle. Alpine provides cameras for the front side, rear side, left door mirrors, corners, etc. The cameras image shows the blind spots, invisible from the driver's seat, to greatly contribute to safe driving.

Multiview back camera



The navigation screen shows 4 patterns of backward images in the optimum scene.

During reverse driving, the system displays the guiding lines corresponding to the estimation of the turning direction by sensing the steering angle you make. In addition, the Voice Touch function can be used to change the four angles for imaging.

DriveRecorder

During driving, the system records the parking scene from inside. Supports secure driving.



■ DVR-C02R
Front and rear recording type



■ DVR-C02W
Front and inside recording type



■ DVR-C02S
Front and rear recording type

During driving, the driver recorder automatically records the images of the front side, rear side, and inside the passenger compartment. The clear full HD image recording helps you correctly understand the conditions. It functions during parking, and thus supports crime prevention. It also works in conjunction with the Alpine Car Navigation System.

Alpine-proposed 5 "S" + 1 "S"

FIVE "S" + ONE "S"

Sports, spartan, sharp, simple, and smart.

The five Ss show the concepts required to create a premium car hankered after by everyone.

One S is then added to them, meaning safety.

These 5 "Ss" and 1 "S" are the indices of the new car life proposed by the Alpine Style.



New concept creating future car life

Focusing on the mobile media including car navigation and audio, the Alpine Style provides new ideas.

Developing original exterior and interior designs.

Unprecedented, exciting cars appear.



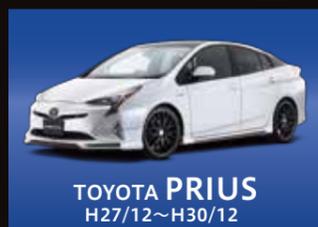
For the "Big X", we have reviewed the designs over and over on a model-by-model basis to pursue beautiful cockpits. The sound and safety functions have also been tuned optimally on a model-by-model basis.



The seat covers providing a premium feeling are also dedicated for each model. The center part uses genuine leather for better fitting and moisture absorbing/releasing properties.



One "S" of the "5 Ss + 1 S" represents "Safety" that is available only from a car electronics brand. Corner cameras interlocking with the navigation system are mounted in the aero parts. A unique style is realized.



Use this QR code for more information on the Alpine Style.

ALPINE STYLE

Alpine Style Customized car



Staff members of Alpine Style Yokohama 246. Manager Mokumoto (center, front) says, "We make effort to answer up to minute desires by the customers as far as possible. We would like you to visit us without hesitation, just like going to have a coffee."



Needless to say, they exhibit Alpine's car AV products. The exhibits include the "Big X" series of large screen navigation system products, and the featured Lift-Up 3-Way Speaker products.



In the back, they have a pit with lifts for two vehicles. They accept automobile inspections and other simple servicing.

Alpine Style Yokohama 246

☎ 042-850-7282

Business hours:
10:00-19:00

Regular closing days:
Every Wednesday
(First, third, and fifth Tuesdays)

Address:
2-30-12, Minami-Tsukushino,
Machida City, Tokyo 194-0002

The store is on Route 246, looking like a café. To respond to various needs, the store prepares dressing-up accessories including Alpine's car AV products, wheels, and seat covers. The store also has a kids' space for child-rearing families.

ALPINE STYLE

FUKUOKA R3

This is our base to spread fascination with Alpine Style to our customers in the Western Japan area.

Of course, the store displays a lot of Alpine's car AV electronics products. They are proposing various customization styles to respond to customers' demands.

They support customers' own car lives by providing unique vehicles.



The store exhibits actual cars inside. The customers can touch actual cars to enjoy the fascination of customized cars.



Our stores are able to provide a solution for all models from all manufacturers. A big selling point is the ability to handle imported cars, which are difficult to customize.

Alpine Style Fukuoka R3

☎ 092-663-5680

Business hours:
10:00-19:00

Regular closing days:
Every Wednesday
(First, third, and fifth Tuesdays)

Address:
1-22-25, Shimobaru, Higashi-ku, Fukuoka
City, Fukuoka Prefecture 813-0002



The Alpine Style customized cars are here!

Following the foundation of "Alpine Style Fukuoka R3" in 2017, "Alpine Style Yokohama 246", our first directly managed store in Eastern Japan, was founded.

Our customers are steadily becoming fascinated.

ALPINE STYLE

YOKOHAMA 246

The internal space looks like an American café. The sophisticated customized cars are placed in line. The "Big X" systems are mounted in the dashboards, showing their presence. The store's objective is to quickly catch the changes in customers' needs by directly talking with them. Using the two-store organization with the first store "Fukuoka R3", we are selling customized cars as contacts between the Alpine brand and the customers.



We desire to propose new value through the sales of cars.

In store, we are proposing total coordination by using not only car audio but also aero parts, wheels, seat covers, and the like.

Since starting two years ago, our sales activities in Fukuoka have been steadily expanding. You can touch cars in store that are totally coordinated based on this experience. At the Auto Salon this year, the period was just a few days but we made many new contracts.

This really shows that recognition of the Alpine Style has been increasing. At present, we are dealing with 13 vehicle models. This year, the Mazda CX-8 is interested and is

drawing attention. Of course, we quickly responded to it. We would like to increase the number of vehicle models from now on.

After selling a car to a customer, the local dealer close to that customer is asked to handle servicing. So, customers can use their cars at ease after delivery.

In addition, we at Alpine have a vision, "making the car lives of child-rearing families happy". To this end, we would like to create and propose new value through cars.



The person being interviewed is Masaki Mokumoto, Store Manager of Alpine Style Yokohama 246. He is saying that he had a valuable experience for two years at Fukuoka R3, which is our base in Western Japan.

1 Large screen displaying a map of a large areas.

The large 11-inch screen greatly improves map visibility. It shows the route in a large area to relieve your anxiousness, including “where to turn next” and “how many more minutes until reaching the destination”.



The high-performance display reduces light reflection. Provides clear views under any conditions.



2 Featuring the guidance function to prevent you from missing an intersection.

The distance is difficult to understand only with guidance such as “Right turn at the intersection 300 meters ahead”. The “Countdown Guidance” is a convenient function that shows the number of traffic signals and intersection by voice. For example, it says, “Left turn at the third corner” and “Right turn at this traffic signal” to indicate where to turn.



The screen shows the distance to the place to turn. Screen display simultaneously with voice makes it easy to understand.



3 Navigation easily operated only by one voice.

“Voice Touch” is a convenient function that immediately responds to the preset words. Just say “Nearby convenience store” to the system, and it will show you a list of the nearby convenience stores. Other than this, you can use many words such as “Audio display” and “Going back home”.



The word recognition level can be set corresponding to the driving situation and the vehicle types.



Goal! Arrived safely! I'm going to enjoy the lunch party.

With the mighty navigation system, we could arrive at the destination safely. I could drive smoothly and so we've arrived earlier than expected. My child cannot wait. So let's hurry to the restaurant.



Feature story 4
Child-rearing family
support programs

We can't decide where to go! Not good at parking! Irritated in traffic jams... we solve all the troubles that families often have.

Making the family's *CarLife* more joyful and comfortable.

Your own car is indispensable in spending valuable time with your family. Alpine's car navigation systems provide not only functions useful when all the family members go driving together, but also functions to support mothers who are not so used to driving. This section introduces convenient functions of our navigation systems that can be used to solve the little problems you may have while driving.



Easy-to-view large screen and voice guidance support mothers anxious about driving.

Start!

scene 1. Mothers' lunch party

Today, I'll have a mothers' lunch party I've been looking forward to. We'll get together at a restaurant I have not been to. I usually ask my husband to drive but today I'll have to drive on unknown roads so I'm anxious. With the navigation system, can I get there safely? I will drive carefully. See you.

I'm not much good at operating the navigation system.

I'm anxious about driving by myself.



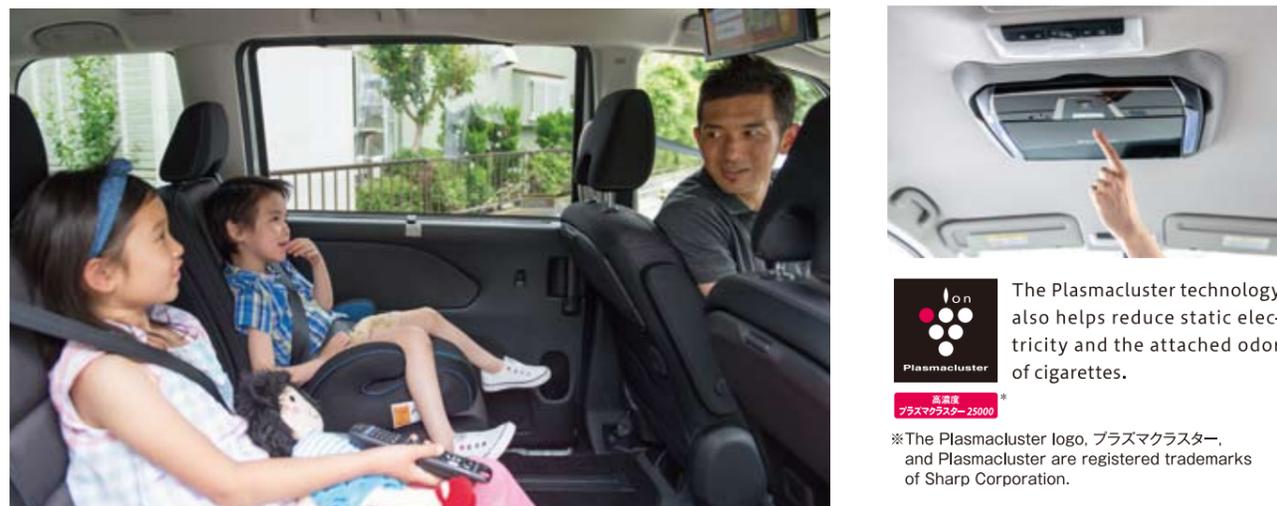
2 By connecting a smartphone, photos and videos can be shared by all.

By connecting a smartphone to the navigation system, you can show photos and videos on the navigation system screen and the Rear Vision screen. You can show those photos and videos you took on a family trip so your family can enjoy talking about it. In addition, you can show videos from video sites such as YouTube. *Connection with the navigation system requires a separately sold cable appropriate for the device to be connected.



3 The Rear Vision is equipped with Plasmacluster technology. The air inside the car is clean all the time.

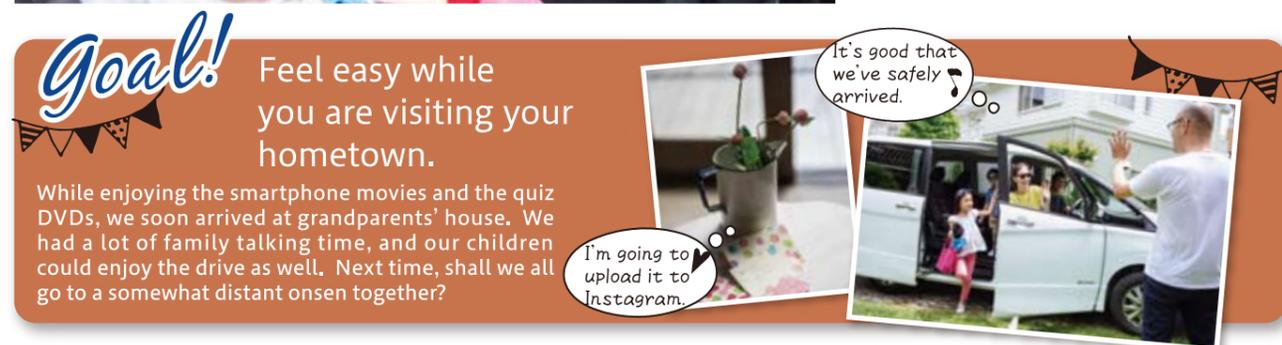
The Rear Vision with Plasmacluster ion technology decomposes and removes the food smells you are worried about. In addition, it combats air-borne viruses and pollens. The air inside the car is always fine even if you have lunch and snacks while driving.



The Plasmacluster technology also helps reduce static electricity and the attached odor of cigarettes.

高濃度
プラスマクラスター 25000

※The Plasmacluster logo, プラスマクラスター, and Plasmacluster are registered trademarks of Sharp Corporation.



Goal! Feel easy while you are visiting your hometown.

While enjoying the smartphone movies and the quiz DVDs, we soon arrived at grandparents' house. We had a lot of family talking time, and our children could enjoy the drive as well. Next time, shall we all go to a somewhat distant onsen together?



With the large Rear Vision, you can even enjoy in traffic jams. The long-distance drive is a family's happy time.



Start!

During the consecutive holidays, we will drive to the grandparents' house. Our children are looking forward to it but will they feel tired in the car if we are caught in a traffic jam? I want to enjoy this long drive with my family.

scene2. Long-distance drive

The passenger compartment may be filled with food smells.

What should I do if children get fretful and start crying?

1 Use the navigation remote control to answer questions. Try the merrily-learning quiz DVD.

If the children get tired of sitting quietly, they can have a quiz in the car. The "Learn-in-the-Car DVD Series", developed by Alpine in collaboration with Gakken, offer DVDs providing 3-choice questions that children can have fun answering. With these attractive DVDs, children will never get tired because they can answer by using the touch operation on the navigation screen and the navigation remote control.



The "Learn-in-the-Car DVD Series" is available at Alpine's official store. The lineup includes "Riddle Quiz", "Question Quiz", and "Wildlife Quiz".

<https://www.alpine.co.jp/products/cartoy/study>



2 Just one word to change from the navigation system to the camera screen. You can securely drive even on a narrow road with blind spots.

With the "Voice Touch", you can change the display to the camera screen only by saying the registered word to the navigation system. For example, use the front camera when going out of parking and passing through an intersection with many blind areas, and the side camera when driving on a narrow road and passing oncoming cars. You can easily confirm safety.



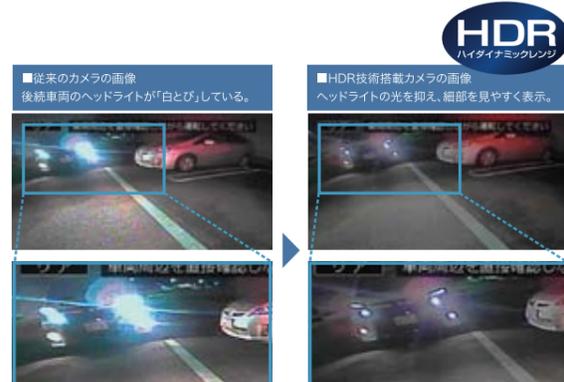
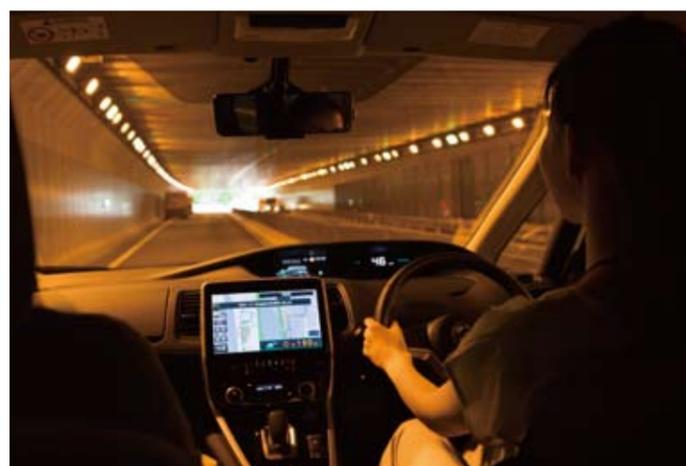
When passing an oncoming vehicle, you can immediately confirm the distance on the monitor, so you can drive smoothly.

With the Multiview Camera system, you can clearly confirm the conditions on both right and left sides.



3 With the high-performance drive sensor cameras, the navigation screen is easy to view even on a dark night road.

You may feel anxious when driving at night to take your children to lessons and pick them up after. The Alpine cameras compensate whole screen brightness under any conditions. The system reduces black defects in a dark place and prevents halation when the following vehicle's headlights are too strong. Under any conditions, the camera images are automatically adjusted for better visibility.



The back camera employs High Dynamic Range (HDR) technology to reduce halation and black defects. Too strong a light from the headlights of the following vehicle is adjusted for an easier view.

Goal! No longer anxious about parking. Occasions of going out may increase.

I was very anxious about parking before, but can park very easily now with the navigation function. I can now drive to anyplace anytime. My husband was worried but now I can boast to him.

Thank you, Mom, for picking us up.

Smooth parking.



Camera images displayed on the navigation system screen. Parking is easy even at a parking lot you use for the first time.



Start!

I have gotten used to driving a little but I'm still anxious a lot about parking at a crowded parking lot. Is my car parked along the lines? Isn't it too close to the other cars? With the convenient functions of the navigation system, I can park my car smoothly.

scene3. Mother's weekday driving

Driving in the dark night is scary.

I don't want to use a crowded parking lot.

1 With the guiding lines, you can easily park your car by reverse driving.

During reverse driving, the rear camera starts working and the guiding lines appear. As you can easily visualize the car angle and the distance, you can securely park even if you are not much good at parking.



The guiding lines are adjusted on a model-by-model basis, so they are considerably exact.

*Photo shows the display of the model corresponding to Nissan's genuine Intelligent Around View Monitor.



Have you had the experience where you park your car within the correct space but had no room to open the door? The system is reliable in that it shows the guiding lines to indicate the distances necessary to open and close the rear doors.



Start!

Mothers drive to take their children to lessons and pick them up after. They feel anxious about making their children wait alone at the meeting points.

scene5. Picking up my child

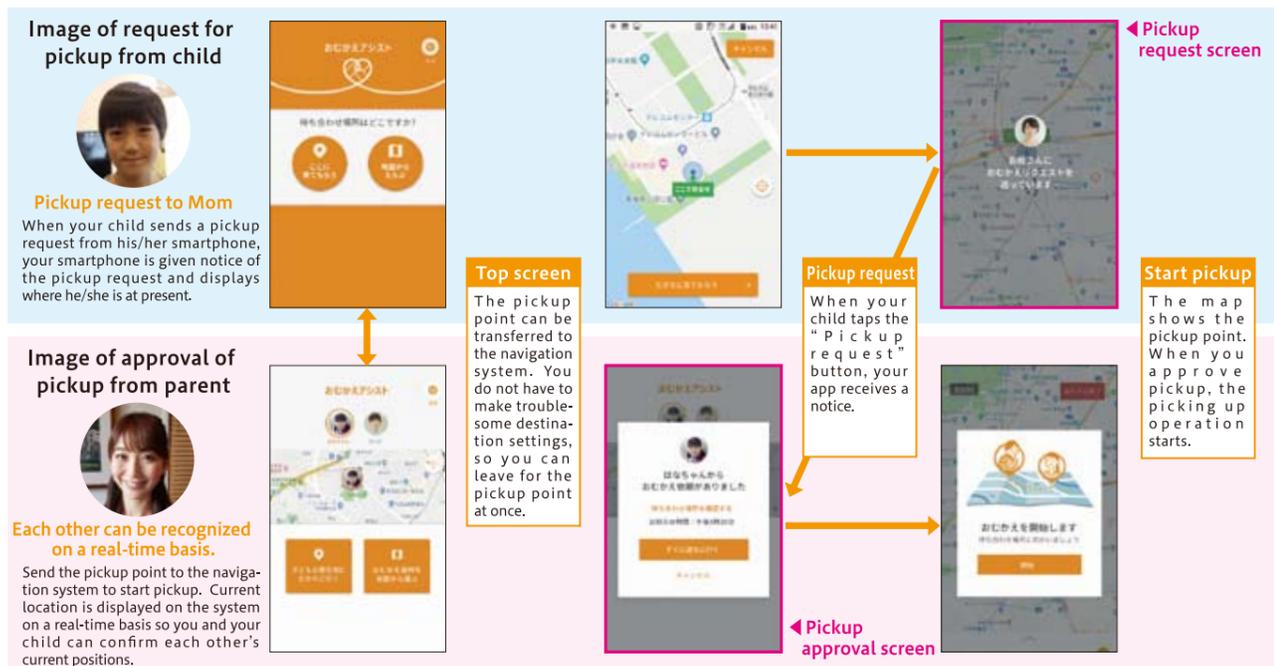
This weekend, where should I take my family?

I want to check it out when I have free time.



Pickup app, “Omukae Assist” linking parents and children Preventing you from missing your child at the meeting point.

My son goes to a football school every Wednesday. Sometimes he is not waiting at the meeting point because he’s having fun spending time with his friends. This anxiety can be solved by an app called “Omukae Assist”. If your child selects the current place or a desired point and asks for “Omukae”, or pickup, then the notice is given to your app. You can send it to the navigation system to go there at once to pick him up. In addition, the app provides you with a lot of convenient functions to reassure you, including a function to give notice if your child leaves the meeting point and a chat function used to communicate with each other.



Goal!

You never miss your child and thus can smoothly pick him/her up.

This app can reduce the time before pickup. I was anxious about our child's lessons at night but am relieved now because I can confirm our child's safety.

I'm glad that you've come so soon.



<https://www.alpine.co.jp/special/omukae> Alpine Omukae app Search



Supporting your going out and picking up. Check apps useful for families



Start!

I'm going out with my family on weekends. Where shall we go? What shall we do? We want to know about the contents and where we can get desired information.

scene4. Preparations for a short trip

This weekend, where should I take my family?

I want to check it out when I have free time.



Family drive support app, “Odekake Concierge” Our family's trip meeting is different.

We usually have a drive when all the family members are together on a weekend. However, we tend to go to some usual places, tiring of it a little. If this sounds familiar, you should use an app called “Odekake Concierge”. You can check latest articles on trip information of various kinds including amusement parks, seasonal events, and nature experience activities. Once you decide the destination, you can share the articles with your family.

- You can find spots and activities.**
You can search for trip spots and activities by selecting areas, genres, schedule, and number of people. Information given by new articles is also convenient.
- Map search for nearby trip spots**
From the map around your current position, you can find spots described in articles and spots where you can reserve activities. It is useful for example when you want to look for a restaurant when on a trip.
- Save interesting articles and spots.**
You can save interesting articles and spots. It is useful when you want to read an article later or to keep it for use in a proposal to your family.
- Share articles within family.**
The articles can be sent by using SNS such as LINE, Facebook, and Twitter, and also via mail. It is convenient if you want to propose a weekend trip plan to your family.
- Reserve activities.**
When you find an interesting activity, you can reserve it at once.
- Set the destination by transferring to the navigation system.**
Transfer the trip destination decided with “Odekake Concierge” to the navigation system via “NaviCon” to set it as the destination.

Goal!

We are happy to develop new trip destinations.

With the app, we found a park with abundant nature. Our children seem to like it. Next time, we want to try activities.

Happy to have the app.



<https://www.alpine.co.jp/odekake/app/> Alpine Odekake Concierge Search



Full of information on child rearing useful to both mothers and fathers.

We have a lot of matters causing distress in child rearing. What shall we do? You can provide useful information when you have a problem.

ALWAYS

al.ways!

This is a medium to support child rearing by uploading information that fathers and mothers want to know, including the ways to enjoyably solve small problems and question in daily child rearing and other ideas.

<https://www.alpine.co.jp/special/always>



●Introducing a wide range of information useful for child rearing.



●Introducing recommended goods useful for drives.



●How to play at home and inside the car.



●Latest information on holiday trips.



●Many hints for learning by children.



●Articles about dietary education including cooking by parents and children



Access "al.ways!" from this QR code.



Supporting parenting families' car lives

If you have useful information, you can make daily child rearing and special family trips more enjoyable. Check it out now.

STYLE UP

CarLife Style up

A magazine supporting child-rearing families' car lives: Delivers information to make you like driving the car even more, including season-by-season fascinating events for families and popular spots.

<https://www.alpine.co.jp/special/styleup/portal>



Full of information, including recreation activities that all the family members can enjoy, and recommended restaurants as well.



Never miss the helpful skills to clear up mother drivers' problems.



Use a QR code to view the latest issue from a smartphone.

Car Life Style Up Search

Official Alpine account
Communicating corporate information, product information, and other information useful for driving.



Twitter
We are tweeting to communicate the latest information on Alpine products.
https://twitter.com/alpine_jp



Facebook
Promptly delivers information on Alpine products.
<https://www.facebook.com/ALPINEjapan/>



Everybody's car life
Japan's largest car SNS site, where buddies enjoying their own car lives gather, introduces information on Alpine.
<https://minkara.carview.co.jp/userid/560256/blog/>

Aroma

<https://ec.alpine.co.jp/shop/pages/aroma.aspx>

Aroma series you enjoy while driving



This series of original aroma oil products, only available at the Alpine Store, is especially popular with family-oriented customers because they can enjoy aromas as they like. We offer built-in car aroma products that smartly install and aromas in a bottle suitable for any type of car. You can freely choose from 31 aromas as you like.



Just open the cover of the built-in product to start dispersing the aroma. You can set the aroma dispersing time and switch the aroma release on and off by touch control on the car navigation device.

Usable on any type of car, the bottle-type car aroma products come in colors of black, silver, and white. What do you say to coordinating it with your car interior?



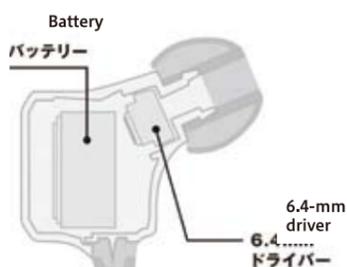
Bluetooth earphone

<https://ec.alpine.co.jp/shop/e/eBT-EP/>

Pay attention to the Bluetooth earphones



The compact-size Bluetooth earphones are Alpine's new product of a new genre. Anytime and anywhere, you can easily enjoy the high-quality sound that Alpine is proud of.



With a structure making them difficult to fall off, the earphones never make you tired even after wearing them for a long time. Stabilizers are available in three size options, fitting even female users perfectly. You can also use the product as handsfree earphones.



Thanks to the highly accurate and compact driver installed, the earphones fit perfectly into the ears, suppressing noise and realizing an overwhelming sound. Charging for about two hours lets you enjoy music playback for about seven straight hours.

Official Mail-Order Website, ALPINE STORE

Making your life with a car more pleasant and convenient.

Do you know about the Alpine Store, Alpine's official mail-order website?

We offer a lot of enjoyable products for car customization including Alpine's latest products and packages available only from the Store. See the website for more information.

New Car Plan

<https://ec.alpine.co.jp/shop/e/eNEWCAR/>

Keeping your car new indefinitely



When you purchase a car, you always desire it to stay new indefinitely. The parts around the doors, the rear sides of the seats, the side mirrors, the steps you step on when you get in the car, etc., are easy to get damaged. The "New Car Plan" series provide items to keep these items new.



Are you worried that the front bumper of your brand-new car may be damaged? Use the "New Car Plan" to protect your car.

Car renovation

<https://ec.alpine.co.jp/shop/pages/carrenova.aspx>

Making your car easier-to-use



As the years pass after you purchase a car, your family configuration, lifestyle, and driving situation must change. We are proposing car renovation, including renewal of the navigation system and installation of a rear seat monitor screen for your favorite entertainment contents on the rear seats, in order to make your car more suitable to your current family life.

Aroma

<https://ec.alpine.co.jp/shop/customer/authmail.aspx>

Become an Alpine Store member to make your car life more enjoyable and convenient.

For purchases at the Alpine Store, you need to register as a member. On the membership registration page, enter your e-mail address and press the Submit button, and you will receive an e-mail with the URL of the member information registration page. We will periodically send you enjoyable information on good deals. Please subscribe.

Register from the Alpine Store website.

Check from QR code



Check from search site

アルパインストア 会員登録 検索

Map update disk

<https://ec.alpine.co.jp/shop/e/emap/>

Don't worry even after expiration of the free-of-charge update period.

We provide the latest map data for free for three years to customers who purchase Alpine's navigation systems and register themselves as members. We carefully support your car driving by offering detailed services including free-of-charge distribution of the expressway data quarterly. For customers from the fourth year onward, we sell the map update data.

