



ALPINE®



ALPINE
BRAND STORY

アルパイン ブランドストーリー

01

The bullet hole
Became a lesson



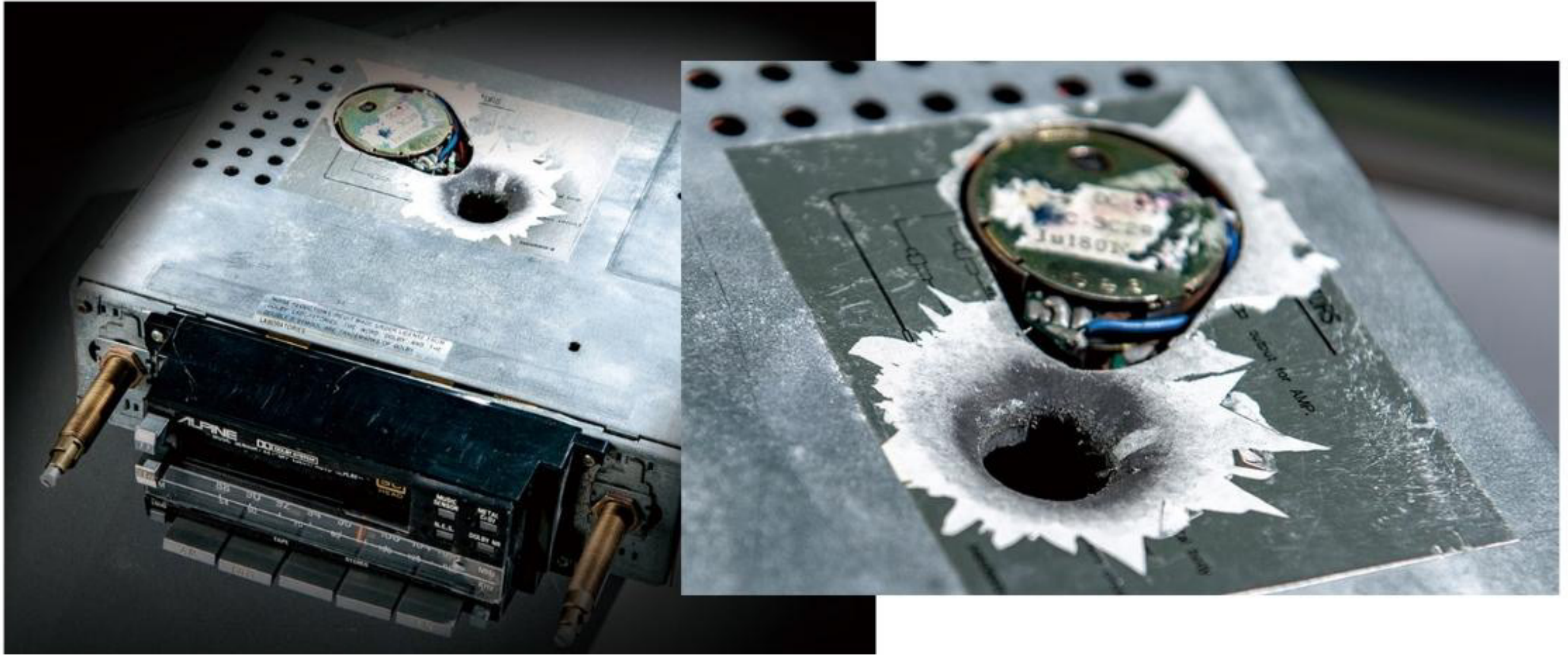
Establishment of the Alpine brand

Alpine started in 1967 as Alps Motorola, Inc., a joint venture between Alps Electric and Motorola of America. At the beginning, the company had been manufacturing car audio products and received high feedback. But did not have its own brand. In 1978, Alps Electric acquired all shares. At the same time, the company name was changed to Alpine Co., Ltd. This is the establishment of the Alpine brand.

Develops and manufactures own brand products and sell them to the market was Alpine's passion. At the time when the Japanese automobile industry was booming. Each brand is also competing for market share in automotive electronics. It was not easy for latecomer Alpine brand to break into the Japanese car electronics market.

Alpine decided to go out into the international market. America at the time, the price of car audio sold in America was about \$50-100, but Alpine competed in the high price range of \$450-500. Alpine used a strategy to establish as a luxury car audio brand. Alpine car audio system is outstanding with different performance and mainly focusing on sound.

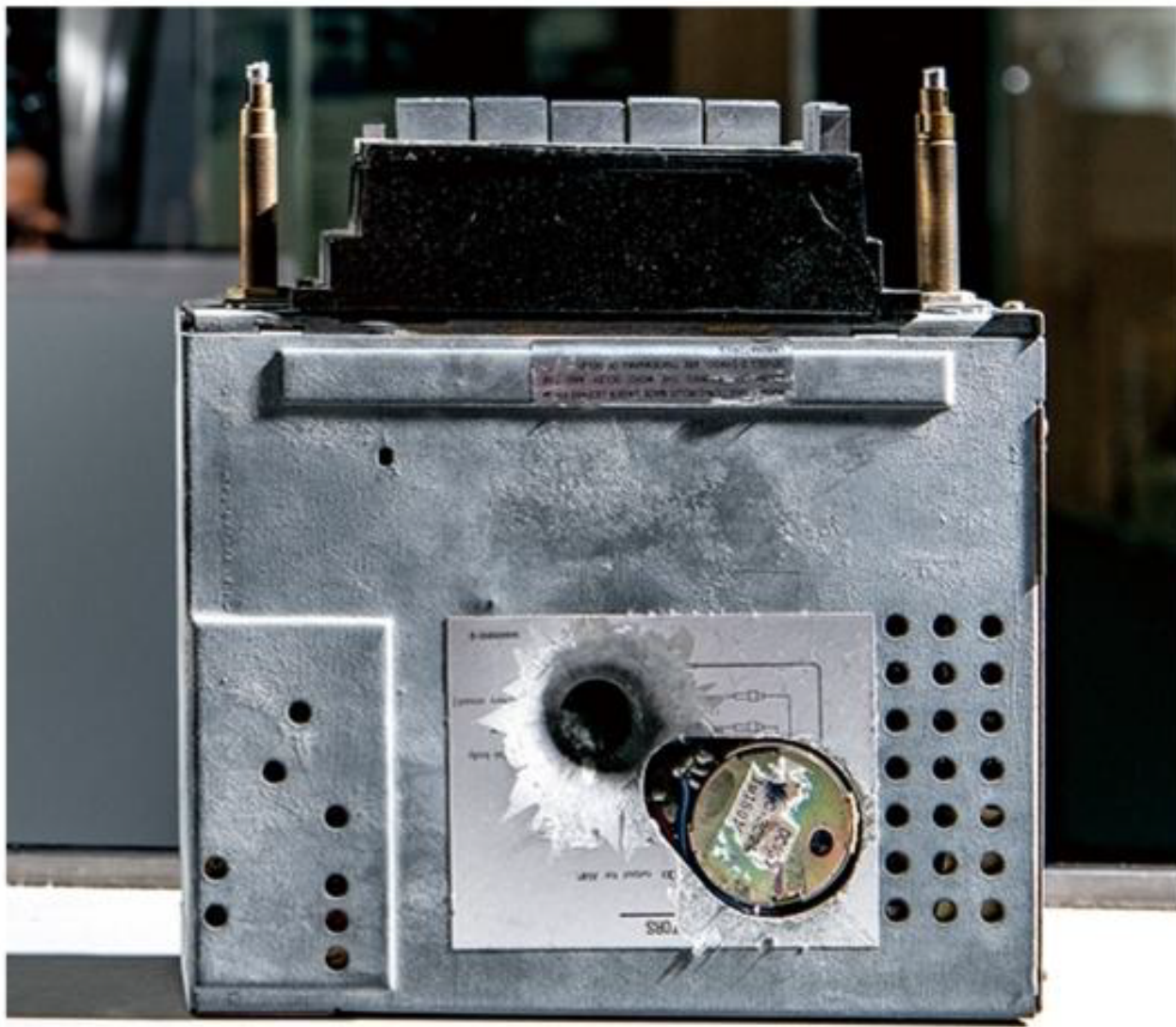
One product changed Alpine.



This story from 40 years ago, but it is a true story that had a great influence on Alpine. One day a very large package was sent from an unknown person. Employee of Alpine work in America opened the package and found inside was a car audio sold by Alpine at the time. That car audio was shot through by a magnum bullet! and a large hole

The question arises, "Why customer do that? And sent for What a reason? "

A car audio that had been shot through by a gunshot and delivered. It is a player that can play cassette tapes but that car audio was tangled tape. Therefore, we can be understood that customer purchase for installed sound system in their car. And then he is enjoying with the music but suddenly a tape got tangled and he can not remove it. This is a problem when playing cassette tapes. But customer pay close to \$500 for a High-End car audio make expectations are high. For Alpine, this may be just one flaw among thousands of products. But for the customers themselves, this is a big problem in their one special product. This is the reason that this incident occurred.



Manager of company in America take this incident very seriously. Want to prevent this from happening again. He want to prevent from happening again. And then, He brought this product back to Japan and show to employees working in Alpine at Japan. He said "If just one product is of poor quality, This will be happen." No word from the customer but that big bullet hole says it all. The intense anger of American customers crosses the border and it was clearly conveyed to Alpine employees.



Product quality is the most important!

This bullet hole has the power to remind Alpine employees that "Quality is the foundation of production" from this incident occurred Alpine became stricter on product quality throughout the company. Finally, Alpine established solid position in the automotive electronics industry as a global brand originating in Japan!

The car audio with a bullet hole was displayed in museum at headquarters in Iwaki City Fukushima Province with displayed a variety of products. We will never forget that quality is the starting point of develops, manufactures and this spirit will continue to next generations of Alpine employees as a teaching that reminds us of something important to until now.