

PIONEER CORP  
Form 6-K  
September 16, 2004

Table of Contents

**FORM 6-K**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**Report of Foreign Private Issuer**

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

For the month of September, 2004

Commission File Number 1-7616

**PIONEER CORPORATION**

(Translation of registrant's name into English)

**4-1, MEGURO 1-CHOME, MEGURO-KU, TOKYO 153-8654, JAPAN**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F:

Form 20-F

Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes

No

If  Yes  is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

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**TABLE OF CONTENTS**

SIGNATURES

For Immediate Release September 15, 2004

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**Table of Contents**

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: September 16, 2004

PIONEER CORPORATION

(Registrant)

By /s/ Kaneo Ito

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Kaneo Ito

President and Representative Director

This report on Form 6-K contains the following:

1. The announcement released by the Company to the press in Japan dated September 15, 2004, concerning the anticipated interim dividend amount for the fiscal year ending March 31, 2005 and the record date.
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**Table of Contents**

***For Immediate Release***  
***September 15, 2004***

**Pioneer Announces Interim Dividend for Fiscal 2005**

TOKYO Pioneer Corporation has announced an interim cash dividend of ¥12.5 per share of common stock for fiscal 2005, ending March 31, 2005, the same amount as that of the previous fiscal year. Subject to resolution of the Company's board of directors in October 2004, the dividend will be paid to shareholders or pledgees registered as of September 30, 2004, Japan time. The payment date in Japan has been set for December 3, 2004.

Based on its policy aimed at dividend continuance and stability, the Company determines the appropriate dividend amount, taking into consideration its financial condition, consolidated business results and other factors.

[Dividend Amount per Share of Common Stock]

|                       | <b>Fiscal 2005</b> | <b>Fiscal 2004</b> |
|-----------------------|--------------------|--------------------|
| Interim dividend      | ¥ <b>12.5</b>      | ¥ 12.5             |
| Year-end dividend     | *<br>_____         | ¥ 12.5<br>_____    |
| Total annual dividend | *<br>_____         | ¥ 25.0<br>_____    |

\* The amount of the year-end dividend for fiscal 2005 is yet to be determined.

Pioneer Corporation is one of the leading manufacturers of consumer- and business-use electronics products such as audio, video and car electronics on a global scale. Its shares are traded on the New York Stock Exchange (ticker symbol PIO), Euronext Amsterdam, Tokyo Stock Exchange, and Osaka Securities Exchange.

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For further information, please contact:

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