

PIONEER CORP  
Form 6-K  
March 15, 2004

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**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 March, 2004

Commission File Number 1-7616

**PIONEER CORPORATION**

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(Translation of registrant's name into English)

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

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(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  x

Form 40-F  o

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  o

No  x

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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News Release - March 12, 2004

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**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.

PIONEER CORPORATION

\_\_\_\_\_  
(Registrant)

Date: March 15, 2004

By /s/ Kaneo Ito

\_\_\_\_\_  
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 March 12, 2004, concerning the anticipated year-end dividend for fiscal 2004, ending March 31, 2004 and the record date.
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***For Immediate Release  
March 12, 2004***

**Pioneer Announces Year-End Dividend for Fiscal 2004**

TOKYO Pioneer Corporation has announced a year-end cash dividend of 12.5 yen per share of common stock for fiscal 2004, ending March 31, a 2.5 yen increase over that of the previous fiscal year. Subject to resolution of the Company's board of directors and approval at an ordinary general meeting of shareholders to be held in late June, the dividend will be paid to shareholders or pledgees registered as of March 31, 2004, Japan time.

The Company's policy on dividends allows for dividend continuance and stability. In addition, the Company determines the appropriate dividend amount, taking into consideration its financial condition, consolidated business results and other factors. Based on this policy, the decision was attributed to the growth of the Company's business performance for fiscal 2004.

Together with an interim dividend paid in December 2003, this payment brings the total annual cash dividend for fiscal 2004 to 25.0 yen per share of common stock.

For the previous fiscal year, the Company paid an interim dividend of 7.5 yen per share, and a year-end dividend of 10.0 yen per share.

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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