

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

**PIONEER NORTH AMERICA**

2. Address:

8000 TOWERS CRESCENT DR. 13TH FLOOR, VIENNA, VA 22182

3. Principal place of business (if different from line 2):

4. Contact Name: ADAM GOLDBERG

Telephone: 7038473650

E-mail (optional): adam.goldberg@pioneer-usa.com

Senate ID #: 296590-12

House ID #:

7. Client Name: ☒ Self

## TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☒ **OR** Year End (July 1 - December 31): ☐

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

## INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

### 12. Lobbying Firms

**INCOME** relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): \_\_\_\_\_

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

### 13. Organizations

**EXPENSES** relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 100,000.00

### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: PIONEER NORTH AMERICA Client Name: Self

## LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: COM (one per page)

16. Specific lobbying issues:

Federal Communications Commission (FCC) regulations on digital television receivers. In particular, FCC MB Docket 97-80, "Implementation of the Telecommunications Act of 1996: Commercial Availability of Navigation Devices". FCC regulations on digital satellite radio systems. In particular, XM Radio, Inc.'s request for licensing changes to support a terrestrial repeater network, FCC File Number SAT-STA-20061002-00114. Federal Communications Commission (FCC) regulations on digital television receivers and on digital satellite radio systems.

17. House(s) of Congress and Federal agencies contacted:

Federal Communications Commission (FCC)  
HOUSE OF REPRESENTATIVES

18. Name of each individual who acted as a lobbyist in this issue area:

Name: GOLDBERG, ADAM

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

U.S. Legislation and regulations affect the market conditions under which Pioneer Corporation (Japan) is able to design, manufacture, market and sell consumer electronics products (e.g., audio, video and car electronics) in the United States through its U.S. subsidiary, Pioneer North America, Inc., which in turn affects the overall profitability of Pioneer Corporation (Japan).

Signature: ON FILE Date: Jul 31, 2007

Printed Name and Title: ADAM GOLDBERG, VICE PRESIDENT GOVERNMENT & INDUSTRY

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

**23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client**

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

**26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client**

**FOREIGN ENTITIES**

**27. Add the following foreign entities**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE      Date: Jul 31, 2007

Printed Name and Title: -