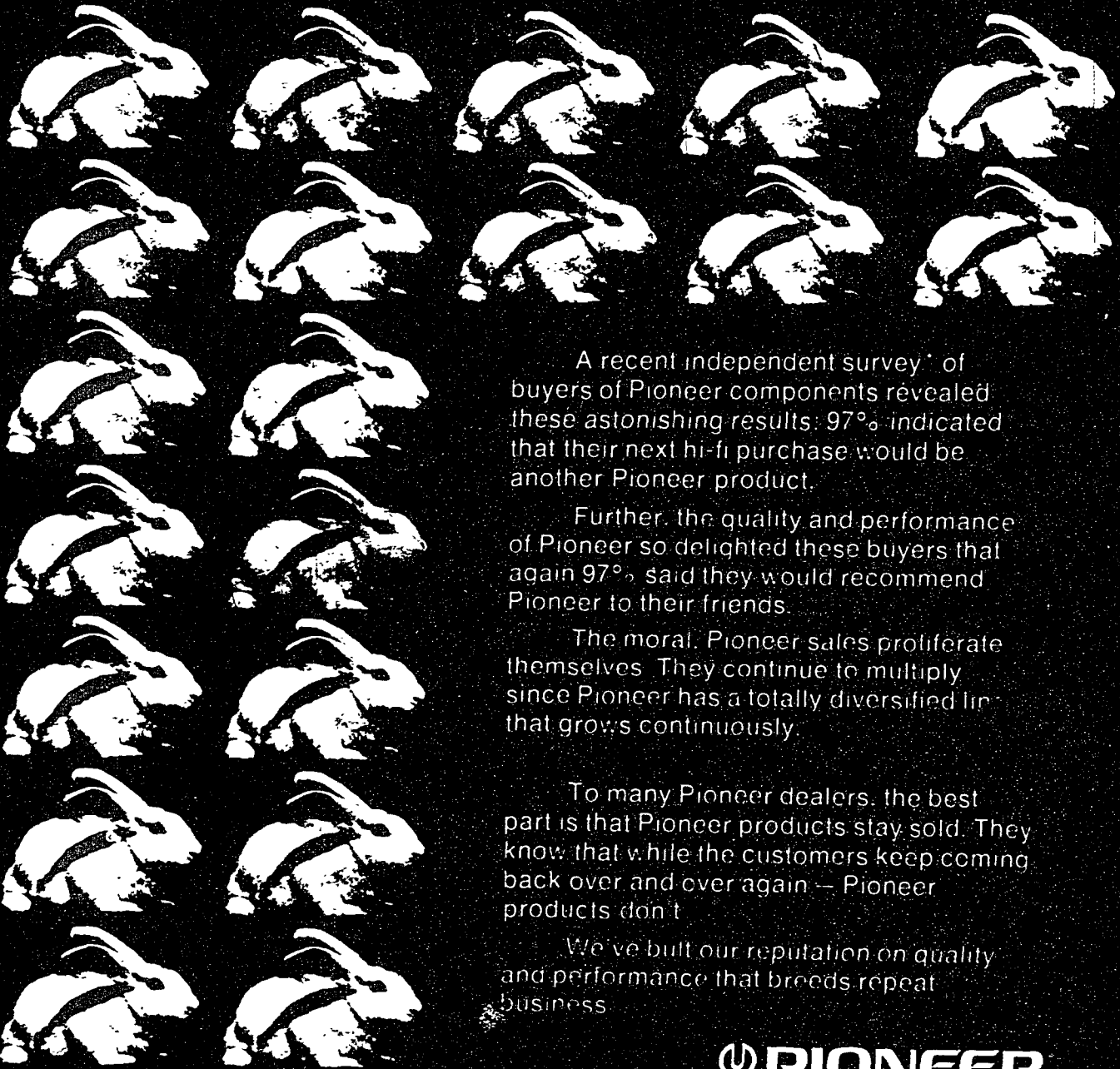




is a lot like breeding rabbits.



A recent independent survey* of buyers of Pioneer components revealed these astonishing results: 97% indicated that their next hi-fi purchase would be another Pioneer product.

Further, the quality and performance of Pioneer so delighted these buyers that again 97% said they would recommend Pioneer to their friends.

The moral, Pioneer sales proliferate themselves. They continue to multiply since Pioneer has a totally diversified line that grows continuously.

To many Pioneer dealers, the best part is that Pioneer products stay sold. They know that while the customers keep coming back over and over again — Pioneer products don't.

We've built our reputation on quality and performance that breeds repeat business.

 **PIONEER**
When you want something better.

