

Our Corporate History

Matsushita Electric Housewares Manufacturing Works (today's Panasonic) established. Two new products, an attachment plug and, a two-way socket, launched on the market.

Five-day work week introduced ahead of other companies. With a slogan of "One day of study, and one day of rest," the change played a major role in raising employee **productivity and motivation**.

Sales of radios commenced. This radio that **"wouldn't break down"** delighted consumers and it brought news and culture into people's homes.



Washing machines, black and white TVs, refrigerators and other products launched that **reduced the burden of housework** and made life easier.



1918

1927

1931

1932

1950s

1961

1965



Square bicycle lamp launched under the name "National Lamp," reflecting the hope that it would become **indispensable to the nation's citizens**. The product became popular throughout Japan as a safe light source.

Trade department established and **export business commenced**.

Panasonic's **first overseas manufacturing facility**, National Thai Manufacturing Company, established. Manufacturing facilities were subsequently established in countries with difficulty importing household appliances due to foreign exchange shortages.



Joint venture to produce picture tubes (CRTs) for color TVs established in Beijing with a view to **China's modernization**. It was the first joint venture in China for Panasonic.



Fujisawa Sustainable Smart Town established for **eco-conscious** and **comfortable** lifestyles while ensuring **safety and security**.



To make the Company **a truly global corporation**, the company name was changed to "Panasonic Corporation," and its corporate brands were unified as "Panasonic" worldwide.

1987

1988

2008

2010

2014

2018

Promoting **world peace** through sport. In accord with this philosophy of the Olympic Games, Panasonic has, since the Olympic Winter Games Calgary 1988, supported the Movement over 30 years as the highest ranking sponsor in "The Olympic Partner (TOP)" program.



Marking **the 100th anniversary of its founding**, Panasonic introduced "**Lifestyle Updates**" as its **future direction to take**.

Mass production of lithium-ion batteries for hybrid EV automobiles commenced, helping to **popularize eco-cars**.

