

News Release

April 30, 2026

Pioneer Launches New SPH-EVO109DABUNI / SPH-EVO109DAB-UNI2 Display Audio Multimedia Receiver in Europe. The World's First Aftermarket Spatial Audio In-Dash Receiver to Feature Dolby Atmos Playback in Apple CarPlay®

Experience the breakthrough aftermarket solution bringing immersive Dolby Atmos sound to vehicles already on the road, showcased at CES2026



Pioneer Europe NV - (April 30th, 2026) - Building on decades of audio innovation, Pioneer, a global leader in in-vehicle sound and aftermarket car electronics, introduces a new Display Audio Multimedia Receiver in the European market, the world's first aftermarket spatial audio in-dash receiver to feature Dolby Atmos® playback in Apple CarPlay. To date, in-vehicle Dolby Atmos has been available only in models equipped with Dolby Atmos-enabled sound systems. With the new receiver, Pioneer expands access to Dolby Atmos through an aftermarket solution that can be installed in millions of existing vehicles, delivering an immersive sound experience leveraging speakers already in the vehicle.

Following last year's CES prototype demonstration of in-vehicle spatial audio, Pioneer now brings that vision to life with an Apple CarPlay in-dash receiver featuring Dolby Atmos playback capability. Drivers can stream their favourite music, audiobooks, and podcasts in Dolby Atmos from many popular streaming services¹ for a richer in-car entertainment experience with added depth, clarity, and detail.

"For over 80 years, Pioneer has achieved many technological 'firsts', from the world's first car CD player to the first aftermarket CarPlay integration," said Girish Janday, marketing manager of Pioneer Europe NV. *"This new receiver is the next bold chapter in that legacy. Guided by our corporate mission, 'Move the Heart and Touch the Soul', we developed a product that brings the rich, detailed sound of Dolby Atmos that moves the soul, to a solution that can be installed in many vehicles on the road today. We are expanding access to immersive sound, allowing more drivers than ever to enjoy music with the clarity and emotion its creators intended."*

OPTIMISED 4-CHANNEL SOLUTION

The Pioneer's new receiver features technology from Dolby that enables a rich Dolby Atmos experience delivered over 4 channels. It leverages a vehicle's existing front and rear speaker locations to create a rich, immersive listening experience powered by Dolby Atmos. The combination of Dolby Atmos playback technology and Pioneer processing precisely manages sound reproduction to provide a practical, installation-ready upgrade path and the ability to add a spatial audio experience in many consumers' existing vehicles.

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POWERED BY PIONEER'S EXPERTISE IN SOUND TUNING

The receiver integrates a Pioneer's proprietary in-vehicle calibration system engineered specifically for the acoustic challenges of the automobile interior. Vehicle cabins vary widely in size, shape, and materials, and aftermarket upgrades can further influence acoustical variables. To account for and adapt to these differences, the technology precisely adjusts time alignment, frequency response, and channel levels to optimise performance and place the listener at the acoustical centre position. This level of accuracy is essential for delivering a Dolby Atmos experience that is true to the creative intent of musicians and content creators.

MODERN INTERFACE AND INSTALLATION-READY DESIGN

The new receiver pairs its audio innovations with a refined hardware and interface platform engineered for real-world automotive use. A vibrant 10.1" HD capacitive display delivers crisp visibility and responsive control, supported by Pioneer's Quick Swipe interface for fast, intuitive adjustments on the road. Leveraging the large screen size, a split-screen mode reserves a portion of the screen for easy access to key features and controls. The integrated Pioneer Luminous Bar adds a subtle visual signature to the dash, featuring an Enhanced Visual Mode for navigation support and Music Synchronisation Mode to sync lighting with your audio. Wireless connectivity keeps the experience streamlined through wireless CarPlay, wireless Android Auto™, Bluetooth® and DAB+ Digital Radio² built-in. Designed for universal aftermarket installation, the receiver fits a wide variety of vehicles³ due to its ONE SIZE FITS ALL modular / floating tablet style installation concept, with minimal modification, ensuring that immersive audio reaches drivers without an overly complicated upgrade process.

AVAILABILITY

The new SPH-EVO109DABUNI / SPH-EVO109DAB-UNI2, and all associated vehicle specific variants, is now available at Pioneer authorised car audio outlets. For more information about this model, go to <https://pioneer-car.eu/sph-evo109dab>

ABOUT PIONEER

Pioneer is a leading global manufacturer that has been developing an array of world-first products and services since its inception in 1938 based on its corporate mission of "Move the Heart and Touch the Soul." Through our core car electronics business, we propose new and unique value by providing products and services that realise comfort, excitement, safety and security in vehicle interiors, utilising unique and innovative ideas combined with cutting-edge technologies. We have formulated the goal of "Creating the Future of Mobility Experiences" as our new corporate vision and are committed to transforming into a solution company that uses products and services to solve the myriad challenges of the mobility field.

¹ Streaming of Dolby Atmos content may require a paid subscription and compatible smartphone app(s).

² Optional Pioneer CA-AN-DAB.001 DAB Antenna required, sold separately. This is a Digital Radio Tick Mark Approved product. This means Pioneer has met the minimum Digital Radio specification, verified by independent testing. All Pioneer products that use this Digital Radio Tick Mark have been independently tested and approved so you can buy with confidence.

³ Additional vehicle specific accessories maybe required, sold separately.

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