INFORMATION

KENWOOD

I-07-01AR **June 21, 2007**

Recent Post on a Ham Radio Related Web Page

Dear Fellow Hams,

I would like to take a moment of your time with this open letter and help dispel rumors, and falsehoods that have been stated as fact.

I have been assured from Top Management in Japan and the U.S. and I can assure you that the Kenwood Communications Sector has **no intention of exiting the Amateur Radio Marketplace**. It is a viable market. The Amateur Division has been running in the black since our restructuring several years ago. In fact, even with the loss of models over the last four years the Amateur Division has grown in Market, speaking highly of Kenwood quality and the loyalty of our customers.

At Dayton this year we introduced the new TM-V71A many were sold at the show. The preproduction prototype of the Dual Band TM-D710A was under Plexiglas, it too was received very well by the crowd; it will serve as the TM-D700A replacement in late August. We also gave away many thousands of Kenwood Branded items, such as brochure bags, hat pins and laminated prefix maps.

It is true the core business of Kenwood Communications is Land Mobile. The Land Mobile Radio Division is the second largest communications company in the world based on sales, second only to Motorola. It takes a full year for Amateur sales to equal Land Mobile sales of just one month. What we are doing is just good business sense with the product line and will keep us in the Amateur Market for many years to come.

As a fellow Ham, I want new radios as much as you. The business model of Kenwood is one platform for all markets with the only difference being firmware. It's exceedingly expensive to retool the factory for each market.

In addition, Europe and to be followed by the rest of the world has deemed that products be RoHS compliant. The Restriction of Hazardous Substances Directive (RoHS) is the reason we are introducing new products to replace current popular models that are noncompliant. These new models include TM-V71A, TM-D710A and others after the D710 reaches market. Unfortunately, this must be accomplished before we start work on any new HF radios.

Most people believe that this is just a lead-free mandate, but it also includes the use six substances: Mercury, Cadmium, Hexavalent Chromium, Polybrominated biphenyls and Polybrominated biphenyl ether. The maximum concentrations are 1000ppm. For cadmium the limit is 100 ppm by weight of homogeneous material. The limits do not apply to the weight of the finished product, or even to a component, but to any single part that could be separated mechanically. (From Wikipedia)

Everything that can be identified as a homogeneous material must meet the limit. So if it turns out that the case was made of plastic with 2,300 ppm PBB used as a flame retardant, then the entire radio would fail the requirements of the directive.

Please standby for more quality Kenwood products, they will come!

73, from the Helm!

Phil Parton – N4DRO
National Sales Manager – Amateur Products
Kenwood USA Corporation
Communications Sector
pparton@kenwoodusa.com