

March 5, 2007

VIA FACSIMILE, EMAIL AND FIRST CLASS MAIL

Licenses Committee
Office of the City Clerk
200 East Wells Street
Milwaukee, WI 53202
Fax: 414-286-3057
license@milwaukee.gov

Re: New Requirement for Permits for Installation of Electronic Sound Production Equipment

Dear Committee:

Pioneer Electronics is a leading manufacturer of mobile audio products and are known for offering the kind of in-car products that make driving more enjoyable by offering high quality audio and video, advanced connectivity and ease-of-use. Our focus is on the development of new digital technologies including audio video, navigation and satellite radio, while maintaining our strong heritage in products for car audio enthusiasts and sound competitors.

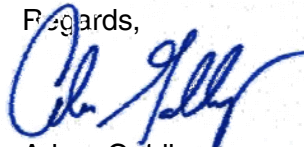
We have been made aware of a proposed Ordinance (Legislative File Number 061341) which would require permits for installation of certain audio equipment in a motor vehicle, and have concerns about such an Ordinance.

It is certainly unfortunate when excessive volume causes a nuisance. Nevertheless, there is no particular correlation between the *size* of a speaker and whether it is capable of producing sound that reaches nuisance level. We feel that regulation about speaker size is ineffective. Furthermore, merely because a particular installation (in a car or otherwise) is capable of producing nuisance-level sound does not mean that it will nor that it should be subject to a greater level of regulation than equipment which is not capable of such sound reproduction.

It is for this reason that we feel that the proper way to regulate noise is to regulate the *noise itself*. Indeed, the City already has an Ordinance which seems to specifically cover this specific instance (excessive noise from vehicles) on the books, see Milwaukee Code of Ordinances 80-65(4)(b-2) and (b-3).

Please reject the proposal in File Number 061341. Please feel free to contact me if you have any questions.

Regards,



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