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Bosch releases corporate brand video series

Actor Yuki Morinaga plays an engineer curious about career change

- ▶ Corporate brand video series released with the theme of “Discover More, Discover Bosch”
- ▶ Actor Yuki Morinaga delivers prime performance as an engineer
- ▶ The video series released today, April 24 (Mon) on Bosch's official website and social media channels
- ▶ Public transport ads also to be played at the Shibuya Station of the Den-en-toshi line, from May 29 (Mon)



Tokyo — Bosch Corporation has released a new corporate brand video series today, April 24 (Mon), on its official website as well as on its YouTube, Twitter and Facebook official accounts. The theme of the video is “Discover More, Discover Bosch.” It will also be played as a transit advertising at the Shibuya Station of the Den-en-toshi line, from May 29 (Mon). The video will feature the actor Yuki Morinaga in a comical role as an engineer.

With electrification, automation and connectivity, the automotive industry is undergoing a once in a century period of transformation, and it is software that

holds the key to achieving this new era of mobility for society. Bosch is proactively recruiting software engineers to further strengthen its capabilities in software development.

The theme for the new corporate brand video series is “Discover More, Discover Bosch.” It is aimed to promote Bosch’s attractiveness to people inside and outside of the automotive industry for recruitment. Three types of videos were created, each focusing on different advantages of Bosch, including Bosch's business scale, its technological expertise, and its unique corporate culture. 15-second and 30-second versions of each video are available.

In the videos, Yuki Morinaga plays a comical role as an engineer keenly eavesdropping on conversations about people who have changed jobs. Morinaga has appeared in a wide range of movies and television dramas and is in the same age bracket as the target audience for the videos. The sense of curiosity and challenge he has shown in taking on so many vastly different roles perfectly reflect the kind of talent Bosch hopes to recruit.

Commenting on his thoughts about Bosch, Morinaga says:

"After searching on Bosch, I was surprised to learn how active Bosch is in so many fields. We even had Bosch power tools at my parents’ home and Bosch is also a world leader in the development of automotive parts. And Bosch is proactively investing in the future. Bosch must be a great company to work for!"

[Overview]

Release date: April 24, 2023 (Mon)

Released via: Bosch's official website and social media

- Official website: <https://www.boschjapan-brandtopics.jp/gettoknow/>
- YouTube: <https://www.youtube.com/@BoschJp>
- Facebook: @bosch.co.jp <https://www.facebook.com/bosch.co.jp>
- Twitter: @BoschJapan <https://twitter.com/BoschJapan>
- Transit ads: Den-en-toshi line, Shibuya Station, Big Signage Premium
※May 29 (Mon) - June 4(Sun)

Corporate scale

15-second version: <https://www.youtube.com/watch?v=WcRNUtNJwhM>

30-second version: <https://www.youtube.com/watch?v=ECMBciBCAT8>



Technological expertise

15-second version: <https://www.youtube.com/watch?v=YNUcByOZBs8>

30-second version: https://www.youtube.com/watch?v=eINyFiAQ_L0



Corporate culture

15-second version: <https://www.youtube.com/watch?v=BitbZrWLFqI>

30-second version: https://www.youtube.com/watch?v=SwT_obHr5Vo



Yuki Morinaga



Date of birth: June 29, 1996 (26 years old)

Place of birth: Osaka Prefecture

In 2007, he won the Osaka Cinema Festival Newcomer Award for the movie "Talk, Talk, Talk".

Major appearances include the dramas "Hanamoyu", "Bepin-san", "Tokusatsu Gagaga", "Shugoro Yamamoto Drama Sabu", "Absolute Zero", and films "Princess Toyotomi", "Chihayafuru", "We Are", "Tengaramon", "KAPPEI".

Recently, he appeared in "Shinso wa Mimi no Naka" (TV Tokyo) and "Alice in Borderland" series (Netflix). Upcoming productions include the TBS drama "Ousama ni Sasagu Kusuriyubi", WOWOW "Drop", and the NHK serial "Boogie Woogie".

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Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation and other affiliates. Bosch Corporation is responsible for the development, manufacturing, sales and services of automotive original equipment, automotive aftermarket products and power tools. Bosch Engineering K.K. provides engineering services, such as development and application for automotive systems. ETAS K.K. develops and provides engineering of development support tools of electrical control units. Bosch Rexroth Corporation develops and manufactures hydraulics, FA module components and other systems which contribute to industrial technologies. Bosch Security Systems Ltd. provides security and communication products and solutions to help secure the safety of lives, buildings and properties, and is also a supplier of professional sound systems. In 2021, Bosch Japan achieved sales to third parties of some 295 billion yen and employed approximately 6,350 associates.

Additional information is available online at
<http://www.bosch.co.jp> Bosch Japan Website (Japanese)
<https://twitter.com/BoschJapan> Bosch Japan Twitter (Japanese)
<https://www.facebook.com/bosch.co.jp> Bosch Japan Facebook (Japanese and English)
<https://www.youtube.com/boschjp> Bosch Japan YouTube (Japanese)

The Bosch Group is a leading global supplier of technology and services. It employs roughly 420,000 associates worldwide (as of December 31, 2022). According to preliminary figures, the company generated sales of 88.4 billion euros in 2022. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 85,000 associates in research and development, of which nearly 44,000 are software engineers.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.

Note: one Euro = 137.9900 JPY (Calculated using the average rate in 2022)