

Bosch Mobility to launch in January 2024 Christian Mecker named president of South and East Asia sector board

New regional board to allow faster decision making and quicker response to customer needs in the region

December 18, 2023

C/CGR-JP-2023-21

- ▶ Bosch announced realignment of its automotive supply businesses, effective January 1, 2024
- ▶ New structure provides deeper focus on South and East Asia region (Japan, South Korea, ASEAN, Oceania) and customer orientation
- ▶ Christian Mecker (executive vice president), Naoshi Nishimura (senior managing officer and executive vice president original equipment sales), and Takao Matsumura (senior managing officer and regional president of Chassis Systems Control Division) of Bosch Corporation comprise South and East Asia sector board

Tokyo – Bosch Corporation, the Japanese subsidiary of Robert Bosch GmbH, a leading global supplier of technology and services, announced that Christian Mecker, current executive vice president and a board member of Bosch Corporation, will become president of the South and East Asia (Japan, South Korea, ASEAN, Oceania) sector board for Bosch Mobility, which is to launch in January 2024. He will also be responsible for engineering in the region.

Bosch recently announced a realignment of its global mobility business beginning in January 2024 as Bosch Mobility. A major focus of the realignment is strengthening cooperation in each region to serve existing and new customer needs even better and faster with customized technologies and solutions. As part of the realignment, Bosch Mobility sector boards will be established for the America, China, India and South and East Asia regions.

"As an executive vice president of Bosch Corporation and managing officer in charge of sales for the South and East Asia region, Mecker has a track record in leading growth for the mobility business in Japan," said Klaus Meder, president and representative director of Bosch Corporation, on the selection of Christian Mecker as president of the South and East Asia sector board. "He has vast

executive experience overseeing divisions and regions in a variety of countries, including France, Germany and Japan. I expect his leadership to contribute greatly to growth and development in the South and East Asia region for Bosch,” Meder added. As president and representative director of Bosch Corporation, Meder will continue to drive growth for all four of Bosch’s business sectors in Japan.

New structure to respond more rapidly to customer needs in the South and East Asia region

Beginning January 2024, Christian Mecker will become president of the South and East Asia sector board. He will concurrently be responsible for engineering and will oversee strategy and technologies for the region. Since entering Robert Bosch (France) in 1992, Mecker has served in executive positions in a variety of fields, including as sales engineer, sales manager and senior vice president of sales, Powertrain Solutions division. Mecker will also continue to serve as executive vice president of Bosch Corporation after January 2024.

"With realignment of the mobility business and establishment of regional sector boards, we can now make decisions and respond to customers more rapidly. As sector board president, I will commit further to the region and swiftly respond to diverse customer needs to promote growth in the South and East Asia region, including in Japan, and contribute to the mobility market," said Mecker.

Furthermore, Naoshi Nishimura, currently serving as senior managing officer and executive vice president original equipment sales of Bosch Corporation, will be responsible for sales and customers of South and East Asia sector board. Takao Matsumura, currently serving as senior managing officer and regional president of Chassis Systems Control division of Bosch Corporation, will be responsible for manufacturing and commercial at South and East Asia sector board. From January 2024, the three led by Mecker will drive the mobility business in the region.

Structuring of mobility business to support market trends

Bosch Mobility's reorganization reflects the increased interest in and impact of software in the automotive market. Reorganization of Bosch's automotive business and offering customized technologies and solutions from a single source will allow Bosch to serve existing and new customer needs even better and faster with customized technologies and solutions from a single source. With some 230,000 associates at more than 300 locations in 66 countries worldwide, Bosch Mobility will be the biggest of Bosch’s four business sectors.

Bosch Mobility comprises seven divisions:

- Electrified Motion division will be concerned with everything relating to electric motors, from the Bosch e-axle to seat adjusters.
- Vehicle Motion will deal with vehicle dynamics, from ABS and ESP® to

steering.

- Power Solutions will handle combustion-engine technology, mobile and stationary fuel cells, electrolyzers, and hydrogen engines.
- Cross-Domain Computing Solutions will develop solutions for areas ranging from automatic parking to automated driving.
- Mobility Electronics will drive forward the development of control units.
- Mobility Aftermarket will deal with the spare-parts market and the Bosch Car Service workshop franchise.
- E-Bike Systems will supply systems solutions – comprising drive units, rechargeable batteries, ABS, and connected displays – for e-bikes.
- The Bosch subsidiary ETAS will be given horizontal responsibility for hardware-agnostic software for operating systems and engineering tools.

Bosch Mobility South and East Asia sector board members

Christian Mecker	President and responsible for engineering
Naoshi Nishimura	Responsible for sales and customers
Takao Matsumura	Responsible for manufacturing and commercial

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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 2022, Bosch Japan achieved sales to third parties of some 340 billion yen and employed approximately 6,250 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 421,000 associates worldwide (as of December 31, 2022). The company generated sales of 88.2 billion euros in 2022. Its operations are divided into four business sectors: Mobility, 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 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company’s future growth is its innovative strength. At 136 locations across the globe, Bosch employs some 85,500 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](https://twitter.com/BoschPresse).

Note: one Euro = 137.9900 JPY