



March 2019  
C/CGR-JP-2019-04

## **Bosch launches a special movie featuring its products** A team of heroes produced by celebrated creators The "**BOSCHLERS**" take on problems!

- ▶ A special movie making Bosch products a hero to tackle problems
- ▶ Celebrated creators Se Jun Kim and Naofumi Yonetsuka design characters
- ▶ Played on digital signage in trains on JR and Tokyu Corporation railway lines

Tokyo — Bosch Corporation has launched a special movie of the "BOSCHLERS," a team of heroes who take on problems using Bosch products, on Youtube, Twitter, and Facebook. The movie aims to introduce innovative Bosch products to the general public in an appealing way. In the movie, Bosch products and technologies take on human form as righteous heroes confronting problems that disturb people's lives. It will be played on digital signage in trains on the Tokyu Corporation ("Tokyu") railway lines from March 4 (Monday) to 11 (Monday) and on East Japan Railway Company ("JR") railway lines in the Tokyo metropolitan area from March 11 (Monday) to 18 (Monday).

The BOSCHLERS Official Website: <https://boschjapan-brandtopics.jp>

YouTube: <https://youtu.be/js4RvgwQNPQ>

Facebook: @bosch.co.jp <https://www.facebook.com/bosch.co.jp>

Twitter: @BoschJapan <https://twitter.com/BoschJapan>

### **Character and costume design by celebrated creators of popular works**

The characters of The BOSCHLERS are designed by Se Jun Kim,<sup>\*1</sup> who has worked on the Mobile Suit Gundam series. In addition, the costumes are created by Naofumi Yonetsuka,<sup>\*2</sup> who has worked on costumes and special make-up effects for many TV commercials.

The movie story portrays problems confronting society and people as strange enemies that threaten the world. The BOSCHLERS confront these problems to protect people. For example, the BOSCHLERS use Bosch's automated driving technology and power tools to battle the risks found in road traffic and work sites.

## Characters of the BOSCHLERS

### Captain Autonomous

An essential character and leader of the BOSCHLERS, who are said to number several hundred thousand worldwide. A former national judo champion, Captain Autonomous is a nice guy who is physically strong and likes a straight fight. Usually he works as a key executive at an IT company, hiding his true form while being ready for anything. He has a special power to control mobility freely from a distance, and also has the defensive power to repel cyber-attacks. While wielding cutting-edge technologies, he is also very human, with a warm personality and a Spartan nature that makes him the ideal candidate to lead the world in a good direction.

Real name	Ben Wagner
Height	186.52 cm
Weight	95.34 kg
Special abilities	Able to acquire information from any remote location. Using the steering wheel in his hand, he can remotely control the tire-shaped drones attached to his shoulders to repeatedly attack the enemy, causing fatal damage.

Link: Captain Autonomous <https://youtu.be/4BNVULzkBZQ>

Link: [Bosch's automated driving technology](#)

### Rider Woman

Powerful and beautiful, she is the fierce leader of the female BOSCHLERS. She has the unique ability to upgrade the power of any object in the world, such as bicycles. Her cover is as a master's student at an electrical engineering university working part time as a courier. While researching physical objects and electronic mechanisms, she hones her riding technique daily. A sophisticated thinker with a penchant for logic and efficiency, she anticipates the enemy's attacks and defeats them quickly.

Real name	Sayuri Kurokawa
Height	165.23 cm
Weight	Confidential
Special abilities	By accelerating her bicycle, she can transform it into an eBike to enter attack mode. With amazing endurance and speed, she races around freely to deliver her attacks.

Link: Rider Woman <https://youtu.be/Ua4kbEzlj4>

Link: [Bosch's eBike Systems](#)

## The Creator

An intellectual type supporting the BOSCHLERS with creative ideas. Despite losing his left hand in a first attack by an unspecified animal, he received restoration surgery from Dr. Bosch that gave him the special ability to change his left hand into weapons such as a drill. In his ordinary life, he works as an orchestra conductor, flying to countries all over the world where he keeps an eye on enemies. Changing his artificial hand into a weapon he is able to pulverize anything, giving him the strongest attacking force among the BOSCHLERS. In contrast, he is a super cool warrior who always maintains a calm poker face.

Real name	William Wright
Height	180.76 cm
Weight	85 kg
Special abilities	The conducting baton in his right hand can instantly detect data about the material and strength of an object. He can change his artificial left hand into various tools, such as a drill, depending on the situation in order to pulverize the enemy.

Link: The Creator [https://youtu.be/o6J\\_ZHVo55c](https://youtu.be/o6J_ZHVo55c)

Link: [Bosch's power tools](#)

### Played on major railway networks in the Tokyo Metropolitan Area

The BOSCHLERS special movie can be viewed on Bosch's official social media accounts, including Youtube. In addition to the official social media accounts, the movie will also be played on digital signage on major railway networks in the Tokyo Metropolitan Area. From March 4 (Monday) to 11 (Monday) the movie will be played on the Tokyu railway lines (Toyoko Line, Denentoshi Line, Meguro Line, Oimachi Line). From March 11 (Monday) to 18 (Monday) the movie will be played on major JR railway lines (Yamanote Line, Chuo Line, Keihin Tohoku Line, Negishi Line, Keiyo Line, Saikyo Line, Yokohama Line, Nanbu Line, Joban Line local trains).

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#### Production team

Production company: DIGITAL GARDIN Inc.

Supporting production company: nac Image Technology Inc.

Agency: FRONTAGE INC.

**Director: Shinichi Takamura**

Director of DIGITAL GARDEN Inc. He started his career as a graphic designer, and later started working on movie production. After joining DIGITAL GARDEN Inc., he has been engaged in online and offline productions. After that, he created many original works such as VJ and music videos.

**\*1 Character design and concept: Se Jun Kim**

A South Korean animator working in Japan. Animation director for Mobile Suit Gundam AGE. Chief mecha animator for Gundam Build Fighters. Director, animation director, and scriptwriter for Mobile Suit Gundam: Twilight AXIS. He is the first foreign animator who was appointed a director of Mobile Suite Gundam TV series.

**\*2 Character costume design: Naofumi Yonetsuka**

A special make-up artist, mechanical creator, model maker, and costume designer from Aomori Prefecture. He encountered special make-up through his activities with a band as a student of sculpture at Tokyo Zokei University, and in 1993, he established Haunted Ltd. Subsequently, he became active in multiple fields beyond special make-up, such as character suit manufacturing, character costume design and manufacturing, and even making robots for amusement parks.

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*Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation, Bosch Packaging Technology K.K. 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 Packaging Technology K.K. provides processing, packaging and inspection technology. 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 2017, Bosch Japan achieved sales to third parties of some 295 billion yen and employed approximately 6,600 associates.*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). According to preliminary figures, the company generated sales from operations of 77.9 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. 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 deliver innovations for a connected life. 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 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 125 locations across the globe, Bosch employs some 69,500 associates in research and development.*

*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)