



## **Bosch to release a special video in support of job-hunting students**

November 15, 2021  
C/CGR-JP-2021-15

Actor Ruka Matsuda plays the role of a student and voice actor Makoto Furukawa plays the voice of a cat

- ▶ Message of support for students: "You are always the one in the driver seat of your life"
- ▶ The video presents a third-year university student's process of personal growth from an internship to a job interview
- ▶ Video available on Bosch's official digital channel from November 15

Tokyo — Bosch Corporation announced that it will unveil a special video in support of job-hunting students on its official Youtube, Twitter, and Facebook accounts from November 15. This approximate six-minute video tells the story of a third-year university student on her quest to find a job, and how she experiences personal growth as she takes on the challenge of an internship with Bosch on automated driving technology, and eventually finds her way to take a job interview with confidence. The video portrays the story of Minami, the third-year university student played by actor Ruka Matsuda, and a cat that supports her throughout the story, voiced by voice actor Makoto Furukawa.



- ◆ YouTube : <https://youtu.be/Sc3XA13vHCA>

- ◆ Facebook: @bosch.co.jp <https://www.facebook.com/bosch.co.jp>
- ◆ Twitter: @BoschJapan <https://twitter.com/BoschJapan>

Trailer commercials (15 second, 30 second) will be launched simultaneously on November 15.

YouTube: [https://youtu.be/F\\_ObvpUZpA0](https://youtu.be/F_ObvpUZpA0) (15 second)  
[https://youtu.be/v\\_5XHNPdgaM](https://youtu.be/v_5XHNPdgaM) (30 second)

### **Bosch's message to students: "You are always the one in the driver seat of your life"**

Many students feel anxiety about job hunting. The video conveys the message to students that "you are always the one in the driver seat of your life," and carries the hope from Bosch's human resources department that students proactively take on the challenge to create their own path.

Set at Bosch's R&D center in Yokohama, the video portrays the main character Minami participating in an internship at the Cross-Domain Computing Solutions Division, which is responsible for developing the sensors and other equipment needed for automated driving. It also features a wide range of business divisions that make up the core of Bosch's mobility business, including the Powertrain Solutions Division, which develops a wide range of powertrain products, and the Two-Wheeler and Powersports Division, which handles motorcycle and powersports vehicles. Bosch's test vehicles for development of automated driving were also used in the scene of the video, to realistically recreate an actual development setting.

### **Cast**

#### ■ **Minami, a third-year university student: Actor Ruka Matsuda**



Born in Okinawa Prefecture in 1995. Debuted in 2006. In 2016, she was recognized for her role as the heroine Asuna Karino/Poppy Pipopapo in Kamen Rider Ex-Aid. She also appears in the NHK television drama series "Scarlet" and the movie/drama series "Kakegurui," among others. In 2022, she will have her first starring role in the film "Ashiya no Kyushoku."

#### ■ **Voice of the cat: Voice actor Makoto Furukawa**



Born in Kumamoto Prefecture on September 29. His major appearances include Saitama in the animation "One Punch Man," Miyuki Shirogane in "Kaguya-sama: Love is War," Hatsuharu Soma in "Fruits Basket," Sherlock Holmes in "Moriarty the Patriot," Benimaru in "That Time I Got Reincarnated as a Slime," Yamamoto in "Odd Taxi," Guiltia Brion in "Visual Prison," and Ronaldo in "The Vampire Dies in No Time."

## ■ Soundtrack "First Step" performing artist: YME



YME created "First Step" as an original soundtrack for the video. Yuta Shibuya (vocals and guitar), who was himself a technology student when he went to university, felt empathy for the main character, also a technology student. With the theme of "taking the first step on your own," he wrote the song thinking about the people who have supported him. YME is a mixed gender vocal band consisting of five members: Yuta Shibuya (vocals and guitar), Rino Otsuka (vocals), Takumi Horiuchi (guitar), Seitaro Sato (bass), and Tomohiro Adachi (drums). The band started in 2021, after changing from its former name, "sui sui duck". It is a

distinctive J-POP band with a sound rooted in country and pop, with bright, catchy songs that have somewhat sweet sorrow lyrics.

### Production

Planning and production: H&A designers K.K.  
Creative direction: Tribal Media House, Inc.  
Videography: TYO Inc.

### Contact for press inquiries:

Kiyohiko Sumiya  
Aiko Furuichi  
phone : +81-3-5485-3393

*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 2020, Bosch Japan achieved sales to third parties of some 269 billion yen and employed approximately 6,500 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 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. 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 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.*

*Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).*

Note: one Euro = 121.8438 JPY