

## **Bosch and Yokohama City sign the naming rights agreement for the Tsuzuki Ward Cultural Center** “Bosch Hall” chosen as the official nickname for the center

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- ▶ Bosch is currently constructing its new headquarters and R&D facility and the Tsuzuki Ward Cultural Center on the same premises in Tsuzuki Ward, Yokohama, to be completed in 2024
- ▶ Naming rights contract covers 10 years and 3 months from January 2025 to March 2035
- ▶ Some areas of the new Bosch facility will be opened to local residents
- ▶ Bosch will contribute to create a synergistic liveliness between the new facility and Bosch Hall

Tokyo - Bosch Corporation, the Japanese subsidiary of Robert Bosch GmbH, a leading global supplier of technology and services, signed the contract for the naming rights for the Tsuzuki Ward Cultural Center with Yokohama City on June 29, 2023. Yokohama City is preparing to open the center in March 2025. The official nickname for the center will be “Bosch Hall” and the agreement covers 10 year and 3 months from January 2025 to March 2035.

Bosch had been selected by Yokohama City as the prospective project partner by the “project to utilize the planned site for the development of a Ward Cultural Center in Tsuzuki Ward, Yokohama City,” and is currently constructing its new headquarters and R&D facility and the Tsuzuki Ward Cultural Center. This marks the Bosch Group's first public-private partnership project. The construction of both facilities is scheduled for completion in 2024.

In February 2023, in response to a public offering by Yokohama City for naming rights for the Tsuzuki Ward Cultural Center, Bosch proposed "Bosch Hall" as an official nickname for the center. Bosch also made proposals to contribute to cultural promotion, including creating a synergistic liveliness at the entire site and planning and implementation of cultural events and programs. After Bosch was selected as the preferred bidder for the naming rights, the contract has now been officially signed following public hearings and deliberations. It is the first time that Bosch's corporate name will be used for a public facility in Japan.

Klaus Meder, president and representative director of Bosch Corporation, said, "Bosch started its business in Japan in Yokohama in 1911 and established the existing R&D facility in Ushikubo, Tsuzuki Ward in 1990. We are honoured to be responsible for the construction of not only our new headquarters and R&D facility, but also the Tsuzuki Ward Cultural Center, in this area where we have strong connections with. We hope that the local residents of Tsuzuki Ward will feel even more attached to Bosch as an official nickname for the center, "Bosch Hall," has been chosen. We will contribute to create a synergistic liveliness between the new Bosch building and the Bosch Hall"

Takeharu Yamanaka, Mayor of Yokohama City commented:

"We were very pleased to announce that we have concluded the naming rights agreement with Bosch Corporation for the Tsuzuki Ward Cultural Center. This is the first time in Yokohama City to offer the naming rights for the Ward Cultural Center. Bosch Corporation has supported the growth and development of the Yokohama economy and has contributed greatly to the creation of a lively community of Tsuzuki Ward, including the German Christmas Market in Tsuzuki. Through this agreement, we would like to take this opportunity to further deepen our partnership and make Bosch Hall a facility that will be familiar to many local residents, including children and families raising children, and that will lead to the creation of further liveliness, cultural promotion, and local revitalization."

### **Some areas of the new Bosch facility also to be open to the local community**

In addition to "café 1886 at Bosch" which is planned to be opened to customers from the general public, Bosch has decided to open some areas of its new facility to the local residents to promote cultural interaction and create a lively local community in Tsuzuki Ward. The multi-purpose space on the first floor of the Bosch facility, which is next to the café, will be open to the public. Additionally, a large conference room equipped with a simultaneous interpretation booth and large-scale monitor that can accommodate approximately 250 people, as well as some of the small-medium meeting rooms will be rented out to Tsuzuki Ward residents on the weekends.

Jun Shimoyamada, Senior General Manager of FUSION Project (the new R&D facility construction project), Bosch Corporation said, "I'm delighted that the Tsuzuki Ward Cultural Center will become familiar as "Bosch Hall" for the local residents in Tsuzuki Ward. Furthermore, in addition to opening some areas of our new facility to the residents, we will plan and implement a variety of events in association with the Bosch Hall. We will contribute to the revitalization and cultural promotion in Tsuzuki Ward, as well as to the creation of a lively local community."

Bosch will plan and implement cultural events and programs in conjunction with the public area of the new Bosch facility, the Bosch Hall, and the all-weather

plaza located between the two locations, in close cooperation with a designated management company to be selected in the future through public solicitation by Yokohama City.

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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. 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 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](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/BoschPress](https://twitter.com/BoschPress).

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