

Bosch launches new corporate brand video series

March 21, 2025

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Sequel story about an engineer who changed his job to Bosch played by Yuki Morinaga, and filmed at the new Bosch headquarters

- ▶ Sequel story of the corporate brand video under the theme of "Discover More, Discover Bosch"
- ▶ Actor Yuki Morinaga makes a reappearance as an engineer who has now changed jobs to Bosch
- ▶ Video filmed at the new headquarters completed in 2024, reproducing a realistic work environment at Bosch
- ▶ Released on March 21 on Bosch's official website and social media channels



Yokohama (Japan) - Bosch Corporation, the Japanese subsidiary of Robert Bosch GmbH, a leading global supplier of technology and services, has released the sequel story of the corporate brand video under the theme of "Discover More, Discover Bosch" on its official website and social media from today, March 21, 2025.

The corporate brand video shows the story of an engineer, played by actor Yuki Morinaga, after he changes his job to Bosch. It was filmed at the new corporate headquarters in Tsuzuki Ward, Yokohama completed in 2024. The two-part

videos feature a story that captures everyday life at Bosch in the actual office and highlights Morinaga-san's natural performance as an associate working at Bosch. In recent years, automotive engineering in the mobility market has undergone rapid changes. Bosch opened its new headquarters equipped with R&D functions in Tsuzuki Ward, Yokohama, and consolidated approximately 2,000 associates scattered across eight locations in Tokyo and Yokohama. The video was filmed at the new headquarters, where the attractive working environment at Bosch could be realistically reproduced.

This is the sequel to the corporate brand video released in 2023, "Discover More, Discover Bosch," starring Yuki Morinaga as an engineer considering a career change. Morinaga reappears as a young engineer who is in his third month of having changed his job to Bosch. The company released two episodes: "Discover More, Discover Bosch: Married Engineer Couple" and "Discover More, Discover Bosch: A Foreign Boss." The videos show how Bosch supports career and talent development and the global work environment at the company through the eyes of an engineer who has just started his job.

Please visit a special site for the video: "Discover More, Discover Bosch"
<https://www.boschjapan-brandtopics.jp/gettoknow2/>

Interview with Yuki Morinaga

Q. What do you think about Bosch's diverse work styles and career support?

A. I thought it would be wonderful to be able to choose a way of working that suits one's own lifestyle with a variety of programs at a company. It seems that associates can flexibly respond to any situations that may arise. With many associates from different nationalities, I thought that the workplace at Bosch is an environment where it is easy to discover different sensibilities through work. I was also impressed that many associates are active in various fields. In a company like this, it would be easy to come up with new ideas.

Q. What are your impressions of filming at the new headquarters?

A. I liked the open office layout. The café and showroom on the first floor of the office is open to the public, and it is great to have interaction with the local community.

Q. Did your impression of Bosch change compared to the last shoot?

A. In the previous video, I played a character who had heard rumors about a company called "Bosch." But this time, the setting for my character was to be employed at Bosch, which was a wish come true, and I gained a deeper understanding of the company during this shoot. My impression was that the company works a lot to create a comfortable working environment for its associates.

Q. Could you please give a message to those making a new start in April?

A. I know that a new start can be a little bit anxious, but I'm sure that everyone is feeling more or less the same way at this time of the year. If you think that everyone else is feeling the same way, you will realize that you are not alone and start to have a positive outlook. Also, as the change can affect your health as well, please take care of your physical condition! I wish you all a wonderful new start.

[Overview]

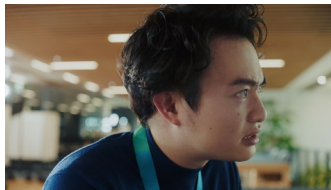
Release date: Friday, March 21, 2025

Released via: Bosch's official website and social media

- Official website: <https://www.boschjapan-brandtopics.jp/gettoknow2/>
- YouTube: <https://www.youtube.com/@BoschJp>
- Facebook: <https://www.facebook.com/bosch.co.jp> @bosch.co.jp
- X: <https://twitter.com/BoschJapan> @BoschJapan
- LinkedIn: <https://www.linkedin.com/company/bosch-japan/>

"Discover More, Discover Bosch: Married Engineer Couple"

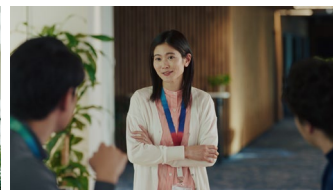
- 15-second version: https://youtu.be/vu36TjzyMPE?si=XSr_BmsVU77vOgX1
- 30-second version: https://youtu.be/A1uX6PxoSDs?si=y84Lf4Pxa_1anhg6



Mr. Morinaga:
So, you still can't get approval to buy a new car?



Senior A:
I'd really want to switch to a car equipped with a driver assistance system that I developed myself!



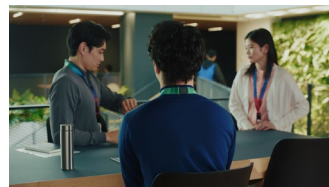
Senior B (Senior A's wife):
If I may, our family car is equipped with the latest brake system I was responsible for developing.



Senior A:
Hey, I totally understand that your team offers impressive technology, but...



Senior B (Senior A's wife):
Honey, isn't it your turn to pick up the kids today?



Senior A:
Oh, shoot! (I'm late...)



Mr. Morinaga:
This couple is in full throttle both at home and at work!



Get to know us more, Bosch.

"Discover More, Discover Bosch: Foreign Boss"

- 15-second version: <https://www.youtube.com/watch?v=hH1KvSVRm6w>
- 30-second version: <https://www.youtube.com/watch?v=lirQ07yv7j0>



Junior:
You work at a foreign company, right? So, English is mandatory?



Mr. Morinaga:
Well, you don't need to speak perfectly! I mean, my boss is studying Japanese too...



Mr. Morinaga:
Hey, speaking of...!



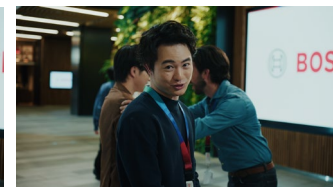
Mr. Morinaga:
Hi! Oliver!
This is Kenji. He is...



Boss:
Hey there! Interested in future car? At Bosch, it's all up to you whether you take the wheel for your career to start or not!



Boss:
We're hiring engineers by the way!
Junior:
Whoa, what?



Mr. Morinaga:
Full support both in career building and technical training!



Get to know us more, Bosch.

Yuki Morinaga

Date of birth: June 29, 1996

Place of birth: Osaka Prefecture



In 2007, Morinaga began his career as a child actor and won the Osaka Cinema Festival Newcomer Award for Hideyuki Hirayama's "Talk, Talk, Talk (Shaberedomo Shaberedomo)". His recent works include the television dramas "Zettai Reido - Mizen Hanzai Sennyu Sosa," "Alice in Borderland," and "The Third Finger Offered to a King." His major film appearances include the "Chihayafuru" series, "Chiisana Koi no Uta," "Ao no Kaerimichi," and "Ichiko."

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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 2023, Bosch Japan achieved sales to third parties of some 420 billion yen and employed approximately 6,400 associates.

Additional information is available online at

<http://www.bosch.co.jp> Bosch Japan Website (Japanese)

<https://twitter.com/BoschJapan> Bosch Japan X (Japanese)

<https://www.facebook.com/bosch.co.jp> Bosch Japan Facebook (Japanese and English)

<https://www.youtube.com/boschjp> Bosch Japan Youtube (Japanese)

<https://www.linkedin.com/company/bosch-japan/> Bosch Japan LinkedIn (Japanese)

The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. 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. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 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 = 163.8354 JPY