

May 14, 2025
C/CGR-JP-2025-07

Bosch to exhibit comprehensive solutions at Automotive Engineering Exposition 2025 YOKOHAMA

- ▶ Bosch Booth: #471 (Exhibition Hall)
- ▶ Japan premiere: New radar with Bosch SoC
- ▶ Presentations on 9 different themes in a wide range of fields
- ▶ Bosch to launch a special microsite on the official Bosch website
URL : <https://www.bosch.co.jp/aee-2025/>

Yokohama - Bosch Corporation will participate in the Automotive Engineering Exposition 2025 YOKOHAMA, to be held at Pacifico Yokohama from May 21 to 23. The company will offer a total of 9 themes of presentations (23 sessions) over three days at the booth to introduce Bosch's comprehensive solutions that support the development of the mobility market. In the exhibition area, Bosch will introduce a wide range of its solutions and latest technologies, including a new-generation radar that will be unveiled for the first time in Japan.

Presentation : Introducing Bosch's comprehensive solutions and latest technologies from software-defined vehicle to chips

In recent years, the automotive industry has been increasingly working toward the realization of software-defined vehicles (SDV). Bosch has strengths both in software and hardware development. This year, Bosch will present a wide range of solutions and the latest technologies with presentations. The presentations will cover a total of 9 themes in 23 sessions over three days. The presentation themes include "Towards SDV Implementation," "Vehicle Motion Management: Software based Multi-Actuator integrated control," and "Automotive Semiconductors and MEMS sensors from Bosch" and more.

Exhibition Area : Japan premiere- New generation radar sensor with Bosch SoC

At the exhibition area, Bosch will display the new generation of front / corner radar with an in-house design SoC (System on Chip) for the first

time in Japan. The SoC uses 22nm process to achieve high performance and efficiency despite its small size. This is the first radar equipped with Bosch's chip. The new generation radar and the chip it is equipped with will be exhibited at the venue.

Presentation at the Mobility DX Innovation Stage, scheduled by the organizers

Bosch will also have a presentation on the software-defined vehicles at the “Mobility DX Innovation Stage,” which will be located at the North venue.

【Time】	May 21 st , 2025 (Wed.) 16:00~16:20
【Place】	North hall / Mobility DX Innovation Stage
【Presenter】	Yasuhiro WAKASA South and East Asia Responsibility for Engineering, Technology and Engineering Department Bosch Corporation
【Theme】	Towards SDV Implementation

The Bosch special microsite is open. Please check presentation schedule and the latest information from the URL.

URL : <https://www.bosch.co.jp/aee-2025/>

*Schedule may be subject to change.

	Time	Title
May 21st (Wed.)		
1	10:15-10:35	Securing the Autonomous Driving Society: A New Approach to EDR and Cybersecurity
2	11:15-11:35	Bidirectional charging: is the future of vehicle-to-grid AC or DC?
3	12:15-12:35	Vehicle Motion Management: Software based Multi-Actuator integrated control
4	13:15-13:35	Towards SDV Implementation
5	14:15-14:35	Cockpit & ADAS integration platform
6	15:15-15:35	Front / corner radar generation 7
7	16:15-16:35	Bosch ADAS family for entry, mid and high segment
8	17:15-17:35	Automotive Semiconductors and MEMS sensors from Bosch
May 22nd (Thu.)		
1	10:15-10:35	Securing the Autonomous Driving Society: A New Approach to EDR and Cybersecurity
2	11:15-11:35	Automotive Semiconductors and MEMS sensors from Bosch
3	13:15-13:35	Vehicle Motion Management: Software based Multi-Actuator integrated control
4	14:15-14:35	Towards SDV Implementation
5	15:15-15:35	Software-defined vehicle – Power, COM network, Compute and zonal layer
6	16:15-16:35	Bosch ADAS family for entry, mid and high segment
7	17:15-17:35	Bidirectional charging: is the future of vehicle-to-grid AC or DC?
May 23rd (Fri.)		
1	9:15-9:35	Securing the Autonomous Driving Society: A New Approach to EDR and Cybersecurity
2	10:00-10:20	Automotive Semiconductors and MEMS sensors from Bosch
3	10:45-11:05	Vehicle Motion Management: Software based Multi-Actuator integrated control

4	11:45-12:05	Towards SDV Implementation
5	12:45-13:05	Software-defined vehicle – Power, COM network, Compute and zonal layer
6	13:45-14:05	Cockpit & ADAS integration platform
7	14:30-14:50	Front / corner radar generation 7
8	15:15-15:35	Bidirectional charging: is the future of vehicle-to-grid AC or DC?

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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 418,000 associates worldwide (as of December 31, 2024). The company generated sales of 90.3 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 490 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 87,000 associates in research and development.

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