

Japan Mobility Show 2025

Bosch exhibits comprehensive solutions under the theme of “Software-driven mobility”

October 7, 2025
C/CGR-JP-2025-16

- ▶ Introducing a wide range of products and solutions from software to hardware
- ▶ First unveiling in Japan of the by-wire brake actuator
- ▶ Bosch booth: West Hall 3/4, Booth number W3503

Yokohama - Bosch Corporation, the Japanese subsidiary of Robert Bosch GmbH, a leading global supplier of technology and services, will participate in Japan Mobility Show 2025 to be held at Tokyo Big Sight. The company will showcase comprehensive solutions from hardware to software under the theme of "Software-driven mobility."

Automotive engineering is rapidly shifting toward software-driven development. Concurrently, the development of intelligent hardware is essential to implement the latest functions enabled by software. Bosch develops and manufactures the key components of modern vehicles from software to hardware under one roof. The company will showcase its latest products and solutions for software-driven mobility at the Japan Mobility Show 2025. The show car displayed at its booth will feature components for driver assistance systems (ADAS), vehicle motion management, battery management systems, thermal management systems, and more.

Japan Premiere: By-wire brake actuator

By-wire technology is an important element to realize software-driven mobility. The Bosch show car will feature the first public display in Japan of the by-wire brake actuator, which eliminates mechanical connection between the brake pedal and the brake system by electronically transmitting the driver's braking requests. Mass production is scheduled to begin in the beginning of 2026. At the booth, visitors will be able to see the new brake-by-wire system from Bosch, which consists of a by-wire brake actuator and an ESP.

Press Briefing Overview

Date/time: 11:20 to 11:30 a.m. on Thursday, October 30

Location: Bosch Booth (West Hall 3/4, Booth No. W3503)

Speakers: Christian Mecker,

President and representative director of Bosch Corporation

*Note: presentation language will be in English.

Bosch Corporation
1-9-32 Nakagawa Chuo,
Tsuzuki-ku, Yokohama
224-8601 JAPAN

E-mail kiyohiko.sumiya@jp.bosch.com
Phone +81 45 605 3010

Corporate Communications,
General Manager: Kiyohiko Sumiya
www.bosch.co.jp

Contact persons for press inquiries:

Furuichi, Johdoji

Tel: 045-605-3010

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. In 2024, Bosch Japan achieved sales to third parties of some 428 billion yen and employed approximately 6,300 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.

Note: one Euro = 163.8354 JPY