

March 27, 2026

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Bosch releases new corporate brand video Yuki Morinaga plays an engineer who advances his career to Technical Project Leader at Bosch

- ▶ The company's third corporate brand video instalment under the theme of "Discover More, Discover Bosch."
- ▶ Actor Yuki Morinaga reappears as an engineer working at Bosch
- ▶ Released on Bosch's official website and social media channels on March 27

Yokohama (Japan) - Bosch Corporation, the Japanese subsidiary of Robert Bosch GmbH, a leading global supplier of technology and services, launches the third instalment of its corporate brand video series, under the theme of "Discover More, Discover Bosch," on its official website and social media accounts on March 27, 2026.

The corporate brand video features actor Yuki Morinaga in the role of an engineer working at Bosch. Bosch releases two video episodes, "Discover More, Discover Bosch: Your Trusted Partner" and "Discover More, Discover Bosch: Responding to Feedback," that highlights the journey of an engineer who, several years after joining the company, has advanced his career to become a Technical Project Leader. The episodes portray how the engineer collaborates with junior engineers in automotive development and discovers a strong sense of purpose and fulfilment working at Bosch.

The corporate brand video, "Discover More, Discover Bosch," is a series depicting the growth of the engineer in the mobility industry, played by Yuki Morinaga. In the first video released in 2023, he portrayed an engineer who becomes increasingly interested in changing careers. In the second instalment released in 2025, he continued the role, playing the young engineer three months after joining Bosch.

In the third video instalment, the story highlights an engineer who has been promoted to Technical Project Leader and is now engaged with cutting-edge technologies such as ADAS (Advanced Driver Assistance Systems) and

steer-by-wire system, which controls tire steering through electronic signals. The video portrays the engineer's dedication as he advances his work within a truly global environment. The video was filmed at the corporate headquarters, where Yuki Morinaga gives a compelling performance as a Bosch engineer working hard with his team to meet customers' requirements in the actual office environment and R&D facilities.

[Overview]

- Release date: Friday, March 27, 2026
- Released via: Bosch's official website and social media
- Official website: <https://www.boschjapan-brandtopics.jp/gettoknow3/>
 - YouTube: <https://www.youtube.com/@BoschJp>
 - Facebook: <https://www.facebook.com/bosch.co.jp>
 - X: <https://twitter.com/BoschJapan>
 - LinkedIn <https://www.linkedin.com/company/bosch-japan/>

"Discover More, Discover Bosch: Your Trusted Partner"

- 15-second version: <https://youtu.be/bL3XKI3hqUY>
- 30-second version: <https://youtu.be/-6ui8UqmhM>

Story board



Mr. Morinaga: Are we meeting the sensor requirements?



Junior engineer: Safety's good.



Mr. Morinaga: ADAS is technology that reliably supports safe driving.



Mr. Morinaga: It's your trusted partner on the road.



Junior engineer: Wait! Don't you have to go test driving?



Mr. Morinaga: You are trusted partner!



Mr. Morinaga: We are here connecting people, cars, and data for the better outcome.



Get to know us more, Bosch.

"Discover More, Discover Bosch: Responding to Feedback"

- 15-second version: <https://youtu.be/ntQvf3Zsflw>
- 30-second version: <https://youtu.be/UDX0FE7eckU>

Story board



Mr. Morinaga: This spec is pretty bold. Is it based on customer feedback?



Junior engineer: They said since steer-by-wire directly impacts the driver's feel, they'd like it to feel more natural.



Mr. Morinaga: Not just vehicle feedback – let's make sure we're responding to customer feedback as well



Junior engineer: Yes, I'm excited for the test run.



Mr. Morinaga: Exactly.



Junior engineer: I'll reach out to the overseas team!



Mr. Morinaga: Here, you take the wheel of what you want to pursue.



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 Newcomer Award of the 3rd Osaka Cinema Festival 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" "The Third Finger Offered to a King" "Chihayafuru -Meguri-", and "Here's the Reserve Self-Defense Hero?!" His major film appearances include the "Chihayafuru" series, "Chiisana Koi no Uta" "Ichiko," and "Black Showman."

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Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation, Bosch Home Comfort Japan, Inc., 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 Home Comfort Japan, Inc. develops and manufactures Hitachi room air conditioners "Shirokumakun." In 2024, Bosch Japan achieved sales to third parties of some 428 billion yen and employed approximately 6,300 associates.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 412,000 associates worldwide (as of December 31, 2025). According to preliminary figures, the company generated sales of 91 billion euros in 2025. 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 82,000 associates in research and development.

Note: one Euro = 168.9731 JPY

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)