

## **Bosch to exhibit comprehensive solutions at Automotive Engineering Exposition 2026 YOKOHAMA**

May 14, 2026  
C/CGR-JP-2026-08

- ▶ Bosch Booth: #N79 (North Hall)
- ▶ Presentations on 11 different topics in a wide range of fields.
- ▶ Bosch to launch a special microsite on the official Bosch website.  
URL : <https://www.bosch.co.jp/ae-2026/en/>

Yokohama - Bosch Corporation will participate in the Automotive Engineering Exposition 2026 YOKOHAMA, to be held at Pacifico Yokohama, under the theme of software-driven mobility from May 27 to 29. The company will offer a total of 11 topics of presentations (21 sessions) and showcase a wide range of solutions offered in Japan and globally under the category of “Software-defined Vehicles,” “Sustainable Energy Solutions,” and “Local Competence” over the three days at the booth.

### **Cross-divisional Talk Session: Bosch's Calibration Engineers**

#### **The development partners who interpret words into vehicle performance.**

At the stage area, Bosch will deliver presentations introducing its comprehensive portfolio of solutions. On the first day, a cross-divisional talk session will be held featuring calibration engineers from the Power Solutions division, Vehicle Motion division, and Two-Wheeler & Powersports business unit. Calibration engineers are responsible for fine-tuning driving characteristics, such as acceleration response, steering feel, and ride comfort, to suit the preferences of Japanese drivers, traffic conditions, and road environments. Their role is to translate requests from automakers, such as “smoother driving feel,” into actual vehicle performance. This session will explore in depth the work of calibration engineers as development partners who interpret words into vehicle performance.

### **Organizer Program: Presentation at the Mobility DX Innovation Stage**

Bosch will also have a presentation on the software-driven mobility at the “Mobility DX Innovation Stage,” located in the North Hall. The presentation will highlight the latest trends, including in Bosch-led initiatives aimed at expanding collaborative domains among companies through the API standardization and opensource.

【Time】	May 28, 2026 (Thurs.) 13:00~13:20
【Place】	North hall / Mobility DX Innovation Stage
【Presenter】	Yasuhiro MORITA Bosch Mobility South and East Asia, Responsibility for Engineering, Technology and Engineering
【Theme】	Bosch's efforts to realize software-driven mobility

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

URL : <https://www.bosch.co.jp/ae-2026/en/>

\*Schedule may be subject to change.

	Time	Title
<b>May 27 (Wed.)</b>		
1	10:30-10:45	Bosch's efforts to realize software-driven mobility
2	11:15-11:30	Vehicle Motion Management: Software-driven Integrated Control & Collaborative Ecosystem
3	12:15-12:30	Act-by-wire: Braking and steering systems for enhanced safety and packaging
4	13:30-14:00	<Cross-divisional Talk Session> Bosch's Calibration Engineers: The development partners who interpret words into vehicle performance
5	15:30-15:45	On-board APIs for real-time and safe features
6	15:45-16:00	ETAS: ETAS Vehicle Software Platform Suite powered by ETAS S-CORE Distribution
<b>May 28 (Thu.)</b>		
1	10:30-10:45	Software: more driving performance, cost-effectiveness, and convenience
2	11:15-11:30	Steer-by-wire: Steering system for better safety, space saving, and agility
3	12:15-12:30	"Next" Energy Management: Sustainable and Compliant Energy Strategies
4	14:00-14:15	Bosch's efforts to realize software-driven mobility
5	14:45-15:00	Vehicle Motion Management: Software-driven Integrated Control & Collaborative Ecosystem (English)
6	15:30-15:45	Automotive Semiconductors and MEMS sensors from Bosch
7	16:15-16:30	ITK Engineering Japan: Enabling Next-Generation Mobility Through Collaborative Engineering Solutions

<b>May 29 (Fri.)</b>		
1	10:30-10:45	On-board APIs for real-time and safe features
2	10:45-11:00	ETAS: ETAS Vehicle Software Platform Suite powered by ETAS S-CORE Distribution
3	11:30-11:45	Software: more driving performance, cost-effectiveness, and convenience
4	12:15-12:30	"Next" Energy Management: Sustainable and Compliant Energy Strategies
5	13:30-13:45	Bosch's efforts to realize software-driven mobility
6	14:15-14:30	Vehicle Motion Management: Software-driven Integrated Control & Collaborative Ecosystem (English)
7	15:00-15:30	AI in ADAS development: Real-world development for urban complexity in Japan
8	16:15-16:30	Automotive Semiconductors and MEMS sensors from Bosch

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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.*

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 413,000 associates worldwide (as of December 31, 2025). 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, digitalization, electrification, and artificial intelligence. In this context, Bosch’s broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in hardware, 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 intelligent, user-friendly, and 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 500 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. Bosch employs some 82,000 associates in research and development.*

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/BoschPresse](https://www.twitter.com/BoschPresse).

Note: one Euro = 163.8354 JPY