

## **Bosch in Japan: new headquarters and innovation center**

Investment of 270 million euros

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- ▶ Tanja Rueckert: “Our new energy-efficient and state-of-the-art headquarters is a perfect fit for a tech-savvy country like Japan – and is a testament to our ongoing commitment to the Japanese market.”
- ▶ Klaus Meder: “By consolidating divisions at the new headquarters, we’re further strengthening cross-divisional cooperation and our development in Japan.”
- ▶ Public-private partnership project: a municipal cultural center was also built at the new location.
- ▶ Pooling of activities: some 2,000 associates now work at the location.

Tokyo, Japan, and Stuttgart, Germany – Bosch has reaffirmed its commitment to Japan with a total investment of 270 million euros in a new headquarters in Yokohama. A state-of-the-art new Japanese headquarters brings under one roof development capacity for the mobility sector that was spread across several locations. In addition, as part of the construction project, a new municipal cultural center – the Tsuzuki Ward Cultural Center – was built on the same premises. This is Bosch’s first participation anywhere in the world in a public-private partnership.

Tanja Rueckert, the member of the board of management of Robert Bosch GmbH responsible for Japan, said at the press conference: “I’m very proud of our new energy-efficient and state-of-the-art headquarters – it is a perfect fit for a tech-savvy country like Japan. As the Bosch Group’s first public-private partnership, this location is a testament to our ongoing commitment to the Japanese market – it shows that we continue to feel closely connected to the Japanese market and the people here, and we will build on our 113-year history in the country.”

Klaus Meder, the president and representative director of Bosch Corporation in Japan, said: “By consolidating divisions at the new headquarters, we’re strengthening cross-divisional cooperation and our development in Japan.”

The new building covers almost 53,000 square meters. Around 2,000 associates from eight locations in the Tokyo-Yokohama area can now work even more closely together there. This includes associates from administration, sales, and marketing as well as from research and development for the Mobility business. “In the new, innovatively designed areas, our highly qualified specialists can shape the future of mobility across divisions and respond even more specifically to the needs of our local customers,” Meder said. Local development activities focus on areas such as driver assistance systems and automated driving.

### **Technology meets culture: smart, energy-efficient solutions and the experience factor**

The focus at the new location is on energy efficiency. Bosch opted for smart building technology and uses renewable energy sources, including solar cells and an automatic ventilation system. As a project partner, Bosch also built the new Tsuzuki Ward Cultural Center on the site’s grounds, which is named “Bosch Hall” and includes an event hall with around 300 seats and a gallery.

The “café 1886 at Bosch,” which already operated at the previous Bosch headquarters in Shibuya, will also open on the first floor of the new building complex. Open to third-party guests as well as associates, visitors of the café can also enjoy German specialties there.

### **Bosch in Japan: tradition and innovative strength**

Bosch has been present in Japan since 1911, and all four of its business sectors are active in the country today. In 2023, the supplier of technology and services generated sales of 2.79 billion euros (420 billion yen) in the country. Bosch employs some 6,400 associates in Japan, including roughly 1,700 researchers and developers. The company manufactures mobility solutions and hydraulic systems at ten major plants in Japan. Since 2015, the global headquarters for the Two-Wheeler and Powersports business unit has been located in Yokohama – this is the first of the company’s business units whose management is based outside Germany.

**Press photos and infocharts are available on the Bosch Media Service at [www.bosch-press.com](http://www.bosch-press.com).**

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 429,000 associates worldwide (as of December 31, 2023). The company generated sales of 91.6 billion euros in 2023. 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 90,000 associates in research and development, of which nearly 48,000 are software engineers.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.*

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).