

Sony Honda Mobility

NEWS RELEASE

Sony Honda Mobility Announces Collaboration with Honda Racing Corporation to Bring the Legendary RA272 to AFEELA



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Tokyo, March 4, 2026 – Sony Honda Mobility Inc. (SHM) announced a new collaboration with Honda Racing Corporation (HRC) under its “AFEELA Co-Creation Program”, an open platform initiative that enables creators and partners to build new personalized mobility experiences. The first project introduces an in-vehicle theme inspired by the “Honda RA272”, the racing machine that secured Honda’s first FIA*1 Formula One World Championship™ (F1®) victory in 1965.

At SHM, collaboration is central to shaping the future of mobility. By uniting HRC’s motorsport legacy with SHM’s advanced technology and creative vision, the two companies aim to deliver a new kind of mobility experience — one that inspires, excites, and moves people.

Through this collaboration, SHM is developing the HRC theme, a feature designed to enhance the vehicle experience both inside and out. When selected, the meter cluster, ambient lighting, Media Bar, and displays adopt the design inspired by the RA272. While driving, AFEELA e-Motor Sound recreates the RA272’s legendary V12 engine sound, bringing the classic F1® sound within the electric driving experience.



AFEELA 1 interior with the HRC theme

The e-Motor Sound was recorded from an operational RA272 at Mobility Resort Motegi in Tochigi, Japan, in collaboration with Polyphony Digital Inc. and former Honda Works rider Hikaru Miyagi. SHM is currently publishing preview audio^{*2} and theme transition visuals on its website, with continued development of synchronized e-Motor Sound that responds in real time to accelerator input.

“After selling our first four-wheeled vehicle in 1964, Honda entered F1® the same year, and only a year later, the RA272 achieved a stunning victory at the Mexican Grand Prix. Reimagining the RA272’s design and sound as a theme within the cutting-edge AFEELA is deeply meaningful for the evolution of mobility. HRC continues to maintain the RA272 in drivable condition even today, and we are honored that this collaboration allows us to connect the challenge spirit of 60 years ago with that of today.”

Koji Watanabe, President, Honda Racing Corporation

“We are thrilled to begin this collaboration with Honda Racing Corporation. Their relentless pursuit of excellence on the world’s highest motorsport stage continues to inspire people across generations. By merging that DNA with AFEELA’s technology and experience value, we believe we can create an entirely new form of mobility excitement. Through this AFEELA Co-Creation, we aim to further expand the possibilities of mobility and deliver inspiring experiences.”

Yasuhide Mizuno, Chairman & CEO, Sony Honda Mobility Inc.

*1 Abbreviation for Fédération Internationale de l’Automobile.

*2 Refers to the preview of the “e-Motor Sound” that is played when switching themes.

This information is current as of the time of announcement. Please note that there may be additions or changes without notice due to various conditions.

About Honda Racing Corporation

Established in 1982, Honda Racing Corporation (HRC) has achieved the highest honors across a wide range of motorcycle racing, including the FIM* Road Racing World Championship, the Trial World Championship, Motocross, and the Dakar Rally. In 2022, HRC expanded its scope to include automobile racing, bringing together activities such as Formula One power unit development, SUPER GT vehicles, and SUPER FORMULA engines under the HRC banner. From the 2026 season, the company will begin its new chapter in Formula One as a works partner of the Aston Martin Aramco Formula One Team.

*Abbreviation for Fédération Internationale de Motocyclisme.

About Sony Honda Mobility

Sony Honda Mobility Inc. (SHM) is a Japanese joint venture mobility tech company established by Sony Group Corporation and Honda Motor Co., Ltd. in 2022. By combining Sony’s technological prowess and Honda’s automotive expertise, SHM aims to lead innovation in the industry. SHM is not controlled by Sony or Honda and operates independently from both Sony and Honda. For more information, please visit us at <https://www.shm-afeela.com> or follow us on [Facebook](#), [Instagram](#), [X](#) or [LinkedIn](#).