

# Sony Honda Mobility

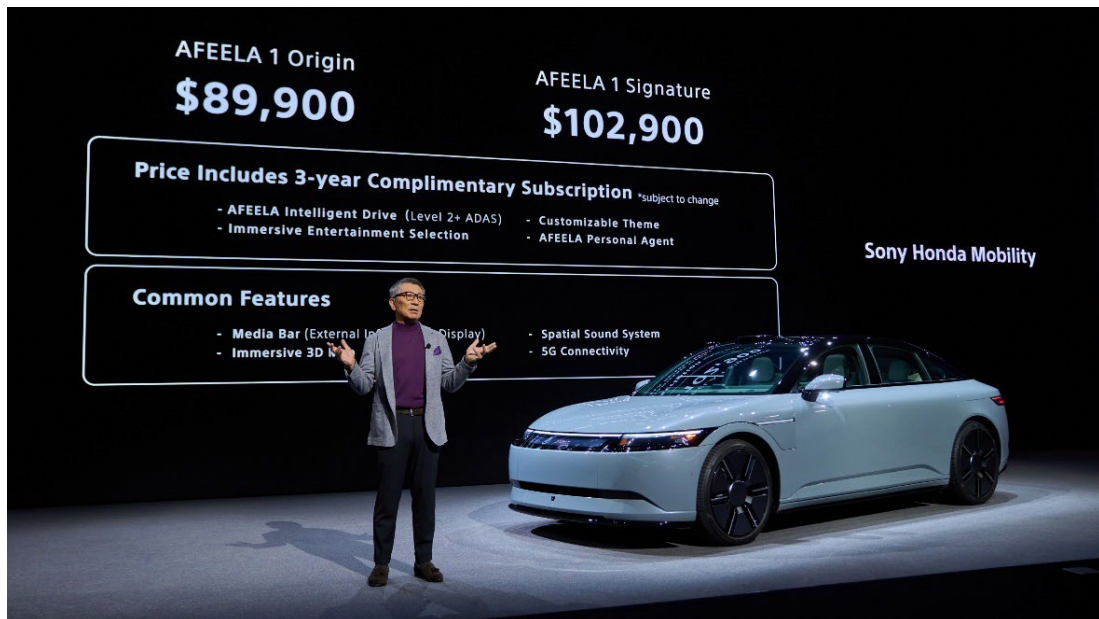
EVENT REPORT

## Sony Honda Mobility's Highlight at CES® 2025



**LAS VEGAS, Jan. 7, 2025** – Sony Honda Mobility Inc. (SHM) exhibits at CES® 2025.

Prior to the public opening of CES® 2025 on January 6, Yasuhide Mizuno, Chairperson and CEO, Sony Honda Mobility Inc., announced that it began accepting online reservations for AFEELA 1 in California, U.S, at Sony Group's press conference.



Yasuhide Mizuno, Chairperson and CEO, Sony Honda Mobility Inc.

On January 7, SHM held its first press conference at the AFEELA booth, where Shugo Yamaguchi, President and CEO, Sony Honda Mobility of America Inc., made a presentation on the product features of AFEELA 1 and the customer service offerings. He introduced AFEELA Studio & Delivery Hub, a new space where visitors can directly experience the AFEELA brand, to be established in Torrance and Fremont, California, as well as the partnership with Crash Champions for providing premium repair and maintenance services for AFEELA.



Shugo Yamaguchi, President and CEO, Sony Honda Mobility of America Inc.



Jon Gonzalez, Vice President, Partner Management - Business Development, Crunchyroll, LLC. (right)



Matt Ebert, Founder and Chief Executive Officer, Crash Champions (right)

During the public exhibition period of CES® 2025, the booth showcases and introduces the AFEELA 1 Signature to visitors. SHM also showcases its partner companies collaborating in the development of AFEELA, as well as kiosk of high-quality functional materials used in the interior of AFEELA 1, presenting SHM's vision for the future of mobility.



Sony Honda Mobility's booth at CES® 2025





Showcasing SHM's partner companies collaborating in the development of AFEELA



A kiosk of high-quality functional materials used in the interior of AFEELA 1

For details, please see the following press releases and press conferences announced by Sony Honda Mobility at CES® 2025. For media assets, please download from the media resources.

**Press releases:**

- [Sony Honda Mobility Introduces AFEELA 1 at CES® 2025](#)
- [Amazon Music and Audible to Be Introduced as an In-Car Entertainment Service for AFEELA](#)
- [AFEELA's In-Vehicle Audio System to Support Dolby Atmos®](#)
- [AFEELA Introduces Spotify, a Worldwide Audio Streaming Service as its In-Car Entertainment](#)
- [Sony Honda Mobility Joins Forces with Polyphony Digital to Develop e-Motor Sound for AFEELA](#)
- [Sony Honda Mobility Announces AFEELA Studio & Delivery Hubs at CES® 2025](#)

- [Sony Honda Mobility Partners with Crash Champions for Authorized AFEELA Vehicle Repair and Maintenance Services in the United States](#)

**Press conferences:**

CES® 2025 Sony Group Corporation Press Conference

Date: January 6th (Mon), 5:00-5:45 p.m. (PST) / January 7th (Tue) 10:00-10:45 a.m. (JST)

<https://www.youtube.com/Sony>

CES® 2025 Sony Honda Mobility Press Conference

Date: January 7th (Tue) 4:30-5:00 p.m. (PST) / January 8th (Wed) 9:30-10:00 a.m. (JST)

<https://www.youtube.com/@shmafeela>

The latest information about AFEELA 1 will be announced on our website and social media.

**About Sony Honda Mobility**

Sony Honda Mobility Inc. (SHM), a Mobility Tech Company established in 2022 by Sony Group Corporation and Honda Motor Co., Ltd., aims to lead innovation in the industry with its purpose “Move people, through the pursuit of innovation with diverse inspirations”. Combining the technologies and expertise of the two companies, SHM will develop and provide high value-added mobility products and services for mobility with various partners and creators. “AFEELA 1” is now available for reservation in California, USA. For more information, please visit us at <https://www.shm-afeela.com> or [Instagram](#), [YouTube](#), [X](#), [LinkedIn](#) and [Facebook](#).

**Press Contact**

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