

# Sony Honda Mobility

## NEWS RELEASE

### **Sony Honda Mobility of America Joins FireAid Benefit Concert in L.A. to Support Affected Communities Through an Evening of Music and Solidarity**

**Los Angeles, Jan. 28, 2025** – Sony Honda Mobility of America Inc. (SHMA) proudly announces its partnership with the FireAid benefit concert, a one-night-only event bringing together the biggest names in entertainment for an evening of music and solidarity. The concert, dedicated to rebuilding communities devastated by wildfires, will take place on January 30 at the Intuit Dome and Kia Forum, with a global livestream for audiences around the world. Demonstrating its commitment to supporting Los Angeles communities affected by wildfires, SHMA will also spotlight its groundbreaking AFEELA 1 vehicle at the event with exclusive listening experiences.

The event promises a night of unforgettable performances to support critical recovery initiatives in Los Angeles including: Billie Eilish, Earth, Wind & Fire, Gracie Abrams, Jelly Roll, Katy Perry, Lady Gaga, Lil Baby, Olivia Rodrigo, Peso Pluma, Rod Stewart, Stevie Wonder, Sting, and Tate McRae playing at Intuit Dome. Alanis Morissette, Anderson .Paak, Dave Matthews and John Mayer, Dawes, Graham Nash, Green Day, John Fogerty, Joni Mitchell, No Doubt, P!nk, Red Hot Chili Peppers, Stephen Stills, Stevie Nicks, and The Black Crowes will be performing at the Kia Forum.

Contributions made to FireAid in connection with the FireAid benefit concert, and other direct donations, will be distributed under the advisement of the Annenberg Foundation. The Annenberg Foundation, with decades of philanthropic leadership in the community, including rapid response, will help coordinate a team to direct funds for the greatest impact. Donations will support immediate relief and long-term initiatives to prevent future fire disasters across Southern California. In addition, 100% of ticket purchases will go to benefit FireAid relief efforts, with all venue and ticketing service fees waived for this event.

As a mobility technology company dedicated to advancing sustainable innovation, SHMA's partnership with FireAid underscores its sustainability vision to Moving People, building the way to a sustainable society. By showcasing the AFEELA 1, SHMA highlights its vision of a future where technology and community impact are seamlessly intertwined.

"Sony Honda Mobility America is honored to support FireAid's vital work in rebuilding and healing communities affected by the Los Angeles wildfires. Just as Sony has supported music activities for many years, we are delighted to support the LA community through music. As we showcase the AFEELA 1, we reaffirm our commitment to leveraging technology for the greater good, inspiring meaningful progress both on and off the road."

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

Fans attending the event will also be able to experience the new AFEELA 1, making it a fully immersive celebration of mobility and resilience.

The FireAid benefit concert will be broadcast and streamed live globally across a vast range of

platforms, radio broadcast and online streaming services ensuring global audiences can join the cause including: Amazon Music/Prime Video, Apple Music, the AppleTV app, DIRECTV, Disney+/Hulu, Facebook/Instagram, iHeartRadio, KTLA+, Max, Netflix/Tudum, Paramount+, Peacock/NBC News Now, SiriusXM's exclusive "LIFE with John Mayer" channel, SoundCloud, TikTok, Veeps, and YouTube. In addition, Select AMC Theatre locations will host screenings of the event. Serving as the national audio partner, iHeartRadio will leverage its vast network of over 860 radio stations, digital platforms, and the iHeartRadio app to amplify the initiative and connect audiences nationwide.

For additional information about FireAid, please visit [FireAidLA.org](https://FireAidLA.org).

This information is current as of the time of the announcement. Details may change without prior notice due to various circumstances.

### **About AFEELA**

"AFEELA," which embodies the concept of "FEEL" at the core of the mobility experience envisioned by Sony Honda Mobility, represents an interactive relationship where people "feel" mobility as an intelligent entity, and mobility "feels" people and society using advanced technologies such as sensing and networking. The first model to be released under the brand, AFEELA 1, is scheduled for official launch in California, USA, by the end of 2025.

### **About Sony Honda Mobility of America Inc.**

Sony Honda Mobility of America Inc. is a subsidiary of Sony Honda Mobility Inc., a Japanese mobility tech company established in 2022 as a joint venture between Sony Group Corporation and Honda Motor Co., Ltd. By combining Sony's technological prowess and Honda's automotive expertise, SHM aims to lead innovation in the industry through joint development and sales of high-value-added mobility products and mobility-related services. For more information, please visit us at <https://www.shm-afeela.com> or follow us on [Facebook](#), [Instagram](#), [X](#) or [LinkedIn](#).

Press Contact  
Sony Honda Mobility Inc.  
Communications/PR [press@sony-honda-mobility.com](mailto:press@sony-honda-mobility.com)