

Sony Honda Mobility

NEWS RELEASE

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Sony Honda Mobility of America Partners with Urgently to Deliver Nationwide Roadside Assistance for AFEELA Drivers



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Culver City, CA, October 7, 2025 — Sony Honda Mobility of America Inc. (SHMA) today announced a new partnership with Urgent.ly Inc. (Urgently), a leading digital roadside assistance platform, to provide AFEELA drivers with reliable, convenient, and nationwide coverage across all 50 states and the District of Columbia.

Beginning with the U.S. delivery of the AFEELA 1 in 2026, SHMA customers will have access to Urgently's extensive network of towing and non-towing service providers, ensuring peace of mind no matter where their journey takes them.

Through this collaboration, SHMA will integrate Urgently's API directly into its systems, allowing for seamless dispatching of roadside assistance requests. AFEELA drivers will also receive real-time updates via text message, including the location and estimated arrival time of their service truck, as well as contact details for added reassurance. Vehicles requiring service will be transported to SHMA's designated facilities, including AFEELA Hubs or our partner repair and maintenance centers.

"Partnering with Urgently allows us to offer our customers unmatched confidence on the road. For SHMA, this partnership is also about ensuring a premium, connected experience for AFEELA drivers. Urgently's nationwide network and digital-first platform enable us to continue to focus

on delivering innovation while guaranteeing support for our customers anytime, anywhere.”

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

With this agreement, SHMA and Urgently are already preparing for service integration to align with the AFEELA 1 deliveries, ensuring that roadside assistance will be ready from day one. By combining SHMA’s commitment to redefining mobility with Urgently’s best-in-class roadside support, AFEELA drivers will enjoy a seamless blend of innovation and reliability.

“Our partnership with Sony Honda Mobility of America and their AFEELA brand centers on delivering an exceptional customer assistance experience that matches their groundbreaking vehicle. We anticipate AFEELA customers to be digitally sophisticated, expecting seamless, high-quality service when assistance is needed—which aligns perfectly with our technology-driven approach to roadside assistance.”

Matt Booth, Chief Executive Officer, Urgent.ly Inc.

About AFEELA

“AFEELA” represents the fusion of intelligence and emotion in motion. It’s mobility that senses you—and that you can feel. At its core, AFEELA brings to life a next-generation driving experience built on advanced sensing, interactive technology, and human-centered design. The AFEELA 1 will be the brand’s first production model, scheduled for deliveries in California in 2026.

About Sony Honda Mobility of America Inc.

Sony Honda Mobility of America Inc. is the U.S. subsidiary of Sony Honda Mobility Inc.—a 2022 joint venture between Sony Group Corporation and Honda Motor Co., Ltd. Our mission is to redefine mobility as a living, connected experience by blending Sony’s innovation in entertainment and sensing with Honda’s world-class automotive engineering. Learn more about us at shm-afeela.com and follow us on [Instagram](#), [YouTube](#), [X](#), [LinkedIn](#), and [Facebook](#).

About Urgent.ly Inc.

Urgently is focused on helping everyone move safely, without disruption, by safeguarding drivers, promptly assisting their journey, and employing technology to proactively avert possible issues. The company’s digitally native software platform combines location-based services, real-time data, AI and machine-to-machine communication to power roadside assistance solutions for leading brands across automotive, insurance, telematics and other transportation-focused verticals. Urgently fulfills the demand for connected roadside assistance services, enabling its partners to deliver exceptional user experiences that drive high customer satisfaction and loyalty, by delivering innovative, transparent and exceptional connected mobility assistance experiences on a global scale. For more information, visit www.geturgently.com.