

AFEELA Insurance – A Seamless, All-In-One Experience for AFEELA Drivers



Culver City, CA, November 18, 2025 — Sony Honda Mobility of America Inc. (SHMA) introduces AFEELA Insurance* provided by MOTER Technologies, Inc (MOTER Technologies), a licensed insurance agency, offering a seamless incident-to-claim experience for future AFEELA customers supported by a collaborative partner network. AFEELA Insurance will offer white-glove treatment that efficiently reduces incident pain points while maintaining the vehicle through AFEELA certified parts, service partners, and insurance coverage. This service is expected to be available when AFEELA 1 deliveries begin next year.

While AFEELA's vehicle architecture and advanced driving technologies provide a layer of safety for drivers and passengers, unanticipated road incidents can still occur.

In these stressful moments, a single interaction with the AFEELA app can initiate a sequence of services that help customers through the repair and insurance claim process. This will be done seamlessly between our partners, without customers needing to handle multiple vendors or waiting on endless helpline calls, resulting in a more efficient claim process.

AFEELA Insurance partners/services include:

- [Urgently](#): roadside assistance for vehicle towing and non-towing services, including vehicle deliveries to maintenance sites.
- [Crash Champions](#): maintenance and repair services with AFEELA certified parts, and information shared with the insurance provider for faster incident reports and insurance claims.
- [MOTER Technologies](#): provides insurance coverage available upon purchase of the AFEELA vehicle, working directly with maintenance and repair partners to file and execute claims.

SHMA's mission is to make the mobility experience memorable and tailored to each owner through advanced driving technology, in-cabin infotainment systems, and co-creative partnerships. Through collaborative approaches to customer-facing services, SHMA provides transparency and efficiency around costs, service times, and service accountability. AFEELA Insurance is a win-win: customers receive unmatched service from experts, while paperwork and claims are streamlined through a single source.

**Disclaimer: AFEELA Insurance is sold by MOTER Technologies d/b/a MOTER Insurance Services, a licensed insurance agency. All insurance-related information is provided solely by MOTER Insurance Services.*

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 MOTER Technologies, Inc.

MOTER Technologies is a software and data science company focused on bridging the gap between the automotive and insurance ecosystems. MOTER's mission is to enable smarter, data-driven decisions for automotive and insurance businesses by leveraging comprehensive driving behavior and vehicle sensor data analytics. MOTER is transforming the vast amount of data modern vehicles produce into actionable insights that drive the next generation of insurance products and services in collaboration with original equipment manufacturers (OEMs), Tier 1 suppliers, insurance leaders, and cutting-edge mobility services. For more information, visit <https://www.moter.ai>.