

# Sony Honda Mobility

NEWS RELEASE

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## Sony Honda Mobility of America Partners with Reviver to Offer Digital License Plate Accessories for AFEELA Models



Sony  
Honda  
Mobility

**Culver City, CA — December 10, 2025** — Sony Honda Mobility of America (SHMA) today announced a new partnership with Reviver Inc., the world's first digital vehicle license plate developer, to offer customers an option to purchase within the AFEELA vehicle accessories lineup.

The stylish Reviver RPLATE® offers convenience, personalization, and safety; a winning combination matching AFEELA's vehicle philosophy, elevating the customer's future-forward mobility ownership experience. Customers can change the plate's background color to black or white, adjust the font, and add taglines or hashtags to express who they are, similar to AFEELA 1's front Media Bar personalization. With Reviver's connected license-to-vehicle platform, plate renewal is fast and efficient.



RPLATE®-equipped AFEELA 1

"Our collaboration with Reviver reflects SHMA's commitment to seamlessly integrating smart, connected technologies into every part of the AFEELA experience. The RPLATE® brings new levels of personalization to our customers, enriching the experience from the moment they take delivery of their very own AFEELA 1."

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

"We're grateful for the opportunity to work with Sony Honda Mobility of America and be part of the AFEELA journey. Together, we're helping drivers personalize and interact with their vehicles in new ways through smart design, connected experiences, and modern technology. We're looking forward to collaborating on more innovation like this in the future."

**Andrew Iorgulescu, CEO, Reviver Inc.**

The RPLATE® will be priced comparably and available with the first deliveries of the AFEELA 1 in 2026, with installation fees included in the AFEELA accessory package. Once launched, SHMA will provide transparency and efficiency around costs, service times, and service accountability through collaborative approaches to customer-facing services.

To showcase the partnership and vehicle integration, the RPLATE®-equipped AFEELA 1 will be on display at various AFEELA Studios in California and on the CES 2026 show floor in January 2026.

#### **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](http://shm-afeela.com) and follow us on [Instagram](#), [YouTube](#), [X](#), [LinkedIn](#), and [Facebook](#).

**About Reviver**

Reviver Inc. has reimagined the license plate into a future-proofed connected vehicle platform. By embracing technology advancements and working collaboratively with partners throughout the automotive ecosystem, we have helped to enable a better experience for everyone, including drivers, DMVs, highway patrol, auto dealerships, and commercial fleet businesses. Learn more at [Reviver.com](http://Reviver.com) and follow us on [Facebook](#) [Instagram](#), [X](#), [LinkedIn](#), [YouTube](#), and [TikTok](#).