

# Sony Honda Mobility

NEWS RELEASE

## Sony Honda Mobility's AFEELA 1 to Showcase Next-Gen Immersive Audio at The NAMM Show's 125th Anniversary

January 20–24, 2026 | Anaheim, California



**AFEELA**  
Sony Honda Mobility

**Culver City, CA, January 13, 2026** – Sony Honda Mobility of America today announced that AFEELA will exhibit at The NAMM Show, from January 22-24, 2026, at the Anaheim Convention Center. As NAMM celebrates its 125th anniversary with more than 1,600 exhibitors and 62,000+ attendees, AFEELA will join the world's largest pro-audio community in a milestone year for the global music, sound, and entertainment technology industries.

Positioned at the ACC North lobby entrance, AFEELA 1 will be on display with live demonstrations of its [AFEELA Immersive Audio](#), powered by 360 spatial sound technology delivering audio quality that surpasses traditional theatre-grade experiences. Centered on the philosophy - Born from Sound, Obsessed with Music - AFEELA 1 was engineered from the ground up with entertainment and audio-visual at the forefront, transforming the cabin into an enveloping environment for movies, gaming, and music.

To learn more about AFEELA Immersive Audio, please watch the video on YouTube:  
<https://www.youtube.com/watch?v=-ZTq40qdKiU>

The exhibit will also celebrate Sony's pioneering legacy in audio innovation - from the iconic Walkman to the revolutionary PlayStation - as AFEELA 1 becomes the next evolution in this lineage. By integrating Sony's next-generation audiovisual technology and an open ecosystem of beloved content apps, AFEELA is designed to redefine in-vehicle entertainment and listening experiences.

"AFEELA 1 was designed with a simple yet ambitious idea - that sound should be the starting point for the entire driving experience. By integrating next-generation entertainment technologies, we're transforming the vehicle cabin into a truly immersive environment. We're excited to share this vision with the NAMM community, where audio innovation has always taken center stage."

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

A Sony Honda Mobility expert will be onsite throughout the exhibit to speak with attendees about the development and philosophy behind AFEELA's entertainment-first design.

### **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. 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 NAMM**

The National Association of Music Merchants (NAMM) is the not-for-profit association with a mission to strengthen the \$19.5 billion music products industry. NAMM is comprised of 10,000 global member companies and individual professionals with a global workforce of over 475,000 employees. NAMM events and members fund The NAMM Foundation's efforts to promote the pleasures and benefits of music and advance active participation in music-making across the lifespan. For more information about NAMM, please visit <http://www.namm.org>.