

# Sony Honda Mobility

NEWS RELEASE

## Sony Honda Mobility of America Brings AFEELA Immersive Audio Experience to Grammy® House

**AFEELA**  
Sony Honda Mobility



**Culver City, CA, January 21, 2026** – Sony Honda Mobility of America (SHMA) today announced its presence at Grammy® House as a Participating Sponsor during the 2026 Grammy Awards® season, reinforcing AFEELA’s growing connection to the music community through immersive sound, creativity, and collaboration.

Taking place **Wednesday through Saturday, January 28<sup>th</sup> to 31<sup>st</sup> in Downtown Los Angeles**, Grammy House is a multi-day, immersive experience leading up to the Grammy Awards ceremony, welcoming fans, Recording Academy® members, music creators, industry professionals, and rising leaders across the recording industry.

At Grammy House, SHMA will introduce music professionals and fans to the [AFEELA Immersive Audio](#) experience, showcasing the vehicle’s 360 spatial sound technology while teasing future possibilities for co-creation and production within the vehicle environment. Through onsite vehicle demonstrations throughout the event, AFEELA will offer guests a firsthand look at how advanced audio technology can transform listening and creative experiences.

As part of the Grammy House event, SHMA will also serve as a Participating Sponsor of the **Women in the Mix: In Session Event** and a Presenting Sponsor of the **Golden Hour Event**, supporting initiatives that recognize excellence, diversity, and leadership within the music industry.

“Partnering with the Recording Academy strengthens AFEELA’s credibility and presence in the music space, positioning us not just as fans of music culture, but as a meaningful collaborator and future partner for creators and industry leaders.”

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

Sony Honda Mobility will also bring a 28-Channel Audio-Visual Experiment in partnership with Robert Glasper to unveil Spatial Code Derivation. The five-time Grammy winner and 2026 Grammy nominee Robert Glasper will bring to life AFEELA’s Immersive Audio technology and debut the "Third Flip" of his album showcasing the electric vehicle as the ultimate spatial music experience.

SHMA will leverage Grammy House as a natural extension of its NAMM Show activation, fostering continuity and deepening relationships built across major music industry moments.

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

### **About The Recording Academy**

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music’s history while investing in its future through the [Grammy Museum](#)<sup>®</sup>, [advocate on behalf of music creators](#), supports music people in times of need through [MusiCares](#)<sup>®</sup>, and celebrates artistic excellence through the Grammy Awards<sup>®</sup> — music’s only peer-recognized accolade and highest achievement. As the world’s leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Grammy Awards and the Recording Academy, please visit [Grammy.com](https://Grammy.com) and [RecordingAcademy.com](https://RecordingAcademy.com). For breaking news and exclusive content, join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#), [Facebook](#), [LinkedIn](#), [Threads](#), and [X](#). For media assets, please visit the [Recording Academy Press Room](#).