

# Sony Honda Mobility

NEWS RELEASE

## Sony Honda Mobility of America Announces Grand Opening of AFEELA Studio & Delivery Hub Fremont



**Fremont, CA, March 5, 2026** — Sony Honda Mobility of America Inc. (SHMA) will celebrate the grand opening of the **AFEELA Studio & Delivery Hub Fremont** on **Saturday, March 14, 2026**, from **11:00 a.m. to 3:00 p.m. Pacific Time**. The private event will bring together SHMA Executives, the Mayor of Fremont, local dignitaries, AFEELA 1 reservation holders, and invited guests for a ceremonial ribbon cutting at 12:00 p.m. The AFEELA 1 will be on-site for guided, in-cabin experiences highlighting its panoramic displays, [AFEELA Immersive Audio](#), and much more. The Fremont location serves as a new Northern California destination for customers to experience AFEELA's vision for intelligent mobility in an immersive, hands-on environment.

The AFEELA Studio & Delivery Hub Fremont will function as a dedicated delivery center where customers can take delivery of their AFEELA 1 through a personalized, premium experience designed to mark the beginning of ownership.

Designed as both a delivery hub and a gateway into the AFEELA ecosystem, this location allows guests to explore the AFEELA 1 through guided in-cabin demonstrations, advanced technology showcases, and personalized consultations. The opening reflects SHMA's continued investment in Northern California and its role at the intersection of innovation, creativity, and future-forward transportation.

“Opening this Studio & Delivery Hub is an important step in bringing the AFEELA vision closer to our customers and the NorCal community. The Fremont location is more than a place to see a vehicle - it’s where people can experience how technology, design, and emotion come together, and where customers can begin their AFEELA 1 journey through a personalized delivery experience.”

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

This information is current as of the time of announcement. Please note that there may be additions or changes without notice due to various conditions.

### **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. (SHMA) is a subsidiary of Sony Honda Mobility Inc. (SHM), a Japanese joint venture mobility tech company established by Sony Group Corporation and Honda Motor Co., Ltd. in 2022. By combining Sony’s technological prowess and Honda’s automotive expertise, SHM aims to lead innovation. SHM is not controlled by Sony or Honda and operates independently from both Sony and Honda. For more information, please visit us at <https://www.shm-afeela.com> or follow us on [Facebook](#), [Instagram](#), [X](#) or [LinkedIn](#).