

Sony Honda Mobility

NEWS RELEASE

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



Torrance, CA, March 16, 2026 — Sony Honda Mobility of America Inc. (SHMA) will host the grand opening of the **AFEELA Studio & Delivery Hub Torrance** on **Saturday, March 21, 2026**, from **11:00 a.m. to 3:00 p.m. Pacific Time**. The private celebration will include a ribbon-cutting at 12:00 p.m., with attendance from SHMA Executives, the Mayor of Torrance, civic leaders, AFEELA 1 reservation holders, and invited guests. The AFEELA 1 will be on-site for guided, in-cabin experiences highlighting its panoramic displays, [AFEELA Immersive Audio](#), and much more. The Torrance opening marks another milestone in expanding AFEELA's physical presence and community engagement in Southern California.

The AFEELA Studio & Delivery Hub Torrance will operate as a delivery location, offering customers a refined, personalized AFEELA 1 handover experience that elevates vehicle pickup into a thoughtful and memorable moment.

It is also designed to be a gateway into the AFEELA ecosystem, offering visitors an up-close look at the AFEELA 1 and the technologies that power its evolving, personalized driving experience. By combining delivery capabilities with immersive brand experiences, the space underscores Sony Honda Mobility of America's commitment to creating meaningful connections between people, mobility, and innovation.

“The AFEELA Studio & Delivery Hub Torrance reflects our commitment to creating meaningful connections with both our customers and the SoCal community. By combining immersive experiences with a refined, personalized AFEELA 1 delivery process, this space represents how we envision the future of mobility - thoughtful, human-centric, and shared.”

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

SHMA also has Studio locations where customers can experience the AFEELA 1 in Beverly Hills, Century City, San Diego, and San Jose.

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](#).