

Sony Honda Mobility

NEWS RELEASE

2025.1.6

AFEELA Introduces Spotify, a Worldwide Audio Streaming Service as its In-Car Entertainment



**Sony
Honda
Mobility**

LAS VEGAS, Jan. 6, 2025 – Sony Honda Mobility Inc. (SHM) announced today that they have partnered with Spotify, the world’s most popular audio streaming subscription service with more than 640 million users worldwide, to expand its in-car entertainment services.

Through this partnership, AFEELA customers will be able to access Spotify directly from their in-car entertainment system, ensuring a seamless audio experience from their personal devices to the vehicle. Customers will also be able to enjoy their favorite playlists, recently played songs, personalized recommendations, and Spotify’s extensive library of over 100 million songs, 6 million podcast titles, 350,000 audiobook titles, and enjoy content personalized to their preference.



As a Mobility Tech Company that connects diverse inspirations and pursues cutting-edge technology, SHM will realize innovations in mobility that affect people’s sensibilities and behavior.

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 Spotify

Spotify’s platform revolutionized music listening forever when we launched in 2008. Today, more listeners than ever can discover, manage and enjoy over 100 million tracks, more than 6 million podcasts titles, and 350,000 audiobooks a la carte on Spotify. We are the world’s most popular audio streaming subscription service with more than 640 million users, including 252 million subscribers across 184 markets.

About AFEELA

"AFEELA," which embodies the concept of "FEEL" at the core of the mobility experience envisioned by Sony Honda Mobility, represents an interactive relationship where people "feel" mobility as an intelligent entity, and mobility "feels" people and society using advanced technologies such as sensing and networking. The first model to be released under the brand, AFEELA 1, is scheduled for official launch in California, USA in 2025.

About Sony Honda Mobility

Sony Honda Mobility Inc. (SHM), a Mobility Tech Company established in 2022 by Sony Group Corporation and Honda Motor Co., Ltd., aims to lead innovation in the industry with its purpose “Move people, through the pursuit of innovation with diverse inspirations”. Combining the technologies and expertise of the two companies, SHM will develop and provide high value-added mobility products and services for mobility with various partners and creators. “AFEELA 1” is now available for reservation

in California, USA. For more information, please visit us at <https://www.shm-afeela.com> or [Instagram](#), [YouTube](#), [X](#), [LinkedIn](#) and [Facebook](#).

Press Contact

Sony Honda Mobility Inc.

Communications/PR press@sony-honda-mobility.com