

Sony Honda Mobility

NEWS RELEASE

Sony Honda Mobility Joins Forces with Polyphony Digital to Develop e-Motor Sound for AFEELA



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LAS VEGAS, Jan. 6, 2025 – Sony Honda Mobility Inc. (SHM) today announced its collaboration with Polyphony Digital Inc. (Polyphony Digital) to develop a unique e-Motor Sound for the in-car audio system of AFEELA, aiming to enhance the sense of unity between the driver and the car. Sony Honda Mobility's AFEELA is a new mobility brand that seeks to redefine the relationship between people and mobility.

To create innovative and engaging mobility experiences through AFEELA, SHM believes the e-Motor Sound, which enhances the driver's sense of oneness with the car during acceleration, deceleration, and cornering, is an essential auditory element. In this collaboration, Polyphony Digital will combine its renowned expertise in sound engineering, honed through the development of the "Gran Turismo" series real driving simulator, along with Sony Honda Mobility's technology.

Polyphony Digital has pursued realistic vehicle behaviors and textures in the long-standing development of the "Gran Turismo" series, providing users with a unique experience as if they were driving an actual vehicle. "Gran Turismo 7" includes the AFEELA Prototype 2024*, realistically recreating the exhilaration of new mobility in the digital space. SHM announced its collaboration with Polyphony Digital in-vehicle development on January 8, 2024, solidifying their collaboration for technological effectiveness.



“Polyphony Digital will leverage its unique sound engineering expertise to support the creation of the optimal e-Motor Sound for AFEELA. Over the past 30 or so years, we have walked alongside the automotive industry with our perspective. We look forward to further exploring the future of automobiles and mobility.”

Kazunori Yamauchi, President and Representative Director, Polyphony Digital Inc.

“The development of the e-Motor Sound is a crucial element in realizing the new mobility experience we aim for with AFEELA. We are delighted to have Polyphony Digital, with its long-standing development expertise, supervise the creation of the optimal sound for AFEELA. Through the e-Motor Sound suitable for new mobility, we aim to provide our customers with an inspiring experience.”

Izumi Kawanishi, Representative Director, President and COO, Sony Honda Mobility Inc.

As a Mobility Tech Company that connects diverse inspirations and pursues advanced technology, SHM will achieve innovations in mobility that influence people's sensibilities and behaviors.

*Available via update 1.46. Internet connection required.

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 Polyphony Digital and Gran Turismo

Gran Turismo is a video game developed by Polyphony Digital Inc., a subsidiary of Sony Interactive Entertainment Inc. Having launched in Japan first in 1997, the multi-award-winning franchise is regarded as the best and most authentic driving simulator due to true-to-life

graphics, authentic physics technology and careful attention to detail. Polyphony and its famed creator Kazunori Yamauchi have revolutionized the racing game genre. Please visit at <https://www.gran-turismo.com/> or <https://www.polyphony.co.jp/> .

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](#).

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