

Sony Honda Mobility

NEWS RELEASE

Sony Honda Mobility Announces AFEELA Studio & Delivery Hubs at CES® 2025

Experience the AFEELA Brand at Two State-of-the-Art Locations in Torrance and Fremont, California, Expected to Open in the Second Half of 2025

LAS VEGAS, Jan. 7, 2025 – Sony Honda Mobility of America Inc. (SHMA) announced at CES® 2025 that it will open the AFEELA Studio & Delivery Hub, two new spaces where visitors can directly experience the AFEELA brand, in Torrance and Fremont, California, forecasted for the second half of 2025. These hubs will provide visitors with the opportunity to interact with the advanced technology and innovation of AFEELA vehicles.



Rendering of the AFEELA Studio & Delivery Hub in Torrance, CA
(Expected to Open in the Second Half of 2025).

At the AFEELA Studio & Delivery Hubs, the brand's first model, AFEELA 1, will be on display. Visitors will have the opportunity to interact with the vehicle and have their questions answered by experts with extensive knowledge of its innovative features. Visitors also will have the opportunity to demo drive the AFEELA 1.

After the official launch of AFEELA 1, the hubs will serve as the location where customers can receive their vehicles.



Rendering of AFEELA Studio & Delivery Hub in Fremont, CA (Expected to Open in the Second Half of 2025).

“We're proud to welcome Sony Honda Mobility's AFEELA Studio and Delivery Hub to Torrance. The advanced technology integrated in this vehicle reflects our City's commitment to innovation and smart mobility. We look forward to supporting their success and the superior driving experience AFEELA brings for our community.”

George K. Chen, Mayor, City of Torrance

“Fremont is proud to welcome Sony Honda Mobility as they establish their new AFEELA Studio and Delivery Hub in our community. Their decision to locate in Fremont reinforces our City's position as a leading hub for cleantech and autotech. As a community with one of the highest EV ownership rates in the country, I anticipate we will be seeing plenty of AFEELA vehicles on our local roads. The City of Fremont team stands eager to support Sony Honda Mobility's success and growing our partnership with for years to come.”

Raj Salwan, Mayor, City of Fremont

“We are delighted to open the AFEELA Studio & Delivery Hubs in Torrance and Fremont with the cooperation of both cities. These new facilities will serve as a hub where customers can encounter the AFEELA brand, foster communication, and embark on a journey with new mobility. In these facilities, which combine cutting-edge technology and sensibility, visitors will have the opportunity to interact with AFEELA vehicles and experience the inspiring moments that the brand aims to deliver.”

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

SHMA is committed to creating new value from a long-term perspective, and the AFEELA Studio & Delivery Hubs will reflect this by using sustainable materials with advanced technology in its interior design, making it an environmentally conscious facility.

For access to each location, please refer to the following addresses:

- Torrance, CA: [19301 Prairie Ave, Torrance, CA 90503](#)
- Fremont, CA: [6100 Stevenson Blvd, Fremont, CA 94538](#)

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

*The AFEELA 1 in this press release is a US-spec vehicle. Images and illustrations in this press release are AFEELA 1 Signature. The specifications and service contents of the products described in the press release are as of the announcement date. They are subject to change without notice.

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, by the end of 2025.

About Sony Honda Mobility of America Inc.

Sony Honda Mobility of America Inc. is a subsidiary of Sony Honda Mobility Inc., 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 in the industry through joint development and sales of high-value-added mobility and providing services for mobility. For more information, please visit us at <https://www.shm-afeela.com> or follow us on [Facebook](#), [Instagram](#), [X](#) or [LinkedIn](#).

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