

# Sony Honda Mobility

NEWS RELEASE

## Sony Honda Mobility Partners with Crash Champions for Authorized AFEELA Vehicle Repair and Maintenance Services in the United States



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**LAS VEGAS, Jan. 7, 2025** – Sony Honda Mobility of America Inc. (SHMA) has announced a new partnership with Crash Champions, one of the largest founder-led operators of high-quality automotive collision repair centers in the U.S.

Announced at CES® 2025, SHMA will partner with Crash Champions to provide comprehensive vehicle repair and maintenance services for Sony Honda Mobility's mobility brand AFEELA.

The partnership delivers AFEELA customers direct access to a convenient and trusted network of authorized Crash Champions locations for complete auto care services. By leveraging Crash Champions' expanding network of I-CAR Gold Class® collision repair centers, customers gain access to all-in-one service centers for maintenance, vehicle repair, and collision repair, all tailored to AFEELA owners and accessible through our dedicated mobile app. This partnership is designed to deliver a straightforward and convenient service experience for AFEELA customers, reinforcing a joint commitment to excellence in comprehensive auto care.

The authorized AFEELA maintenance and repair services will feature mobile app integration, including appointment reservations and payment functionality, creating a new and enhanced customer experience.

SHMA plans to commence authorized AFEELA maintenance and repair services in conjunction with AFEELA's official U.S. launch in California.



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“On behalf of the entire Crash Champions team, we are delighted to partner with Sony Honda Mobility on this groundbreaking endeavor. This is a tremendous opportunity for both companies, organizations that pride themselves on operational excellence, outstanding customer service and putting people first. We could not be more pleased to begin working together.”

**Matt Ebert, Founder and Chief Executive Officer, Crash Champions**

“We are delighted to offer safe, high-quality, and convenient vehicle maintenance and repair services through our partnership with Crash Champions. Sony Honda Mobility is committed to building a robust service structure and a new customer experience by establishing a value chain with various partners to ensure that our customers can use AFEELA with peace of mind.”

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

As a mobility tech company that connects diverse inspirations and pursues advanced technology, Sony Honda Mobility will achieve innovations in mobility that influence people's sensibilities and behaviors.

This information is current as of the time of the announcement. Details may change without prior notice due to various circumstances.

### **About Crash Champions**

As one of the fastest growing and most exciting brands in the industry, Crash Champions is the largest

founder-led multi-shop operator (MSO) of high-quality collision repair service in the U.S. The company, which also operates the growing Crash Champions LUXE | EV Certified brand of highline and luxury EV repair centers, services customers at more than 650 state-of-the-art locations in 38 states across the U.S. Crash Champions was founded in 1999 as a single Chicago repair center by industry veteran and 2023 EY Entrepreneur of the Year Midwest award winner [Matt Ebert](#). For more information, and to locate a local repair center, visit [www.crashchampions.com](http://www.crashchampions.com).

### **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 mobility tech company established in 2022 as a joint venture between Sony Group Corporation and Honda Motor Co., Ltd. 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 products and mobility-related services. 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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