

Sony Honda Mobility

NEWS RELEASE

Sony Honda Mobility Partners with MOTER to Launch Insurance Solutions for AFEELA in the U.S.

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Honda
Mobility**

Los Angeles, Jan. 26, 2025 (Tokyo, Jan. 27) – Sony Honda Mobility of America Inc. (SHMA) announced today a partnership with MOTER Technologies, Inc. (MOTER), a leading provider of edge computing data science software for automotive insurance, to develop automotive insurance plans and services for AFEELA vehicles in the United States. Leveraging MOTER's advanced data analytics capabilities and extensive expertise in insurance programs and partnerships, SHMA aims to provide a seamless, all-in-one customer experience for AFEELA customers.

Under this partnership, SHMA will provide AFEELA customers with convenient and transparent access to coverage from the moment they decide on their new vehicle. SHMA will leverage MOTER's software platform to provide insurance options within AFEELA's purchase process and seamlessly integrate with the customer experience.

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“With AFEELA, Sony Honda Mobility is redefining the next generation of mobility. We’re excited to join forces and bring our comprehensive insurance platform directly into their vehicle sales experience. Together, we look forward to delivering a streamlined, innovative experience that meets the evolving needs of today’s drivers.”

Kenji Fujii, CEO & Co-Founder, MOTER Technologies, Inc.

“We are confident in MOTER’s expertise and experience building AFEELA branded insurance programs. We look forward to creating insurance products for AFEELA together and offering our customers a truly modern insurance solution.”

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

As a mobility tech company driven by diverse inspirations and advanced technologies, Sony Honda Mobility aims to deliver innovations that transform how people experience and interact with mobility.

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

About MOTER Technologies, Inc.

MOTER Technologies Inc. (MOTER) is a software and data science company focused on bridging the gap between the automotive and insurance ecosystems through cutting-edge software and data science solutions. Dedicated to the advancement and commercialization of connected car data, MOTER's mission is to enable smarter, data-driven decisions in the insurance industry by leveraging comprehensive driving behavior and vehicle sensor data analytics. With a focus on the commercialization of next-gen vehicle data, MOTER is transforming the vast amount of data modern

vehicles produce into actionable insights that drive the next generation of insurance products and services in collaboration with original equipment manufacturers (OEMs), Tier 1 suppliers, insurance leaders, and cutting-edge mobility services. For more information, visit www.moter.ai.

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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