

# Sony Honda Mobility

NEWS RELEASE

## Sony Honda Mobility to Open First AFEELA Studio at Westfield Century City on February 22, 2025



**Los Angeles, February 21, 2025** – Sony Honda Mobility of America Inc. (SHMA) is excited to bring the future of mobility directly to consumers with the grand opening of AFEELA Studio at Westfield Century City on Saturday, February 22, 2025. This limited six-month showcase marks the first time the AFEELA 1 has been shown to the public in Los Angeles, offering visitors an exclusive opportunity to experience Sony Honda Mobility’s groundbreaking electric vehicle.

For six months only, the AFEELA Studio at Westfield Century City is designed to provide visitors with live, immersive demonstrations by AFEELA experts, allowing them to interact with the vehicle’s innovative technologies and understand Sony Honda Mobility’s commitment to sustainability and innovation.

AFEELA Studio will provide visitors with a unique chance to explore the innovative features and advanced technology of the AFEELA 1.



### **AFEELA Studio at Westfield Century City:**

**Duration:** For 6 months starting February 22, 2025

#### **Hours of Operation:**

- Monday - Thursday: 10 AM - 9 PM PT
- Friday - Saturday: 10 AM - 10 PM PT
- Sunday: 11 AM - 8 PM PT

#### **Location:**

Westfield Century City, First Floor near the Atrium  
[10250 Santa Monica Blvd. Los Angeles CA 90067](https://www.westfield.com/century-city)

#### **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 [Instagram](#), [YouTube](#), [X](#), [LinkedIn](#) and [Facebook](#).

**About Westfield Century City**

A Los Angeles escape like no other, nestled amidst acres of open space and beautifully landscaped outdoor plazas, Westfield Century City combines on-trend fashion brands, award-winning chefs and culinary experiences, headline events and entertainment, multi-faceted health and wellness amenities, public art installations, and cultural programming – all in one place. After unveiling a \$1 billion makeover in 2017 – the destination now features the West Coast’s first Eatery, a new three-level Nordstrom, new two-level Macy’s, fully renovated Bloomingdale’s, as well as a premium Equinox fitness club and spa. For more information, please visit: <https://www.westfield.com/centurycity>

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