

Sony Honda Mobility

NEWS RELEASE

Sony Honda Mobility Opens AFEELA Studio Corte Madera in San Francisco Bay Area



Tokyo, March 28, 2025 – Sony Honda Mobility of America Inc. (SHMA) announced the opening of the new AFEELA Studio in San Francisco Bay Area. Located at The Village at Corte Madera, this studio invites Northern California residents to experience the groundbreaking AFEELA 1 firsthand.

Open for a limited three-month engagement, the studio offers visitors an immersive glimpse into Sony Honda Mobility's vision for the next generation of mobility.

The grand opening event, scheduled for March 29, will welcome guests to explore the AFEELA 1's cutting-edge features and advanced technologies. Visitors can walk in for a demonstration or [book an appointment](#) in advance.

AFEELA Studio Corte Madera

Duration: Open for three months starting March 29, 2025

Hours of Operation:

- Monday - Friday: 10 AM - 8 PM PT
- Saturday: 10 AM - 7 PM PT
- Sunday: 11 AM - 6 PM PT

Location:

The Village at Corte Madera, Center Court
1618 Redwood Hwy, Corte Madera, CA 94925



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 The Village at Corte Madera

Located just seven miles from the Golden Gate Bridge, The Village at Corte Madera has the highest concentration of upscale retailers in Marin County, including the county's only Nordstrom. Boasting a retail and restaurant mix perfect for even the most discerned consumer, The Village at Corte Madera features RH Marin, Williams Sonoma, Alo, Pottery Barn, Vuori, Banana Republic, Anthropologie, Jo Malone London and dozens of other specialty stores. Visit the property's website at www.villageatcortemadera.com and follow the shopping center on social media @ShopCorteMadera. Receive our eblasts at www.villageatcortemadera.com/Newsletter

Press Contact

Sony Honda Mobility Inc.

Communications/PR press@sony-honda-mobility.com