Sony to Produce Electric Car with Honda

索尼与本田合作生产电动汽车

Sony publicly showed for the first time a new car that it will produce with Honda. The car, announced in October, appeared for public viewing last week at the Consumer Electronics Show, or CES, in Las Vegas, Nevada.

索尼首次公开展示了将与本田合作生产的新车。这款汽车于 10 月发布，上周在内华达州拉斯维加斯举行的消费电子展 (CES) 上公开亮相。

The electric vehicle, called the Afeela, will use technology from Qualcomm, including its "Snapdragon" digital chassis.

这款名为 Afeela 的电动汽车将使用高通公司的技术，包括其“Snapdragon”数字底盘。

Sony's long-awaited push into electric vehicles shows how manufacturers are increasingly paying attention to the driver's experience in cars.

索尼期待已久的电动汽车进军表明制造商越来越关注驾驶员的汽车体验。

Yasuhide Mizuno is the chief executive of Sony Honda Mobility. He told the CES trade show, "In order to realize intelligent mobility, continuous software updates and high-performance computing are required…To that end, we will work closely with Qualcomm."

Yasuhide Mizuno 是 Sony Honda Mobility 的首席执行官。他在 CES 展会上表示，“为了实现智能移动，需要持续的软件更新和高性能计算……为此，我们将与高通密切合作。”

Qualcomm recently launched a new processor, the Snapdragon Ride Flex SoC, that handles both assisted driving and cockpit functions, including entertainment. Previously those functions were handled on different chips, or computer processors. Bringing the two together can help reduce costs, a Qualcomm official told Reuters.

高通公司最近推出了一款新处理器，即 Snapdragon Ride Flex SoC，可同时处理辅助驾驶和驾驶舱 功能，包括娱乐功能。以前，这些功能是在不同的芯片或计算机处理器上处理的。一位高通官员告诉路透社，将两者结合在一起有助于降低成本。

Mizuno said that Sony is looking to use its traditional strengths in sensors. The Afeela will have more than 40 sensors. The car will use the "Unreal Engine" 3-D creation tool from Epic Games, the maker of the "Fortnite" series of games.

Mizuno 表示，索尼正在寻求利用其在传感器方面的传统优势。Afeela 将拥有 40 多个传感器。该车将使用“堡垒之夜”系列游戏的制造商 Epic Games 的“虚幻引擎”3-D 创作工具。

For Honda, the project with Sony may permit it to speed up what has so far been a slow move to electric. It has also struggled over the years to make gains in the luxury vehicle market with its Acura brand.

对于本田来说，与索尼的合作项目可能会使其加快向电动汽车的缓慢转变。多年来，它也一直在努力凭借其 Acura品牌在豪华车市场取得收益。

"As safety and security are essential to mobility, we will integrate Sony's sensors and the Honda safety along with other intelligent technologies," Mizuno said.

“由于安全和安保对于移动性至关重要，我们将整合索尼的传感器和本田的安全以及其他智能技术，”Mizuno 说。

Production of the vehicle will take place at one of Honda's 12 factories in the U.S. The U.S. was chosen for the launch because electric vehicles are already popular there. Japan came second as Honda's home market, and other markets, including Europe, will follow, but no dates have been set.

该车辆的生产将在本田在美国的 12 家工厂之一进行。选择美国作为发布地点是因为电动汽车在那里已经很受欢迎。日本作为本田的本土市场位居第二，包括欧洲在内的其他市场将紧随其后，但具体日期尚未确定。

Mizuno said the company expects to take early orders in the first half of 2025 and send the first cars to buyers in North America in the spring of 2026.

美津浓表示，公司预计将在 2025 年上半年接受早期订单，并在 2026 年春季向北美买家发送首批汽车。