

# Climate Action and brands part 2: New Product/Product Line Extension



**RIVIAN**

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# Current Situation



Rivian Automotive is tasked with a challenge:  
environmental care

Unfortunately for Rivian:

- Battery mining is terrible for the environment
- Battery recycling is incredibly challenging
  - Costs Tesla \$4.50 per pound of battery to recycle
    - Rivian batteries are about 1,750 pounds
    - ~\$7,875 to recycle **ONE** Rivian battery

# Hypothesis

## **How can Rivian provide a more eco friendly standpoint in the electric automotive industry?**

- Using less deep seabed mining
- More battery materials that are easier to recycle
- Creating and developing new technologies that use smaller batteries and take up less resources to make

# Lighthouse Identity

- **Universal Truth:** Selling sustainable electric vehicles.
- **Values:** Vehicles made for the planet.
- **Promise:** Designed to be the toughest electric vehicle in the market, with far more range per battery charge.
- **Projection:** Keep the world adventurous forever and planet friendly.
- **Personas:** outdoorsy people interested in healthier and sustainable ways of life from 40-60 years old who are financially stable.

# Hindsight, Foresight, Insight that results in a brand extension

## Hindsight:

Rivian learned from other vehicle brands and regular vehicles to care about the environment.

## Foresight:

Rivian developing an improved network architecture and simplified electronics topology, more powerful infotainment processing, expanded autonomy perception sensors, and their next-generation autonomy compute platform.

## Insight that results in a brand extension:

Rivian now creates tough, sustainable, and friendly vehicles for the environment.

# S

- Reaching the goal of becoming more **Sustainable**
- **More Revenue**
- **No Need To Create New Brand**

# W

- **Pricy** (expect an ebike/motorcycle to be costly like the Rivian Trucks)
- **Rivian insurance** is limited to only 48 US States and not internationally which can prevent customers around the world to purchase

# O

- **Expand Audience** as it can satisfy customer needs
- **Brand Image** can improve and strengthen
- **Become a credible and trustworthy brand** (with existing customers they are familiar with the product, so easier to win them over when introducing a new product)

# T

- **Growing Competition** as more and more companies are joining the electric vehicle industry which could also lead to a threat in **Mining resources** as more companies plan on using the same supply.

# Brand Foundation

"The scale of the challenge is enormous, but we're lucky to be a part of this — to be able to help solve how we shift our planet's energy and transportation systems entirely away from fossil fuel." - RJ

Scaringe Founder and CEO

## **The Brand Essence:**

- Rivian promises to develop electric vehicles that are suitable and inspiring for the modern explorers who care about moving towards a progressive and sustainable world.

## **Target Customer Segments:**

- Luxurious Outdoor Adventurers who want to explore the world in healthier and sustainable ways
- 40-60 year old, Financially stable and Luxury buyers

# Launch of New Product

## R1M: Rivian Electric Motorcycle

- R1T (Truck), R1S (Sedan) models
- R1M: Electric motorcycle with smaller performance battery
- Smaller battery = less environmental impact
- Opportunity to expand the product line (sports bikes, dirt bikes/supermotos, bobbers, bicycles, etc.)





# Next Steps

## 1. Research

- a. Team of E-Bike research professionals who know how they work, how to design them, and how to build the batteries.

## 2. New sales force team

- a. Hire and train a new team of high-end sales employees. This will help get our E-Bike side of the company to look more legit and make our consumers feel “safe and comfortable” using our products.

## 3. Partner with other companies

- a. Partner with companies like Segway and Super-73 who have been in the E-Bike world for years. Very similar products to Rivian: High-end luxury electric transportation devices.

# Conclusion

Rivian is in a tough spot as of now with more and more companies moving towards a sustainable aspect of life. The belief has been that going fully electric would be better for the environment but in reality there are some aspects of it that are not. If we can introduce these new fully eco-friendly electric products, we will have a foot in the door to take steps to being the first company to go fully green and doing so by giving our customers more options to be part of this journey with us. Which in theory will open a door to a new crowd of consumers that will gain our trust and takenote of our promise.