

A close-up photograph of a person's hand holding a smartphone next to a car's side mirror. The car is dark-colored, and the side mirror has a glowing green LED light strip. The person is wearing a light blue long-sleeved shirt. The background is blurred, showing the car's body panels and a textured trim piece.

GEORGIA & DIRECT SALES

RIVIAN AUTOMOTIVE

SEPTEMBER 2022

RIVIAN

US-based electric vehicle manufacturer founded in 2009

10,000 employees nationwide including 6,000 at our first manufacturing center in Normal, IL

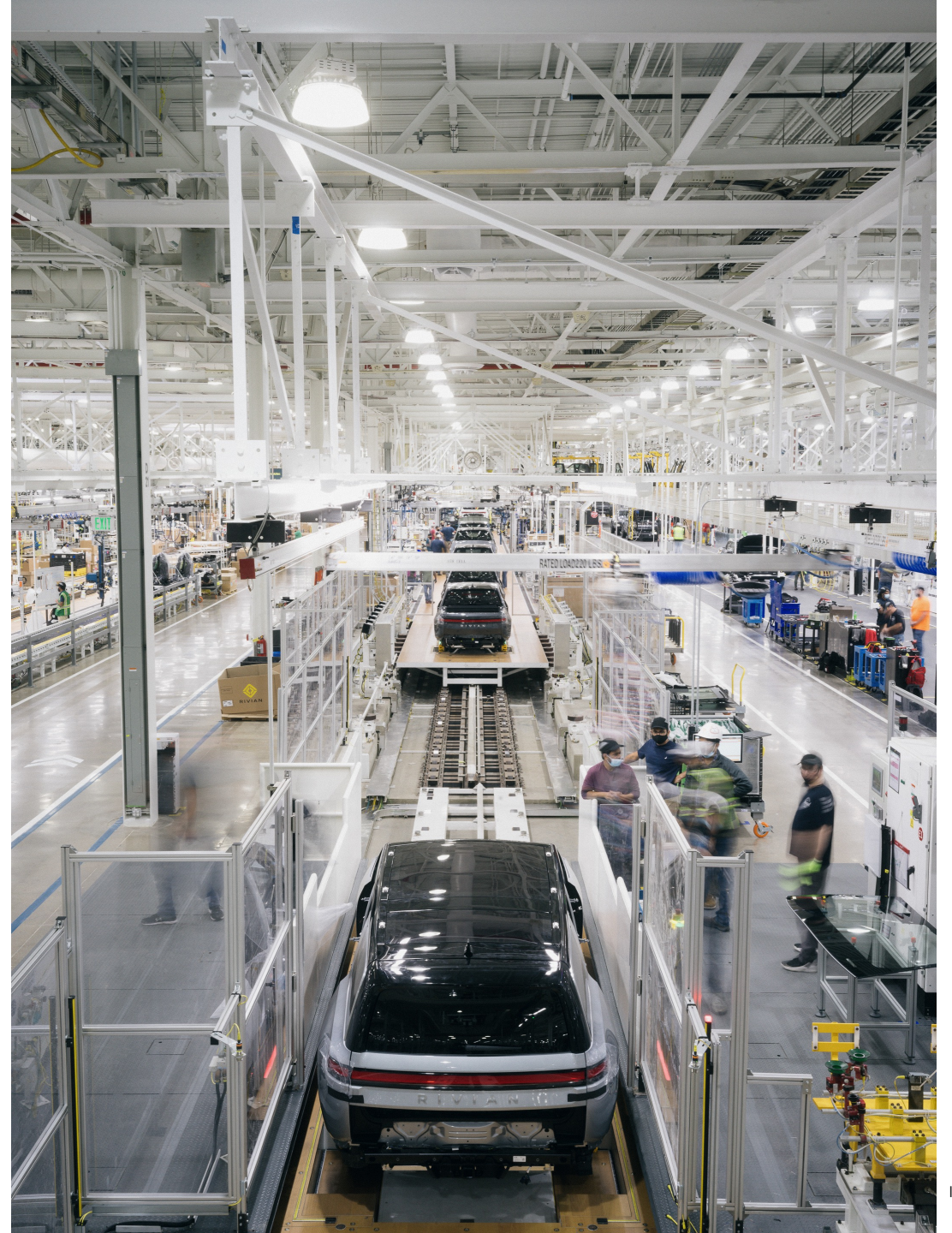
Additional footprints in Michigan, California, and Vancouver, with staff in Europe and China

Publicly traded as RIVN

3 vehicle lines currently in production, including the first all-electric pickup in America

Built and delivered over 8,000 vehicles so far

Building nationwide networks of retail locations, service centers, and charging stations



FOREVER STARTS NOW.

The speed at which we all act right now will determine what the history books say about the state of our planet 1,000 years from now. We are living through an inflection point that will determine the living conditions of many future generations to come.

We hope our products inspire not just our customers to explore and protect the world, but other businesses to build and develop a whole different set of products to compete with ours.

RJ Scaringe
Founder and CEO





RIVIAN IN GEORGIA

Partnership announced December 2021

\$5 billion investment by Rivian

7,500 advanced manufacturing jobs

Construction to begin 2022; Production 2025

Eventual production capacity for 400,000 vehicles/year

Site in Walton, Newton, Monroe, and Jasper counties

GA Department of Education has launched Electric Vehicle Career Pathway



THE PROBLEM

In 2015, Georgia changed state laws to block new, EV-only manufacturers from direct sales in the state.

Georgia allows an exception for Tesla, which operates 5 manufacturer owned dealers in the state.

This will prevent Rivian vehicles built in Georgia from being sold here in the state.



A FREE AND OPEN EV MARKET IN GEORGIA

BENEFITS OF DIRECT SALES

- Local Jobs and Investment
- Consumer Choice
- Free Market Competition
- Greater EV Adoption
- New Retail Experiences

Will Georgia's drivers be able to purchase Rivian vehicles built in their own state?



DIRECT SALES STRENGTHENS AMERICAN
LEADERSHIP ON AUTO
MANUFACTURING & INNOVATION,
WITH GEORGIA IN THE LEAD

WHY DIRECT SALES

ESSENTIAL FOR EV ADOPTION AND PROLIFERATION

2/3rds of EVs in the US have been sold via direct sales, even with restrictions in over half of states

Direct sales is the path to success for EV-only automakers

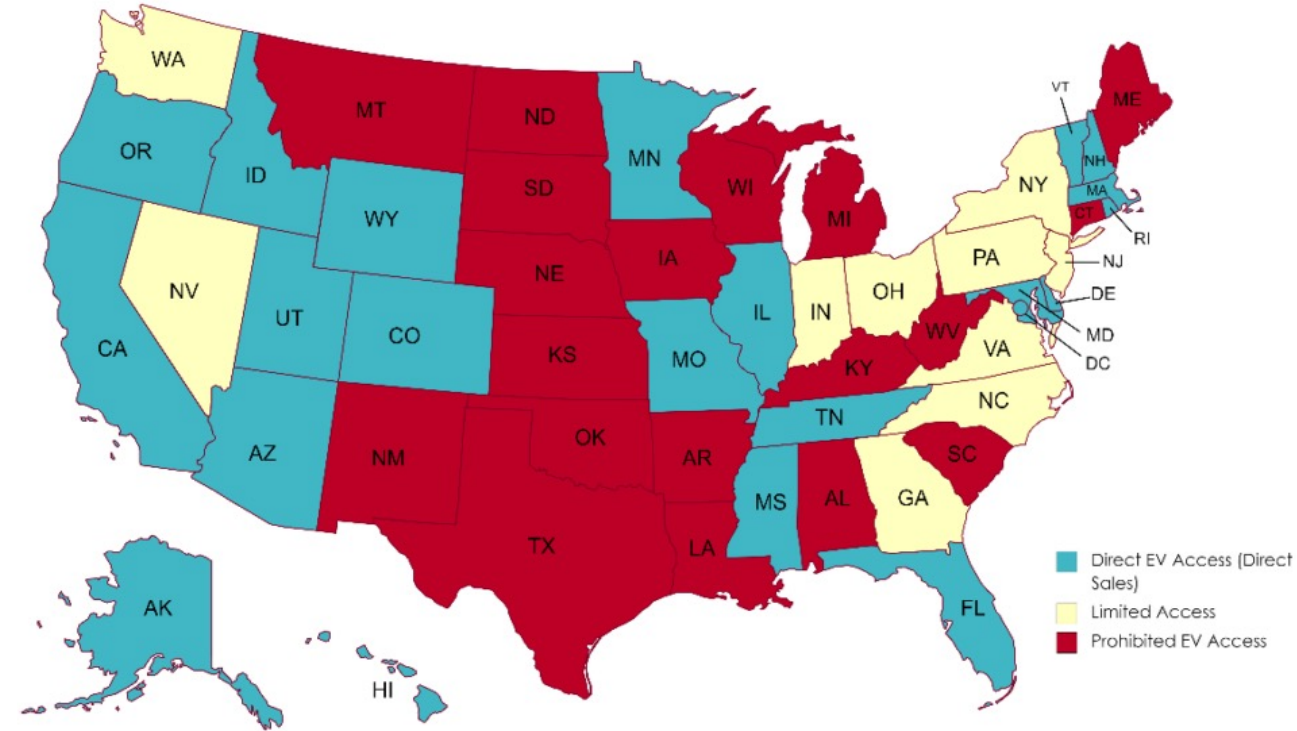
WHY RIVIAN WILL SELL DIRECTLY

- Customers need greater education before investing in new technology
- Offers price transparency
- Does not use service as a profit center
- Vehicles are built-to-order

Dealerships slow to embrace EVs, remain hesitant

FTC: 100,000 customer complaints about car dealerships every year; hundreds of enforcement actions

There is no policy justification for blocking direct sales.



FREE MARKET ADVOCATES CALL FOR DIRECT SALES



“BREAK THE AUTO DEALERS’ SALES MONOPOLY ... FOR ALL AUTOMAKERS” (2014)



“we oppose efforts by state legislatures or regulatory commissions to forbid car manufacturers from opening their own stores or service centers in order to deal directly with consumers.” (2015)



“a quintessential example of how cronyism and lobbying are corrupting the free market and destroying innovation, growth and jobs across the country.” (2015)



Prohibitions on direct sales are “an egregious case of regulatory moat building.” (2018)



“It’s questionable whether banning direct auto sales was appropriate in the first place, but now it’s crystal clear that there’s no reasonable basis for continuing this practice.” (2021)



These restrictions “come at the public’s expense” and “politicians would do better to let innovation arise from market competition.” (2022)

DIRECT SALES MEANS FREEDOM TO BUY

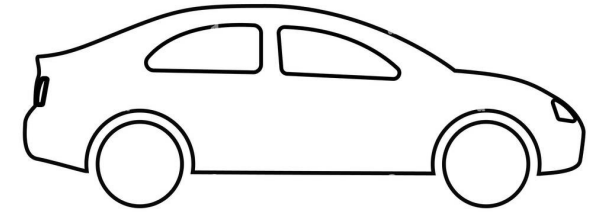
NEW CARS ARE THE ONLY PRODUCT WHERE A MIDDLEMAN IS REQUIRED (and only in the United States!!)



Realtor
OR
For Sale By Owner



Apple Store
OR
Best Buy



DEALER
REQUIRED



ARE DEALERSHIPS HARMED BY DIRECT SALES?

No! A rising tide lifts all boats

2012 – 2021 DEALERSHIP SALES GROWTH

70% increase nationwide

81% increase in open states

50% in closed states

2012 – 2021 DEALERSHIP EMPLOYMENT GROWTH

9% nationwide

11% in open states

6% in closed states

2021 GA Dealership Sales

\$36 Billion

Up from \$19 billion in 2012

89% sales growth

Source:

NADA DATA 2021
ANNUAL FINANCIAL PROFILE OF AMERICA'S FRANCHISED NEW-CAR DEALERSHIPS



 RIVIAN