

70 %

of adventure vehicle owners  
never go off-road.

**So why are we still paying for it?**

Swipe to see the opportunity →

## THE PROBLEM

# Rivian's lineup has a gap.

R1T / R1S  
\$70K+

Full Adventure

R2  
\$45K

Adventure

R3 / R3X  
~\$37K

Adventure Lite

↓ THE GAP

No vehicle for urban buyers who  
want Rivian, not the adventure tax

## THE DATA

**Adventure is aspirational,  
not functional.**

**70%** of truck owners off-road  
**≤1x/year**

**75%** of truck owners tow  
**≤1x/year**

**10-15%** of Jeep owners actually  
**go off-road**

Source: Strategic Vision 250,000-person survey

# RIVIAN METRO M1

*"Adventure, optimized for where you actually live"*

**\$39,999**

**6.5"**

**300+**

**33.5 ft**

MSRP

Ground Clearance

Mile Range

Turning Radius

## URBAN-FIRST DIFFERENTIATION

- ✓ Compact dimensions (175"L x 72"W)
- ✓ 360° parking camera + auto-parallel park
- ✓ Highway hands-free driving
- ✓ Same Rivian DNA, no adventure tax

## TARGET USER

# Meet Maya.

## THE TESLA DEFECTOR

34 • Product Designer • SF

\$185K household income

Current: 2021 Tesla Model 3

Street parking in apartment

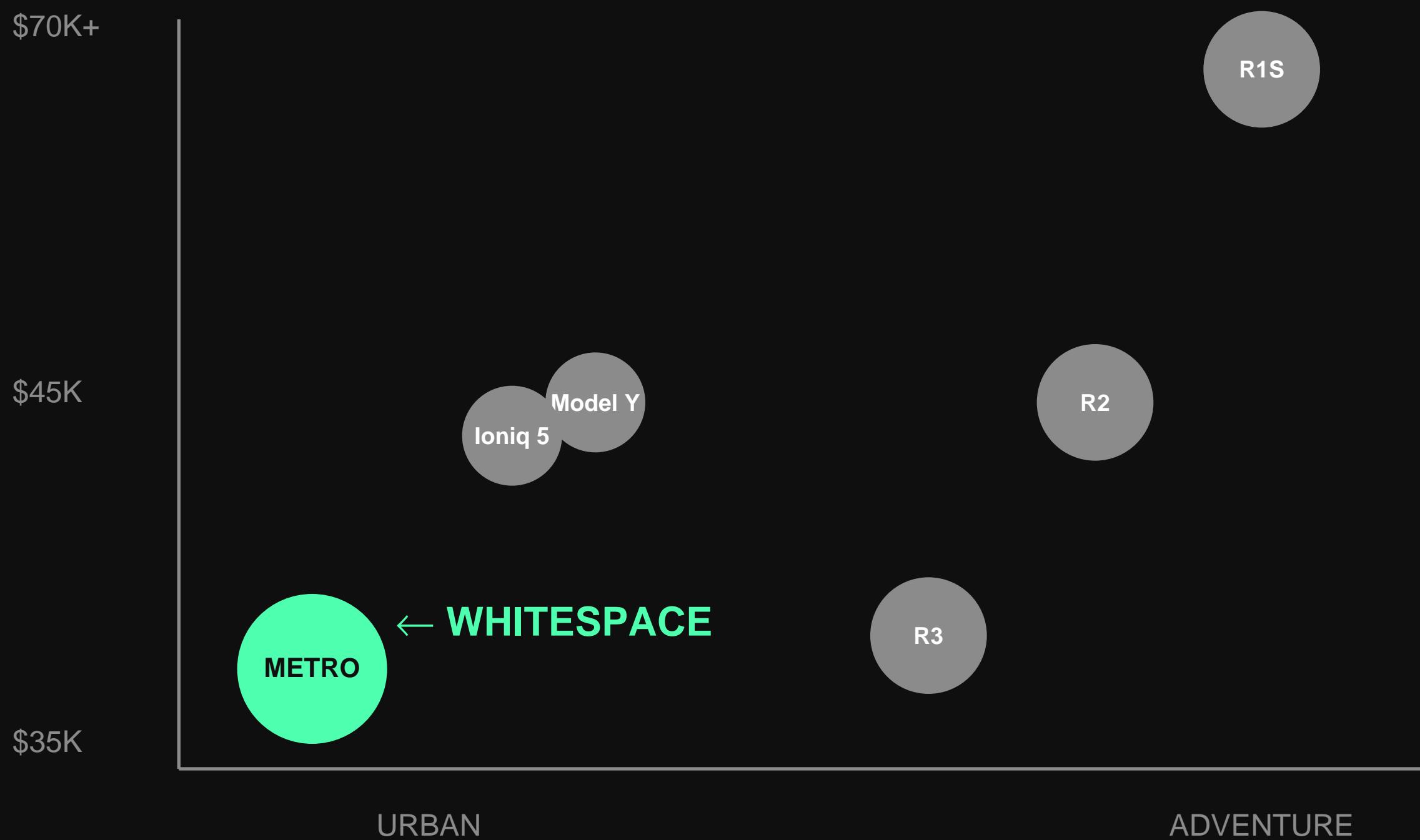
### HER PAIN POINTS:

- Embarrassed by Tesla brand association
- Finds Tesla interior cheap & utilitarian
- Loves Rivian but R1S is too big + expensive
- Never goes off-road. Never will.

***"I love Rivian's design, but I need a vehicle that fits  
in my garage, not one that can cross rivers."***

## COMPETITIVE POSITION

Metro M1 owns the  
urban-affordable whitespace.



## THE BUSINESS CASE

# The numbers.

**\$39,999**

**Target MSRP**

\$32,499 after tax credit

**75K**

**Annual Units**

by 2028

**30%**

**Tesla Conquest**

of Metro buyers

**>65**

**NPS Target**

beat Tesla's 55

**Target: >15% gross margin by Year 2**

# Want the full PRD?

10 pages of research, personas,  
RICE scoring, and user stories

**LINK IN COMMENTS**



**Chetan Jonnalagadda**

Aspiring Product Manager

[linkedin.com/in/cjonn](https://linkedin.com/in/cjonn)