

70%

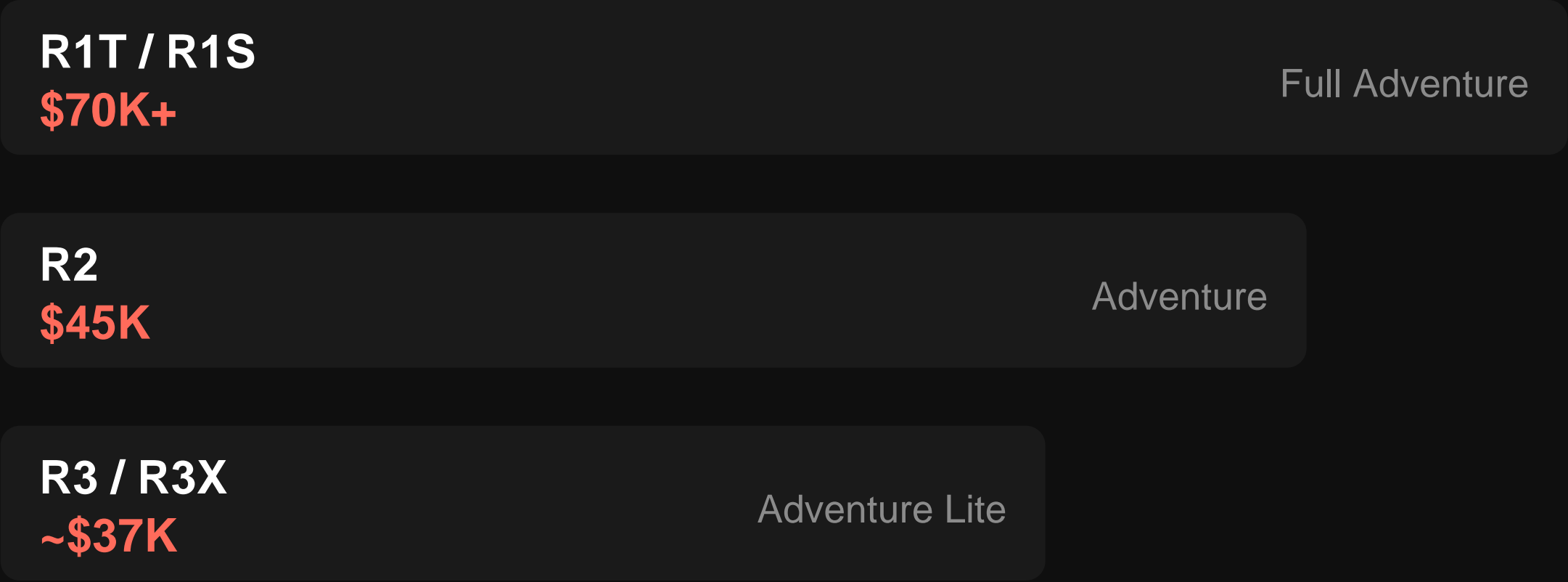
of adventure vehicle owners
never go off-road.

So why are we still paying for it?

Swipe to see the opportunity →

THE PROBLEM

Rivian's lineup has a gap.



↓ 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
 $\leq 1x/\text{year}$

75% of truck owners tow
 $\leq 1x/\text{year}$

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

Source: Strategic Vision 250,000-person survey

THE SOLUTION

RIVIAN METRO M1

"Adventure, optimized for where you actually live"

\$39,999

MSRP

6.5"

Ground Clearance

300+

Mile Range

33.5 ft

Turning Radius

URBAN-FIRST DIFFERENTIATION

- ✓ Compact dimensions (175"L × 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

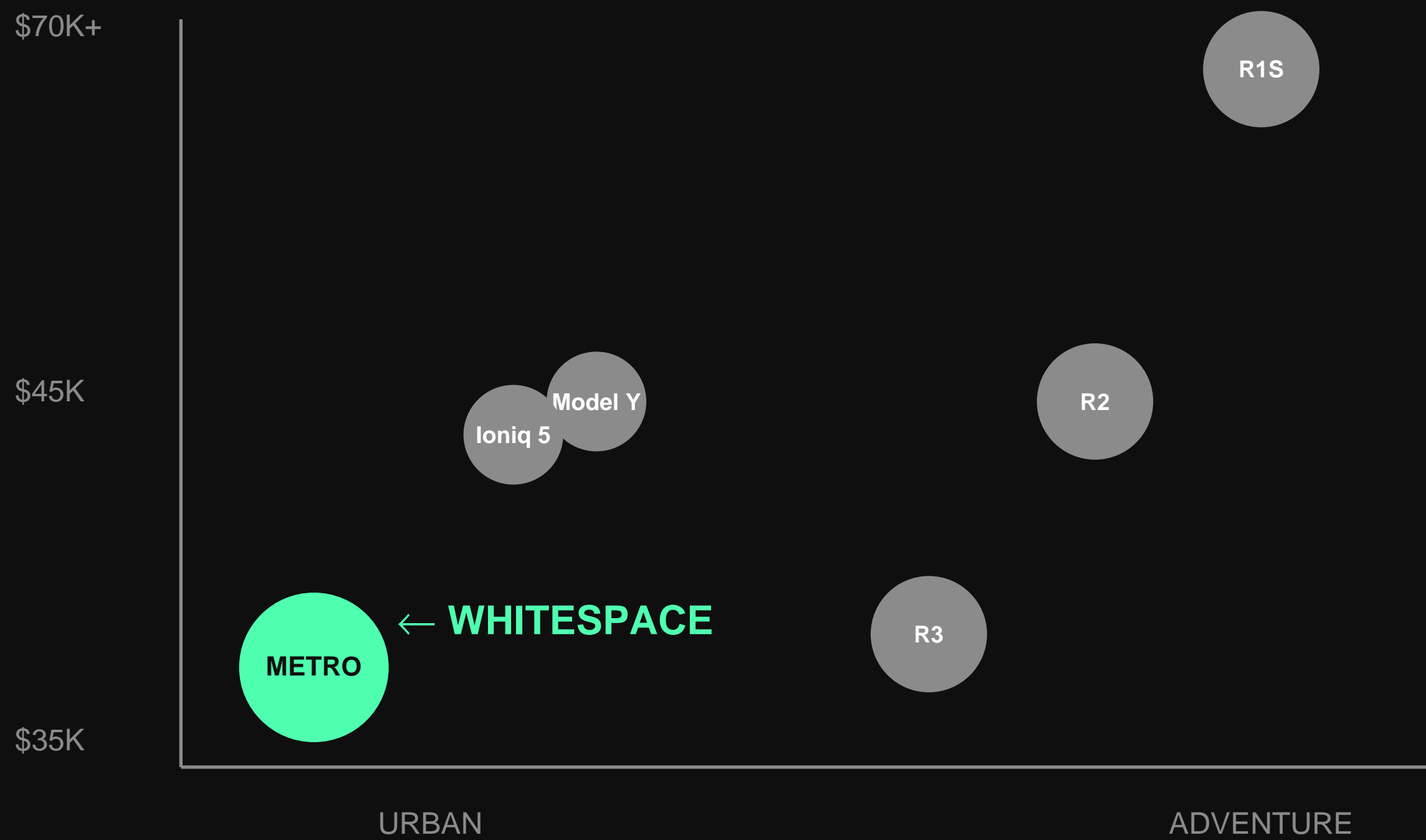
HER PAIN POINTS:

- 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 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

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LINK IN COMMENTS



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