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1 Introduction

An American electric vehicle (EV) manufacturer that has recently seen a lot of hype, Rivian can be described as an innovative and sustainable approach to transportation. Founded in 2009, the company concentrates on making electric trucks and SUVs that would fulfil the requirements of an eco-friendly set of adventure seekers (Trovão, 2023). Sustainability, innovation and performance are the core values that Rivian's electric vehicle offers seamlessly integrate into its brand identity (Rivian, 2025). Rivian's bold designs and devotion to lowering carbon emissions place it at the front of the fast-growing EV market, attracting buyers who want eco-pleasant transportation options.



This report is a search for a future brand extension of Rivian, a UK-specific electric bike. Rivian's new product is consistent with the stated brand values and comes with an option that is sustainable and adventurous for urban consumers. In addition to fitting in with Rivian's already on-the-market selection of electric vehicles, the electric bike will help meet the rising need for green methods of commuting for those in cities. If Rivian expands into the electric bike market, it can capitalise on that unwavering, yet still free from controversy, acknowledgement of a strong product and sustainability. This report will discuss how the brand extension will align with Rivian's core values, positioned as a brand extension of the market, and the customer profile for this new product.

1.1 Brand Extension

1.1.1 Description of the Proposed Brand Extension

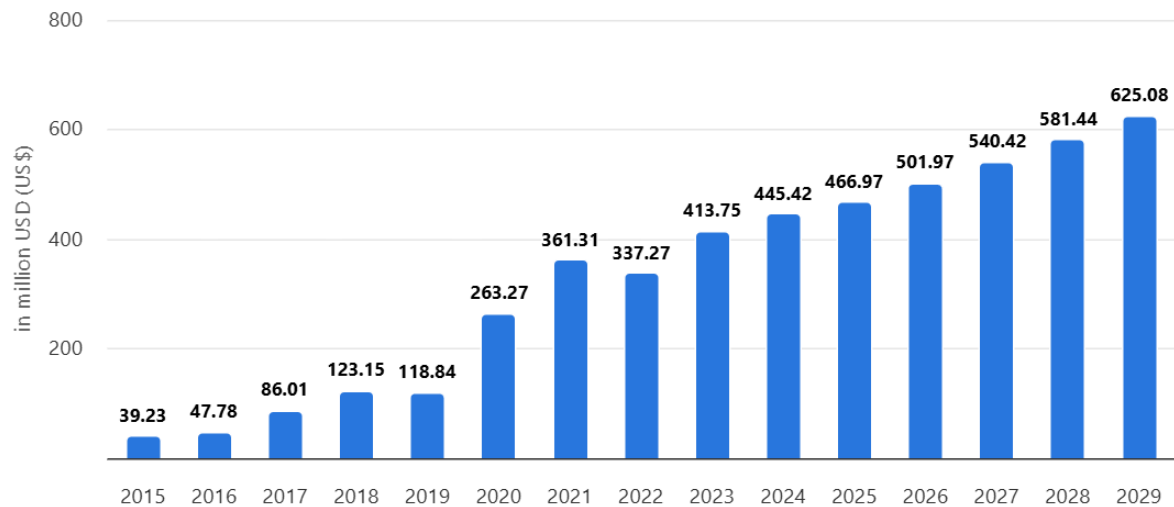


Figure: Growing E-bike Market of the United Kingdom (Statista, 2024)

The electric bike being launched in the UK market is Rivian's proposed brand extension. As an urban commuter, an eco-friendly mode of transportation for urban commuters and outdoor enthusiasts, it is an alternative method that aligns with the principles and innovation of Rivian (Hemavathi and Shinisha, 2022). Just like Rivian's electric trucks and SUVs, the electric bike will be designed for performance and have a long battery life, be versatile for various terrains, and be highly durable. Leaving the company scared will combine cutting-edge tech with the adventurous, adventure-ready spirit which made up the Rivian brand.

1.1.2 Alignment with Existing Brand Values and Market Position

Rivian's electric bike will be in line with Rivian's values of sustainability, adventure, and innovation. Rivian has been known to push tirelessly by increasing carbon emissions using its electric vehicles, and the brand can put its effort into cycling, as well. Customers who want to purchase eco-friendly transport that is not at the cost of speed and fun will buy the brand's image as a pioneer in the category of adventure-oriented electric vehicles (Trovão, 2023). Furthermore, green technologies are becoming common in the UK market, making the company highly appropriate to introduce this product in that market.

1.1.3 Adding Value to the Brand and Filling Market Gaps

Diversifying the product and the ability to welcome a broader customer base will significantly enhance Rivian's brand. Rivian, which currently sells electric trucks and SUVs, can now offer an e-bike that would appeal to urban consumers not looking for a big electric vehicle but want a sustainable and performance-oriented product. Not only will it complete the picture of Rivian's offerings, but it will fit into the fast-growing electric bike market caused by issues with our surrounding environment as well as the practical need for an efficient means of transporting ourselves in cities (Statista, 2022).

This extension puts Rivian in the position of being a holistic mobility provider for the growing need for sustainable transport and takes advantage of the UK's green transport initiatives.

1.1.4 Meeting an Emerging Need

These days, the demand for eco-friendly transportation in urban settings is on the rise, especially in cities like the UK, where the number of people using them as a mode of transportation is fast gaining ground. To fulfil this need, Rivian will have an electric bike to act as an alternative to cars and public transportation which are often associated with congestion and pollution (Cui *et al.*, 2021). E-bikes are a green and flexible commuting solution, especially in line with emerging environment awareness and symbolise the Rivian brand as a pioneer of green transportation.

2 STP for the New Brand Extension

2.1 Segmentation

The market for Rivian's electric bike can be segmented across four key dimensions: demographic, geographic, psychographic, and behavioural.

Demographic Segmentation: In terms of which audience beats who for Rivian's electric bike market, urban professionals between the ages of 25 to 45 years, and those with higher disposable income will watch out for this product. The likely educated and employed in technology, finance and other high-paying industries individuals are these. The users are equally men and women since electric bikes are a product-neutral, functional solution for everyone (Jaiswal, Deshmukh and Thaichon, 2022).

Tech-savvy customers who have a thrust for the latest innovations and expect high-quality products that offer both convenience and performance are the likely customers.

Geographic Segmentation: The electric bike will be targeted at urban markets in the UK including London, Manchester and Birmingham hosting developed cycling infrastructure and the need for alternate modes of transport. Rivian's electric bike is targeted at these high-density areas that are urban dwellers who are also looking for eco-friendly alternatives to traditional car ownership, all of which are ideal locations to introduce Rivian's electric bike.

Psychographic Segmentation: Rivian's electric bike will be made available for those consumers who want to be eco-friendly, adventurous and performant. This product will resonate with people who have the strongest intention of having an environmental ethos and seek to decrease their carbon footprint by choosing green, sustainable transportation (Tripathy *et al.*, 2023). Not to mention, the bike will also appeal to outdoor enthusiasts and people who prioritise an activity-driven and adventure-seeking lifestyle and who want to get around in something they can feel good about, being versatile riding, sustainable, exploring and being healthy by using.

Behavioural Segmentation: In behaviour terms, Rivian's electric bike will appeal to consumers who want efficiency, convenience and performance in their daily commute. Besides accounting for utilitarian reasons, these customers might also imply an emotional factor such as the chance to undertake eco-friendly selection as well as the excitement of riding a high-performance, adventure-ready bike (Sankhwar, 2025). For people who love and want to use active transportation options and even people who already own Rivian Electric cars, the bike is going to be the perfect vehicle, and they will exhibit brand loyalty.

2.2 Targeting

Rivian is almost certain to target urban professionals between 30- and 40 years old living in cities with a strong cycling culture and eco-friendly transportation demands as a main target market for electric bikes. These people are likely to be early adopters of sustainability, and the electric bike will be attractive to them because of their desire for practical commuting solutions and recreational outdoor experiences.

The targeting strategy will be differentiated, as the bike will appeal to two key segments:

- **Commuters:** Urban dwellers seeking an affordable, green alternative to car ownership or public transportation.
- **Adventure Seekers:** Outdoor enthusiasts who value performance and ruggedness in their biking experience.

Rivian can appeal to the two segments to gain customers who align with its brand's commitment to sustainability and adventure while grabbing more customers.

2.3 Positioning

Referred to as a premium, environmentally responsible, powerful transportation solution offering adventure and sustainability, Rivian's electric bike will position as a unique product, able to deliver a powerful performance in an environmentally friendly and sustainable manner (Susilo, 2021). For the electric bike, its positioning statement could be:

"For urban commuters and outdoor adventurers who value sustainability, Rivian's electric bike offers a high-performance, zero-emission alternative to traditional transportation. Built to handle both city streets and rugged terrains, it delivers an adventurous, eco-conscious riding experience that aligns with Rivian's reputation for innovation and quality."

The positioning makes clear the electric bike's long-standing commitment to power, quality and sustainability, which sets the offering apart from VanMoof, Brompton and others. Unlike standard city bikes, Rivian's electric bike will be made to be versatile, with the ability to take on urban commutes as well as outdoor adventures. Rivian's reputation for producing high-performance products will also bolster the growing premium and green tech trend in the UK.

3 Customer Personal Profile

3.1 Demographic Profile

The electric bike from Rivian is aimed at 25–45-year-olds, who possess a high level of income, and belongs to urban areas in large cities like London, Manchester or Birmingham. As a result, many of these individuals are likely to spend their disposable incomes on products of higher quality rather than those of lower quality. Most of them are well educated with university degrees and work in technology, finance, or creative industries sectors. The product is gender-neutral and, therefore is appealing to both men and women.

3.2 Psychographic Profile

Sustainability, technology, and outdoor adventure are what the target customer values. Regarding eco-friendly choices they set upper limits to air pollution, and they are motivated by the fact that they want to decrease their carbon footprint. Electric bikes are a modern, efficient means of transport for them, and, they are very tech savvy, and they prefer the ones that are done with innovation and the ones with new technologies. There are also many lifestyle influences of which many customers lead active lifestyles, engage in outdoor activities, and try to have a balance between work, fitness, and leisure.

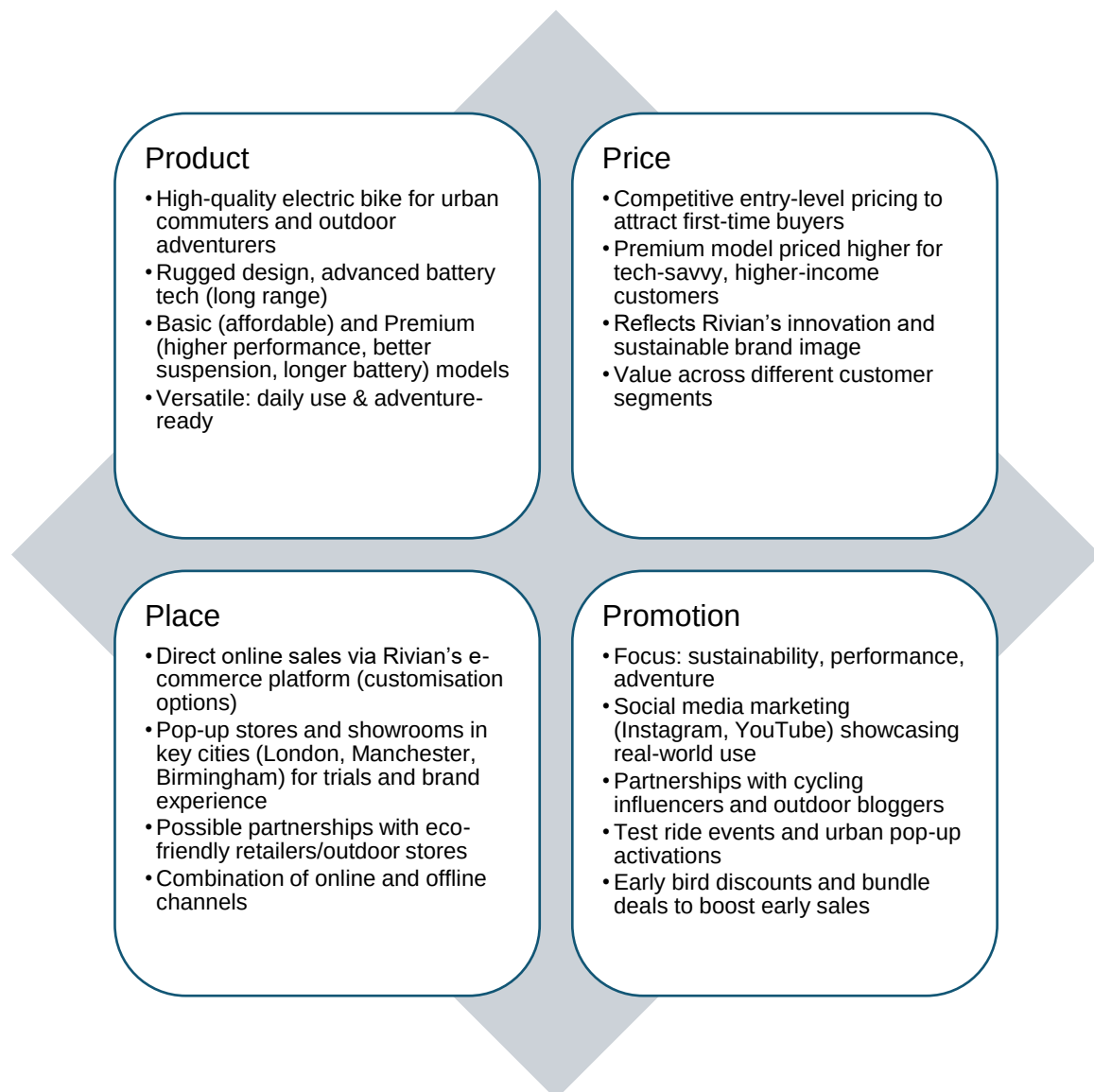
Electric bikes from Rivian are ideal for those who not only need a functional transportation solution but also want to live under the green umbrella and be in line with their values and lifestyle (Gunkel *et al.*, 2023). During the week, customers need the bike to be a tool for urban commuting, and on weekends it should be a recreational vehicle, while still providing customers with practical and fun.

3.3 Customer Persona for Rivian's EV

Name: Alex Turner Age: 32 Occupation: Software Engineer Location: London, UK Income: £45,000 per year	
Lifestyle: Eco-conscious, active, and tech-savvy	
Values: Sustainability, innovation, adventure	
Hobbies: Cycling, hiking, exploring the outdoors, attending tech events	
Motivations: Alex seeks an eco-friendly, high-performance transport option for both daily commuting and weekend adventures. They value products that align with their sustainability goals and active lifestyle. The Rivian electric bike offers an efficient, green alternative to traditional transport, allowing Alex to reduce their carbon footprint while enjoying outdoor exploration.	

4 Marketing Mix Strategy

Using the 4Ps framework (Product, Price, Place and Promotion), the secret behind Rivian's electric bike marketing strategy will be based on their brand's core values which are sustainability, innovation, performance, and customisations that will be offered to customers. The strategy will be suitable for serving the market in the UK, which is experiencing growth in demand for eco-friendly means of transportation in urban areas.



4.1 Product

Rivian's electric bike will be a high-quality bike that will serve the area of urban commuters as well as the outdoor adventurer. Aimed to be practical for daily use, the bike will be built with the same ruggedness and performance of Rivian's electric vehicles, as well as advanced battery technology with a long-range on a single charge (Fan, Chen and Zhao, 2020). The intended design will assimilate high-quality materials and the most recent innovative technology to give a strong yet liquid ride for skaters moving through city lanes or wherever trails lead. There will be different models available, featuring basic and premium versions with an affordable base model and a more expensive one with better performance, better suspension and longer battery. Its versatility makes it possible for Rivian to attract customers from those looking for a functional commuting solution to those interested in a more performance-oriented product for outdoor exploration.

4.2 Price

Rivian's electric bike will be premiered but competitive and will serve as an eco-friendly and high-quality alternative to other electric bike options in the market. Rivian's entry-level model will carry near entry-level pricing to lure first-time electric bike buyers, and their premium model will have more tech and performance-focused, higher-income customers in the price range. The premium price tag shows the quality of the product and the brand image of Rivian as a pioneer of innovation, and sustainable mobility (Wang *et al.*, 2023). However, by offering various models, Rivian can reach a wider customer base with affordability in mind; the premium features provide good value, and some respect, during the amount of being an up-and-coming brand name.

4.3 Place

Electric bikes will be available through direct online sales on Rivian's e-commerce platform which will detail product info, customer reviews and a very easy purchase process. Customisation options will also be available for bikes in the online store, which the customers can customise according to what suits them. Rivian will set up a physical presence in popular urban hubs by having pop-up stores and showrooms in the biggest city centres including London, Manchester, and Birmingham. Customers won't be able to buy the product in these locations but will be able to try it out, speak

with knowledgeable staff and ride bikes. The electric bike distribution might reach customers who are already using eco-friendly lifestyles by reaching through eco-friendly retailers or speciality outdoor stores (Austmann, 2020). By using both online and offline channels together, the diversity of consumers is optimised for convenience and accessibility.

4.4 Promotion

Digital marketing and brand engagement will be the main component of Rivian's promotional strategy to emphasise three aspects of the electric bike's selling points (sustainability, performance, and adventure). On social media, they will make the content of the bike interesting, for example: Instagram with the bike in use in the real world, for example, city commute and outdoors, and YouTube videos (Chaffey and Ellis-Chadwick, 2019). Another way Rivian can spur interest in the bike is to partner with cycling influencers, bloggers and outdoor types. Rivian can then host test ride events, and pop-up activations in major urban locations to enable potential customers to see and experience the bike themselves. Two things will be emphasised in the promotional campaigns centring around the bike, which are its eco-friendliness, aligning it with the growing trend of making transportation sustainable and the high performance that Rivian is known for in their electric vehicles. They could also help generate initial interest in developing sales by offering special promotions, such as early bird discounts or other bundle deals with other Rivian products.

5 Conclusion

The opportunity to extend the brand into the electric bike market in the UK presents an opportunity for Rivian to strengthen its leadership position as a provider of sustainable mobility. Rivian can appeal to consumers interested in urban commuting, who are also very eco-conscious by leveraging its existing brand values of innovation, performance, and sustainability to create a product that will resonate with outdoor enthusiasts. The electric bike is a product with a great design, a long service time the battery, and the ability to fulfil a variety of use cases, all of which are oriented to fit the current demand for green transport.

Rivian has a well-defined marketing mix of product performance, competitive pricing which would address the product, available channels to distribute the product, and targeted promotional efforts to catch the attention of many consumers. This will prove attractive to new customers and help Rivian strengthen ties with customers who are already buying Rivian's electric vehicles.

Electric bikes will support Rivian's sustainability and adventure commitment alongside the growing needs of urban mobility. Rivian's entrance into the market for electric bikes puts them in a good position to benefit from this growth by offering a novel, eco-friendly way to get around.

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