



PRESS RELEASE

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Media Contact
J Public Relations
619-255-7069
undercanvas@jpublicrelations.com

UNDER CANVAS ANNOUNCES PARTNERSHIP WITH RIVIAN

Two innovative brands collaborate to expand outdoor access for electric vehicles

BOZEMAN, Mont. (Jan. 19, 2022) – Today, Under Canvas and Rivian announced a first-of-its kind partnership between the two brands, with the addition of the electric vehicle maker and automotive technology company's open-network Waypoints chargers to the upscale, outdoor hospitality brand's camp locations. Rivian Waypoints will be available for guest use at Under Canvas Moab and Under Canvas Lake Powell-Grand Staircase in time for the 2022 season. The locations mark Under Canvas as Rivian's first hospitality partner. The agreement supports both companies' missions to make outdoor exploration more accessible and encourage people to adventure responsibly by reducing their carbon footprint while exploring the country's most iconic national parks and monuments. The Rivian Waypoints chargers are exclusively for guest use during months of operation, and operational for all electric vehicles.

"The fast-growing adoption of greener vehicles in an effort to reduce carbon emissions made our decision to partner with Rivian to provide charging stations at our camps an obvious choice for both our guests and the environment," said May Lilley, Chief Marketing Officer of Under Canvas. "We're thrilled to be adding another initiative to our efforts to support our mission and core values which include respect for the environment, allowing and supporting more responsible and sustainable adventure. In fact, we're pleased to share that through Earth Day, guests of Under Canvas Moab or Lake Powell-Grand Staircase who visit and stay with us will enjoy charging their electric vehicles, on us."

The partnership is designed to have multiple location expansions with both companies on an aggressive growth trajectory as leaders in responsible travel. The addition of Rivian Waypoints is a significant effort to reduce carbon emissions and just one initiative that Under Canvas has implemented in its mission to inspire connections with extraordinary places, people and the planet by enhancing access to the outdoors. Pull chain showers, low flow toilets, rechargeable battery pack charging in tents; solar energy use at select locations and a towel reuse program all work to minimize energy and maximize sustainable use. Under Canvas camps are equally designed to minimize disturbance and maximize open space, each with dedicated, undisturbed green spaces. The camps are designed to flow with the natural topography of the land to eliminate unnecessary earthwork. Partnerships with local conservation-based organizations like the Shaw Institute in Maine and International Dark-Sky Association are part of the brand's commitment.



Likewise, Rivian was founded on the principle of keeping the world adventurous forever. Its electric adventure vehicles, the Rivian R1T and R1S, were built on the premise that exploring our planet's incredible offerings can be done both comfortably and responsibly – without producing carbon emissions or the use of fossil fuels. To do this, Rivian is complementing the launch of its vehicles with charging solutions like Rivian Waypoints, located where patrons of the outdoors need it most.

Under Canvas guests can charge their EV (electric vehicle) at their convenience with these Level 2 charging stations designed for an overnight charge. Charging is facilitated by the Rivian app, available for iPhone and Android users, to view and control charging time and pay with ease. In celebration of the launch, from Opening Days on March 3 and 10 respectively, through Earth Day, April 22, guests of Under Canvas Moab and Lake Powell-Grand Staircase with EV's may access complimentary charging, courtesy of Under Canvas this year.

“Partnering with Under Canvas felt very natural as we both aim to inspire adventure and challenge ourselves to do this in environmentally thoughtful ways,” says Trent Warnke, Senior Director, Energy and Charging Solutions at Rivian. “We look forward to integrating Under Canvas’ extraordinary campsites with our Waypoints charging network – a network that’s planned to have over 10,000 open-network chargers.”

Since opening the first camp ten years ago near West Yellowstone, Under Canvas has dedicated itself to connecting guests to the outdoors and to each other through experiences that immerse travelers into nature in an inherently spatially distanced way. Under Canvas believes that being outside doesn't necessarily mean 'roughing-it' and that nature inspires and connects friends and family while also committing to sustainably conscious efforts that leave a minimal footprint. Opening dates for the 2022 season are as follows: Moab on March 3; Zion and Lake Powell - Grand Staircase on March 10; Great Smoky Mountains on April 7; Grand Canyon on April 14; Mount Rushmore on May 5; Acadia on May 12; Yellowstone on May 19; Bryce Canyon on June 2; and Glacier on June 9. Reservations for all camps are now available at www.undercanvas.com.

ABOUT UNDER CANVAS

Under Canvas is the ultimate outdoor destination hospitality experience, connecting people to each other, to extraordinary places, and to the planet. Its upscale, safari-style accommodations perfectly embrace their natural surroundings while featuring indoor luxuries, allowing everyone to discover their outdoor self in comfort and style. Under Canvas currently operates ten locations in Yellowstone and Glacier in Mont.; Moab, Zion, Lake Powell-Grand Staircase and Bryce Canyon in Utah; Mount Rushmore in S.D.; Great Smoky Mountains in Tenn.; Grand Canyon in Ariz.; and Acadia in Maine. For more information, please visit www.undercanvas.com.

ABOUT RIVIAN

Rivian creates energy and transportation products and services with the goal of helping electrify the world. We design, develop, and manufacture category-defining electric vehicles and accessories and sell them directly to customers in the consumer and commercial markets. Rivian complements its vehicles with a full suite of proprietary, value-added services that address the entire lifecycle of the vehicle and deepen its customer relationships. Learn more about the company, products, and careers at rivian.com.