



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

May 13, 2024

Ms. Nancy Bell
Rivian Automotive, LLC
13250 North Haggerty Road
PLYMOUTH, MI 48170

NEF-107SS
24V-319

Subject: Missing Dashboard Air Bag Warning Label/FMVSS 208

Dear Ms. Bell:

This letter serves to acknowledge Rivian Automotive, LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

RIVIAN/R1S/2024
RIVIAN/R1T/2024

Mfr's Report Date: May 9, 2024

NHTSA Campaign Number: 24V-319

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 127

Problem Description:

Rivian Automotive, LLC. (Rivian) is recalling certain 2024 R1T and R1S vehicles. The dashboard air bag warning label may be missing. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 208, "Occupant Crash Protection."

Consequence:

Without the dashboard label, operators may be unaware of the increased risks that an air bag poses to an infant or child in the front seat, increasing the risk of injury to occupants.

Remedy:

Rivian will mail owners the warning label information, free of charge. Owner notification letters are expected to be mailed June 21, 2024. Owners may contact Rivian customer service at 1-888-748-4264. Rivian's number for this recall is FSAM-1429.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.nhtsa.gov.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Rivian Automotive, LLC's contact for this recall will be Sarah Shiver who may be reached by email at sarah.shiver@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement