



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

1200 New Jersey Avenue SE
Washington, DC 20590

September 17, 2024

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

NEF-107SS
24V-686

Subject: SCCM Missing Cruise Control Markings/FMVSS 101

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/2025

Mfr's Report Date: September 13, 2024

NHTSA Campaign Number: 24V-686

Components:

STEERING:STEERING CONTROL MODULE
VEHICLE SPEED CONTROL:CRUISE CONTROL

Potential Number of Units Affected: 33

Problem Description:

Rivian Automotive, LLC. (Rivian) is recalling certain 2025 R1S vehicles. The steering column control module (SCCM) may be missing cruise control markings. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 101, "Control and Displays."

Consequence:

The driver may not know how to activate or deactivate the cruise control without the proper markings, increasing the risk of a crash.

Remedy:

Rivian will inspect and replace the SCCMs as necessary, free of charge. Owner notification letters are expected to be mailed October 19, 2024. Owners may contact Rivian customer service at 1-888-748-4264. Rivian's number for this recall is FSAM-1532.

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