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THE RANCH AT LAGUNA BEACH ANNOUNCES RIVIAN AS HOUSE VEHICLE PARTNER, THE FIRST OFFICIAL CALIFORNIA HOTEL PARTNER FOR RIVIAN

A convergence of California, art and sustainability, the partnership with Rivian elevates The Ranch at Laguna Beach as a leader in sustainable tourism



LAGUNA BEACH, CA (June 26, 2024) – The Ranch at Laguna Beach announces a partnership today with Rivian, making the electric adventure vehicle their official house car. The partnership with The Ranch at Laguna Beach marks the first official hotel partner in California for Rivian, headquartered in Irvine, California just 30-minutes away from the resort. The Ranch at Laguna Beach will feature R1S and R1T vehicles, available for resort guests to book based on availability, as well as utilized for guest shuttles for local adventures.

“It’s an honor to have The Ranch at Laguna Beach be the first official California hotel partner for Rivian and to elevate our guest experience with such an impactful, innovative brand”, said Kurt Bjorkman, chief operating officer of The Ranch at Laguna Beach. “Our partnership with Rivian allows us to provide our guests with even more opportunities for immersion into the iconic destination of Laguna Beach, while continuing our unwavering commitment to sustainability in all that we do”.

The Rivian house vehicles at The Ranch at Laguna Beach will be wrapped in artwork by Laguna Beach based, world-class artist Troy Lee, founder of industry-leading action sports apparel and custom paint company Troy Lee Designs. From his father creating signage for the resort to his family living on the property during his childhood, Lee’s deep history with The Ranch at Laguna Beach also led him to design the new logo for the property in July of 2022.

Lee's admiration for The Ranch at Laguna Beach and the destination will be reflected in his art for the Rivian house vehicles.

Guests of The Ranch at Laguna Beach will be able to book one of the Rivian house vehicles through the concierge team to enjoy on their own. The R1T vehicles will feature both bike and stand-up paddleboard racks, giving guests the ability to explore Laguna Beach and nearby towns with ease. The Gear Tunnel of the R1T or front trunk of the R1S acts as an ideal storage space for golf bags, primed for a day at The Ranch at Laguna Beach 9-hole at the GEO Certified® golf course. Additionally, the Rivian house vehicles will provide service as a shuttle for resort guests to experience off property adventures such as surfing, hiking and mountain biking, as well as the resorts Cultural Experiences – Birds of Prey, The Painter, and The Shaper – taking guests into the workshops of celebrated community members, showcasing Laguna Beach's iconic culture elements of surfing, plein air painting and bird watching. The Ranch at Laguna Beach will also partner with Rivian South Coast Theater, recently opened in downtown Laguna Beach, to become the host resort for future events and theater programming that celebrates community and adventure, integral pillars of both brands.

The new Rivian partnership is just one of the impactful initiatives that makes The Ranch at Laguna Beach a leader in sustainable tourism. The property is a founding member of Beyond Green – helping to pave the way for hospitality companies through global standards of sustainability in-tune with the United Nations sustainable development goals – as well recycles glass bottles into sand for its golf course, saves 20 million gallons of water annually by irrigating with reclaimed water, tree planting in partnership with The Ecology Center, and much more. On the culinary side, The Ranch at Laguna Beach's signature restaurant Harvest is Laguna Beach's first 'Ocean Friendly Certified' restaurant by Surfrider Foundation, which utilizes local and sustainable sources for seasonal menus as well as from the property's own ½ acre biodynamic farm, operates on-site composting, and features seafood from the James Beard Sustainable Seafood Standards list.

For additional information about The Ranch at Laguna Beach please visit theranchlb.com, and to learn more about Rivian, visit rivian.com. Images of The Ranch at Laguna Beach and Rivian may be found [here](#).

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About The Ranch at Laguna Beach

Spread over 87 acres where the canyon meets the sea in the heart of Orange County, California, The Ranch at Laguna Beach is a boutique, coastal resort steeped in history since its inception as an 1800's homestead. With 97 guest rooms and suites, a half-acre biodynamic farm, the only golf course in Laguna Beach, a 3,000 square foot indoor/outdoor Spa and robust spaces for meetings & events, The Ranch at Laguna Beach embodies the essence of all the iconic, artistic beach community of Laguna Beach has to offer. The resort's diverse dining program includes farm-to-fork California cuisine at Harvest restaurant, The Porch, locally sourced hook-to-fork cuisine at Lost Pier Cafe, along with Young's Beach Shack at Salt Creek Beach. From property programming such as yoga, stargazing and outdoor exploration, to destination adventures of dolphin safaris, whale watching, and immersion into key cultural

elements of the destination, The Ranch at Laguna Beach provides authentic California experiences for locals and travelers alike. With sustainability at the forefront of all resort initiatives, The Ranch at Laguna Beach is a founding member of Beyond Green, a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. For more information, please visit www.theranchlb.com.

About Rivian

Rivian (NASDAQ: RIVN) is an American automotive manufacturer that develops and builds category-defining electric vehicles and accessories. The company creates innovative and technologically advanced products that are designed to excel at work and play with the goal of accelerating the global transition to zero-emission transportation and energy. Rivian vehicles are built in the United States and are sold directly to consumer and commercial customers. The company provides a full suite of services that address the entire lifecycle of the vehicle and stay true to its mission to keep the world adventurous forever. Whether taking families on new adventures or electrifying fleets at scale, Rivian vehicles all share a common goal — preserving the natural world for generations to come. Learn more about the company, products, and careers at www.rivian.com.