

MEDIA RELEASE
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2026 Rivian R2 Makes its Canadian Debut at the 2025 Canadian International AutoShow

*New model makes a bold entry into the Electric SUV Market
R1 and R2 models showcased in Auto Exotica*

TORONTO, ON. — Rivian has officially unveiled its latest electric SUV, the 2026 Rivian R2, at the Canadian International AutoShow. Expanding its lineup, Rivian introduces a midsize electric SUV that blends performance, capability, and utility in a five-seat package, optimized for both big adventures and everyday use. The vehicle was unveiled on Media Preview Day, then exhibited for the Canadian public for the first time. The R1 and R2 are on display in the Auto Exotica exhibit on Level 100 of the Metro Toronto Convention Centre.

The silhouette and face of R2 are distinctly Rivian. Rivian announced its new midsize platform last March, which underpins the upcoming R2 and R3 product lines. Equipped with a dual-motor all-wheel-drive system, the R2 ensures exceptional traction and stability across challenging terrain. It offers two battery sizes, with the larger pack providing over 480 km of range on a single charge. The quickest powertrain configuration enables zero–96 km/h acceleration in under three seconds, ensuring an exhilarating driving experience.

The interior is designed for ease-of-use, while being uniquely Rivian through a combination of inviting design and premium, sustainable materials that are easy to clean. R2 also features second row seating that fold completely flat, for gear, cargo, and even car camping.

“I have never been more excited to launch new products – R2 and R3 are distinctly Rivian in terms of performance, capability, and usability, yet with pricing that makes them accessible to a lot of people,” said Rivian Founder and CEO RJ Scaringe. “Our design and engineering teams are extremely focused on driving innovation into not only the product features but also our approach to manufacturing to achieve dramatically lower costs. R2 provides buyers starting in the \$66,500 price range with a much-needed choice with a thoroughly developed technology platform that is bursting with personality. I can’t wait to get these to customers.”

With a starting price of \$66,500 in Canada, the R2 offers a compact, capable, and efficient electric SUV option. Deliveries are expected to begin in the first half of 2026.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14th to the 23rd. Media registration for the Canadian International AutoShow is now open and can be accessed at <https://autoshow.ca/press-releases/media-registration/>. To receive the newsletter, sign-up at



<https://autoshow.ca/newsletter-signup/>. Discounted tickets can be purchased in advance [online](#). For news and updates, check in regularly at autoshow.ca. Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](#), Twitter [@autoshowcanada](#) and Facebook [/autoshowcanada](#).

About the Canadian International AutoShow, presented by The Toronto Star

Celebrating the automobile since 1974, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 370,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.

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 <https://www.rivian.com>.

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