

# PARTNERSHIP PRESS RELEASE

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## FOR IMMEDIATE RELEASE

**The Maasai Wilderness Conservation Trust Announces Pilot Project with Rivian  
Driving Protection of East African Ecosystems, Communities**



A new pilot project with Rivian brings electric vehicles to South-Eastern Kenya for critical conservation work

**Nairobi, Kenya, 13 October 2022** -- The Maasai Wilderness Conservation Trust (MWCT) today announced a pilot project with Rivian, the maker of electric trucks, vans and sport utility vehicles on a mission to helping protect our planet and the cultures that inhabit it. The partnership brings MWCT and the Maasai community R1T all-electric trucks and Rivian's support to aid in the management of MWCT's protected landscape and community lands throughout South-Eastern Kenya.

***For Immediate Release***



Maasai rangers deploy R1Ts for patrols and critical wildlife and habitat protection

The pilot project, beginning with four R1T electric adventure vehicles currently at work in the Chyulu hills of Kenya, is enabling MWCT to carry out vital conservation work in the most efficient and environmentally friendly way possible, including quiet anti-poaching patrols, zero tailpipe-emissions transport for Maasai firefighters and critical on-and off-road rangers' operations, to health and education programs.

In the coming months, Rivian's new electric SUVs, the R1S, as well Rivian charging infrastructure, will be added to MWCT's ongoing operations. The use of all-electric, zero tailpipe-emissions adventure vehicles all recharged via a state-of-the-art photovoltaic system enables MWCT to operationalize our mission in a way that puts the planet first.





R1Ts mobilize the entire MWCT team to conduct outreaches more sustainably

“We’re hugely excited by this collaboration with Rivian given their intense focus on addressing our planet’s climate crisis and preserving critical biodiversity,” said Luca Belpietro, Founder and Executive Director of the Maasai Wilderness Conservation Trust.

“Rivian's support of MWCT is already playing a significant role here in Kenya, helping us to carry out our work in conservation, education, health, and livelihoods initiatives. The R1T is the perfect vehicle for us -- with zero tailpipe emissions and essential features such as electric sockets in the vehicle so we’re able to plug our equipment directly into the vehicles without the need for an external power source. We are proud to have Rivian as a partner to help us achieve meaningful sustainability and provide community services with minimal impact on the Planet.”

“Rivian believes individuals, organizations and entire industries must come together to help preserve our natural world for future generations – and few places in the world so deeply and beautifully embody what’s at stake as those under the stewardship of the Maasai Wilderness Conservation Trust,” said Rivian Chief Sustainability Officer Anisa Costa. “For Rivian, this partnership with the Maasai people is about extending our collective impact – taking extraordinary steps, even before selling a single vehicle outside the United States, to explore the unique opportunities for community-based social and environmental change our trucks and SUVs can help make possible. We feel honored to be able to put our new tools and resources to work in the protection of some of Africa's most iconic and important land, wildlife and culture.”

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**About the MWCT:**

The Maasai Wilderness Conservation Trust (MWCT) works to protect the legendary ecosystems and astounding biodiversity of East Africa through conservation that directly benefits local Maasai communities. The world increasingly relies on many traditional communities like the Maasai to protect the ecological treasures that exist within the land that they own. But the incredible wilderness and wildlife of Africa's grasslands and the famous culture of the Maasai people both face daunting threats to their long-term survival. The fate of both rests with the Maasai themselves as they work to figure out how to benefit from their incredible natural resources while preserving them. Learn more at [maasaiwilderness.org](https://maasaiwilderness.org).

**About Rivian:**

Rivian exists to create products and services that help our planet transition to carbon neutral energy and transportation. Rivian designs, develops, and manufactures category-defining electric vehicles and accessories and sells 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](https://rivian.com).