

## Rivian confirms plans to open service/sales center in former Fry's on Northgate



Image: Sacramento Business Journal

Rivian will open at 4100 Northgate Blvd. in late 2027.

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### Story Highlights

- Rivian Automotive coming to 4100 Northgate Blvd. in Sacramento.
- The sales and service center will be in a former Fry's Electronics space.
- Rivian will fill about 60,000 square feet on Northgate, according to Councilmember Lisa Kaplan.

Electric vehicle maker Rivian Automotive Inc. has confirmed plans to open a sales and service center in a former retail building on Northgate Boulevard in Sacramento.

The Irvine-based company known for its SUVs and trucks will open at 4100 Northgate Blvd. in late 2027, Rivian (Nasdaq: RIVN) confirmed in an email Wednesday.

"Sacramento is critical to our growing commercial footprint in Northern California," Tommy Carrillo, the company's director of commercial facilities real estate, said in an emailed statement from the company. "As we welcome new customers to the Rivian family, this facility allows us to provide robust support to our expanding owner community while giving prospective buyers the chance to experience our class-defining electric vehicles firsthand."

City records don't yet show any applications for tenant improvements for 4100 Northgate, which LaTerra Development LLC last year redeveloped from a former Fry's Electronics store into a 156,000-square-foot industrial building.

According to Rivian, its location at 4100 Northgate will be open to the public for sales, service and vehicle deliveries. That will include the ability to book demonstration drives for its R1T, R1S and new five-passenger SUV R2 models.

Rivian did not disclose the exact square footage of its lease in the building. In a news release posted on Facebook, Sacramento City Councilmember Lisa Kaplan said Rivian will fill about 60,000 square feet. Kaplan represents District 1, where Rivian will be located.

The square footage is consistent with a plan filed with the city of Sacramento earlier this year to convert about half the building, and add a second story on that half, to create a 192,374-square-foot self-storage business.

Under that plan, about 59,000 square feet on the northern half of the building would be available for another tenant.

LaTerra Development didn't immediately return an email Wednesday about Rivian's plans, and a leasing broker with CBRE didn't return an inquiry this week about Rivian's lease.

In the redevelopment of 4100 Northgate, LaTerra officials said drawing tenants to the existing building could kick off construction of a 110,000-square-foot, ground-up industrial building on the property's parking lot.

Originally developed in the 1990s, the existing building at 4100 Northgate was first an Incredible Universe and then Fry's Electronics consumer electronics store. Fry's closed there as part of the entire chain's shutdown in 2021.