



Latest Tesla Store Opens in Park Meadows, Colorado

Tesla Ramps Up Retail Experience to Prepare for Model S

DENVER, CO -- (MARKET WIRE) -- 06/02/11 -- [Tesla Motors](#) (NASDAQ: TSLA) expands its retail footprint to Park Meadows shopping center outside of Denver, Colorado today with the opening of [Tesla Park Meadows](#).

In preparation for Model S, the world's first [premium electric sedan](#), Tesla is reinventing how people buy cars with interactive stores designed to entice potential customers. Tesla stores are designed to invite customers to explore Tesla's technology, learn about owning an electric car, and configure their own car in the [Tesla Design Studio](#).

Tesla Park Meadows, located in Lone Tree, ensures high foot traffic while the layout engages the customer through a series of hands-on interactive touchscreen experiences. The first store of this kind, Tesla Santana Row opened in April to great success, consistently breaking foot traffic records. In the first two weeks, the store averaged as many Roadsters, Model S reservations, and even Tesla merchandise as previous Tesla stores do in a month.

"We are trying to recreate the car-buying experience for the customer," says Tesla VP of Sales and Ownership Experience, [George Blankenship](#). "Locating at Park Meadows will allow us to entice, inform, and engage more people in Colorado than ever before. We want visitors to take time to learn more about the benefits of owning a Tesla and to show them that the technology to go electric exists today."

Tesla's retail growth is focused on [service](#). Tesla is opening stores and service locations in the most convenient regions for its current and growing customer base. This month Tesla will also open a service center located in Glendale, CO. The service location will be dedicated to the greater Colorado area and serve as the hub for the area's Service Rangers.

Tesla Mobile Service Rangers travel to customers' homes to perform annual inspections, firmware upgrades and other services. Tesla's innovative "house call" approach allows customers peace of mind no matter where they are located.

As the only company focused purely on developing electric vehicles, Tesla owns the entire process from vehicle design to customer delivery. This allows for close communication between Tesla engineers, sales and service to ensure product quality and an exceptional ownership experience.

ABOUT TESLA

Tesla's goal is to produce a full range of electric cars, from sports cars to mass-market vehicles -- relentlessly driving down the cost of electric vehicles. It is currently the only U.S. automaker that builds and sells highway-capable EVs in serial production. Palo Alto, California-based Tesla designs and manufactures EVs and EV powertrain components. Tesla has delivered more than 1,600 Roadsters to customers in North America, Europe and the Asia Pacific Region. Model S, the first premium sedan to be built from the ground up as an electric vehicle, goes on the market in mid-2012.

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