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Tesla Motors Announces Canadian Pricing for Model S

PALO ALTO, CA -- (Marketwire) -- 08/15/12 -- [Tesla Motors](#) (NASDAQ: TSLA) today announced pricing for Model S in Canada. Canadian customers can choose from one of three battery pack sizes, with the base 40 kWh battery pack Model S starting at \$64,500 Canadian dollars (CAD) before provincial tax rebates, as may be available. Model S with the 60 kWh battery pack and 85 kWh battery pack will start at \$75,200 and \$85,900 CAD respectively.

"Pricing in foreign markets can be very complex, so we have taken a very straightforward, transparent approach to pricing Model S," said George Blankenship, vice president worldwide sales and ownership experience. "Canadian base prices start with U.S. pricing, plus 6.1 percent for import duties and an additional 1.5 to 2 percent, depending upon the model, for incremental transportation costs and country specific business expenses. The total is then adjusted using the current mid-term currency exchange rate."

Option pricing has also been kept very straightforward. In Canada, all models will include heated seats and choice of décor as standard equipment. Model S in Canada will also include the game-changing 17" touchscreen, 19" wheels and a Mobile Connector with three adapters as standard equipment. Tesla's Canadian pricing configurator, showing all pricing and options, will be available on its website in the near future.

With the most energy-dense battery pack in the industry and best-in-class aerodynamics, Model S has the longest range of any production electric car in the world. Model S comes with three battery pack options to fit the unique needs of different drivers. The 85 kWh Model S has received a U.S. fuel economy rating of 89MPGe and a range of 265 miles from the U.S. EPA. Fuel economy ratings from Environment Canada are still pending.

[Model S](#) is the first premium sedan designed from the ground up to take full advantage of electric vehicle architecture. A revolutionary powertrain sits under the floorboard of Model S, creating an ultra-low center of gravity. Paired with an aluminum body engineered for superior handling, Tesla has created a vehicle that will raise the bar for vehicle handling and efficiency while meeting the highest standards for safety.

Without an internal combustion engine or transmission tunnel, the interior of Model S has more cargo space than any other sedan in its class and includes a second trunk under the hood. Model S seats five adults and two children in optional rear-facing child seats. The Performance Model S accelerates from 0 to 60 mph in as little as 4.4 seconds. The interior features a 17" in-dash touchscreen with internet capabilities, allowing for streaming radio, web browsing and navigation.

More than 12,200 reservations have been made worldwide for Model S. Deliveries to Canadian customers will begin later this year. Meanwhile, Tesla will be opening its first new-design Canadian store in Toronto this November. Customers can reserve a Model S at one of Tesla's retail stores or [online](#).

About Tesla

Tesla's goal is to accelerate the world's transition to electric mobility. Palo Alto, California-based Tesla designs and manufactures EVs and EV power train components for partners such as Toyota and Daimler. Tesla has delivered more than 2,350 Roadsters to customers worldwide. Model S, the first premium sedan to be built from the ground up as an electric vehicle, began deliveries in June 2012.

Forward-Looking Statements

Certain statements in this press release, including statements regarding the characteristics and performance of Model S, future store openings in Canada and information regarding Model S handling, efficiency and safety, are "forward-looking statements" that are subject to risks and uncertainties. These forward-looking statements are based on management's current expectations. Various important factors could cause actual results to differ materially, including the risks identified in our SEC filings. Tesla disclaims any obligation to update this information.

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