



Tesla Motors Begins Regular Production of 2008 Tesla Roadster

San Carlos, Calif. – (March 17, 2008) -- Regular production of the 2008 Tesla Roadster commenced today, marking an historical milestone for Tesla Motors and a watershed in the development of clean, zero-emissions vehicles.

First unveiled as a prototype on July 19th, 2006, the revolutionary Tesla Roadster generated an extraordinary response from people everywhere who were inspired by the vision that beautiful, high performance cars could generate zero-emissions and burn no oil.

Less than 2 years later, this vision has become a reality as Tesla Motors begins production of this breakthrough electric vehicle. The 2008 model year is sold out and Tesla is currently taking reservations for the 2009 model year Tesla Roadster. To date, over 900 Tesla Roadsters have been reserved in total.

Through the course of development of the Roadster, Tesla Motors has established a leadership position in EV technology which it plans to extend over the next years, leading to the introduction of its next model, a five passenger sports sedan, in 2010.

Tesla Motors president and CEO, Ze'ev Drori, comments further on this important milestone on the corporate blog at <http://www.teslamotors.com/blog2/?p=57>.

About Tesla Motors

Tesla Motors develops and manufactures electric vehicles with exceptional design, performance and efficiency, while conforming to all U.S. safety, environmental and durability standards. The Tesla Roadster is the only highway capable production electric car of any kind for sale in the United States.

With a 0 to 60 mph acceleration of 3.9 seconds, a 13,000 rpm redline, and the fastest top gear acceleration of any production car tested by Car & Driver magazine in 2007, combined with an EPA rating of 135 MPG equivalent, the Tesla Roadster is unique in providing super car performance at twice the energy efficiency of the best hybrids. For more information, visit www.teslamotors.com.