



Tesla Motors Initiates European Sales

- **European Residents can Reserve a Limited Edition European Tesla Roadster for Delivery Starting in Spring 2009**
- **Production Tesla Roadster to make European Debut at Top Marques Monaco event from April 24th-27th**

Source: Tesla Motors

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The Tesla Roadster, a groundbreaking electric car that delivers super car performance with zero emissions and extreme energy efficiency, can now be reserved by European customers for delivery starting in the Spring of 2009.

Production of 250 special edition euro-spec Roadsters will be allocated for the entire EU region for 2009. This special edition, fully loaded car is priced at 99,000 Euro (excluding VAT) and will be offered on a first come, first served basis. Residents in the EU and UK can reserve a car by contacting Tesla at euosales@teslamotors.com or calling +1 650-413-6200.

The Tesla Roadster went into production in the U.S. on March 17, 2008. Over 1000 U.S. customers have reserved a Tesla Roadster. While U.S. demand is likely to exceed production capacity in 2009, this special allocation of 250 euro-spec roadsters will be reserved for the first European customers.

Tesla Motors Vice President of Sales, Marketing & Service, Darryl Siry, talked about Tesla's expansion plans and the attractiveness of the European market on the company blog at <http://www.teslamotors.com/blog3/?p=75>, stating "since we launched the Tesla Roadster in the US, there has been extraordinary interest from European customers and media. Now that we are in production, we are excited to offer this groundbreaking car to Europeans who want to be the first on the continent to drive a car with extraordinary performance, beautiful styling, and zero emissions."

The first official display of the Tesla Roadster in Europe will be at the Top Marques Monaco event from April 24th through April 27th. Information on the event can be found at <http://www.topmarquesmonaco.com>. Tesla officials will be on hand to greet customers and media.