



**Tesla Reinvents the Car Buying Experience**  
*Santana Row Store opens as the first of its kind*

San Jose, California, April 13, 2011 – Today Tesla Motors reinvents the car buying process with the grandopening of its store in the popular Santana Row retail district of San Jose, California.

In preparation for the introduction of the Model S, the world’s first premium electric sedan, Tesla has designed an interactive experience to inform potential customers; allowing them to explore Tesla’s technology, learn about owning an electric car, and configure their car in the Design Studio.

When Tesla introduced the Roadster three years ago, the company [unveiled](#) a new approach to car sales. Tesla stores feature coffee bars, wifi access and Internet stations, friendly and informed product specialists, and an open service bay so people can watch technicians at work.

The new store’s location ensures plenty of foot traffic while the layout engages the customer through a series of hands-on interactive touchscreen experiences:

- Tesla Stories features Tesla owners’ experiences of living with a Roadster.
- Tesla Innovations explore the world’s most advanced electric powertrain in the Tesla Roadster and the engineering ingenuity of Model S.
- The Design Studio combines the tactile and digital, enabling customers to configure their own Roadster, which they can then share on Facebook or email to a friend. From there, customers can seamlessly complete the purchase.

“Purchasing a Tesla should be a delightful experience,” says Tesla CEO Elon Musk. “In a Tesla store EVs will not compete for floor space with traditional combustion cars. People will feel welcome to walk in and learn about the many advantages of our technology.”

The Santana Row store, located at 333 Santana Row, Suite 1035, is Tesla’s 18th company-owned store. Tesla chose the high foot-traffic location of Santana Row, rather than a traditional dealer lot, to invite visitors to take time to learn more about the benefits of owning a Tesla and to show them that the technology exists today.

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

Tesla’s retail growth is focused on service. In preparation for Model S, Tesla is opening stores and service locations in the most convenient regions for its current and growing customer base.

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.

Tesla online

The [Tesla Design Studio](#) also debuts on [Teslamotors.com](#) today. Built using HTML5, the Tesla configurator provides an intuitive interface for users to design their Roadster from a computer, smart phone or iPad.

## **ABOUT TESLA MOTORS**

Tesla's goal is to produce a full range of electric cars, from premium sports cars to mass-market vehicles – relentlessly driving down the cost of electric vehicles. It is currently the only automaker in the United States 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 1,500 Roadsters to customers in North America, Europe and the Asia Pacific Region. The Tesla Roadster accelerates faster than most sports cars yet produces no emissions.