

Tuesday, 15<sup>th</sup> March, 2011

## NEWS RELEASE/MEDIA INVITATION

### ELECTRIC VEHICLE TO CREATE HISTORY (at 10am tomorrow – Wednesday, 16<sup>th</sup> March)

An electric car will tour Australia's eastern seaboard for the first time, starting at the ChargePoint charging station on the Concourse at the Sofitel Hotel in Melbourne (ChargePoint is part of Victoria's electric vehicle trial) at 10am on Wednesday, 16<sup>th</sup> March.

And it is not just any vehicle, but the recently released Tesla Roadster 2.5 (launched in Australia on January 15<sup>th</sup>), a handful of which have already been sold to Australians with a passion for fine motoring.

The sports car – with a recommended retail price of \$206,188 plus on road costs – is manufactured in Palo Alto in California.

With zero tail pipe emissions, the Roadster can reach 100 kilometres per hour from a standing start in less than four seconds and has a (speed-limited) top speed of 212 kilometres per hour.

Tesla's Sales and Marketing Director Jay McCormack will break his upcoming journey into three legs – Melbourne to Sydney, Sydney to Brisbane and finally Brisbane to Port Douglas – over a total time period of a month.

"I will use the opportunity to connect with locals and conduct test drives with prospective customers," Mr McCormack says.

"I am not out to break any records, but I certainly want to show off what an impressive feat of motoring and technology the Roadster is."

The car can travel up to 360 kilometres on a single charge and Mr McCormack says it will cover a total of 3,000 kilometres between Melbourne and Port Douglas.

Along the way, the Roadster will be charged using only renewable energy – that is power from the sun, wind and water – provided by AGL Energy.

The cost of the electricity used during the trip will be approximately \$110, while the equivalent for a petrol-driven vehicle would be more than five times that amount.

Those interested in the Roadster's progress will be able to follow Mr McCormack's tour on his daily blog, complete with photos, which can be accessed at [www.teslamotors.com/australia](http://www.teslamotors.com/australia).

For further information or interviews, please contact Jay McCormack from Tesla Motors on 0457 665 566, or James Brown from ChargePoint on 0419 631 181, or Alex First on 0418 660 660.

*Pictorial editors and photographers please note that a photo call has been organised at the ChargePoint electric vehicle charging station on the Concourse at the Sofitel Hotel in Melbourne at **10am on Wednesday, 16<sup>th</sup> March**, from where the Tesla Roadster 2.5 will subsequently begin its eastern seaboard tour.*



