



Report Information from ProQuest

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Tesla Motors offers the epitome of automobile innovation

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Abstract: In the case that someone is taking a road trip, which requires traditional "refueling," Tesla has introduced 75 Supercharger stations in North America that can charge a Tesla. The idea of no emissions from a Tesla vehicle is music to the ears of many environmentalists and enthusiastic buyers. And while it is a completely electric vehicle, the top model can go 0 to 60 miles per hour in 4.2 seconds with 416 horsepower, which makes Model S appealing to customers interested in performance as well.

Tesla has made several announcements into the future of its product pipeline, including the Model X, a blend of a minivan and SUV that embodies the Tesla spirit of a sleek and modern design. Deliveries will begin this year, and new orders will begin in 2015. While Tesla's vehicles are rather expensive with starting prices around \$70,000, they are definitely worth the investment. They estimate that someone who drives approximately 15,000 miles annually can save over \$2,000 per year in gas.

Tesla does have dozens of retail locations and service centers around the United States, and there are plenty more planned for other large cities. Tesla also offers vehicle technicians that it can dispatch to assist with issues or training. In North Carolina, the Tesla legislation did not pass, and Tesla can continue to sell its cars online. Even though it does not follow a similar dealership model as other automotive companies, change is inevitable; this new idea should be embraced, as Tesla is known for offering excellent customer service for its products.

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Full text: Everyone has the brands to which they are loyal, whether it be for makeup products or smartphones. When buying a new car, the idea is no different; most people purchase another car from the same brand or even a newer version of the same model.

While Tesla Motors does not have the highest sales figures in the automobile industry (with approximately 7,000 sold in the fourth quarter alone), their cars display a level of innovation and ingenuity that no other car brand has before.

The first car that Tesla produced was the Tesla Roadster, a small sports car introduced in 2006, followed by the highly popular Tesla S four-door sedan in 2008. However, they are not any regular car; the Tesla vehicles are designed to operate completely on electricity, an idea that few automakers have strongly championed until recently. The company claims that on a full charge, the Model S can run almost 300 miles until it needs to be plugged up again.

Many people are skeptical of the concept of having no gasoline as a safety precaution. Meanwhile, Tesla stresses the fact that most people drive less than 300 miles per day and are able to plug their cars in overnight to charge. The charging rate is somewhere in the neighborhood of 29 miles per hour, so it can be almost completely recharged in the time that you are sleeping.

In the case that someone is taking a road trip, which requires traditional "refueling," Tesla has introduced 75 Supercharger stations in North America that can charge a Tesla. The idea of no emissions from a Tesla vehicle is music to the ears of many environmentalists and enthusiastic buyers. And while it is a completely electric vehicle, the top model can go 0 to 60 miles per hour in 4.2 seconds with 416 horsepower, which makes Model S appealing to customers interested in performance as well.

While the Model S itself has fantastic specs on the outside, the interior is just as neat. The predominant feature of the interior is the 17-inch touchscreen control that commands the attention of everyone in the vehicle.

According to the company website, it provides "media, navigation, web, control, energy, camera and phone"

access for the driver. Tesla even informs consumers that there are only a few buttons inside the cabin, and the remote is a large button itself, making it very versatile in how it is used.

The Model S also features retracting door handles when locked, increasing the streamlined aspect of the design even more. The top of the car is almost completely glass, allowing plenty of light into the passenger area. With this heavy integration of technology and futuristically advanced features, the Tesla Model S has received one of the highest consumer satisfaction rates out of all vehicles.

Tesla has made several announcements into the future of its product pipeline, including the Model X, a blend of a minivan and SUV that embodies the Tesla spirit of a sleek and modern design. Deliveries will begin this year, and new orders will begin in 2015. While Tesla's vehicles are rather expensive with starting prices around \$70,000, they are definitely worth the investment. They estimate that someone who drives approximately 15,000 miles annually can save over \$2,000 per year in gas.

However, for those that are looking for a less expensive Tesla vehicle, the company has said that a future model will range from \$35,000-\$40,000, known as BlueStar, in 2016 or 2017. It will also increase the driving range on a single charge to close to 400 miles and will continue to provide innovations that propel the company's sales forward.

The revolutionary automaker has also been under fire recently across the country for its sales and service model, including a bill that has moved through the North Carolina Legislature regarding this issue. The main problem is that the company does not have dealerships for customers to take their vehicles to for service, which some people believe presents an issue for consumers.

However, Tesla does have dozens of retail locations and service centers around the United States, and there are plenty more planned for other large cities. Tesla also offers vehicle technicians that it can dispatch to assist with issues or training. In North Carolina, the Tesla legislation did not pass, and Tesla can continue to sale its cars online. Even though it does not follow a similar dealership model as other automotive companies, change is inevitable; this new idea should be embraced, as Tesla is known for offering excellent customer service for its products.

Overall, Tesla Motors is the epitome of innovation in the automotive sector. Its mainstream designs, advanced technologies, unconventional features and superb environmental profile deem the company a wonder in manufacturing and customer satisfaction. In the future, I foresee the company being extremely successful with sales and service delivery.

Credit: BY PARKER TILLEY Teen Correspondent

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