

Tesla Roadster (2008)

**Short Description:** 2-seat, EV sports car, 245 mile range

**Availability & Cost:** \$98k, early 2008, 700+ ordered



### Background and Details

- Founded in 2003, Tesla has been partly responsible for the revival of the electric car in the public mind.
- Their high performance, “no compromises” electric sports car has drawn rave reviews from test drivers
- Their marketing has been flawless - mainstream coverage plus an excellent blog and online forum: they “get it”
- Tesla operated an “energy storage system” department, commercializing their battery system for other EV manufacturers. In Oct 2007 Tesla’s new CEO closed this division, after losing high profile customer Th!nk
- Tesla delayed initial vehicles from Q4’07 to Q1’08, because of reliability issues with the transmission system
- Tesla is working on “Whitestar”, a 4-door sedan successor
- Official Competitor - likely Alternative Class AXP race. But the Whitestar could compete in Mainstream as well!
- References: [Tesla Motors Wikipedia Truth About Cars](#)  
[AutoblogGreen](#) [TeslaBlogs](#) [TeslaClub](#) [WhitePaper](#)

### Vehicle Stats

AXP MPGe	160
MPG	133 Wh / km
Weight	2690 lbs
L x W x H (ft)	13.0 x 6.2 x 3.7
HP	248 HP
0-60 MPH	4.0 seconds
Top Speed	125 MPH (limited)
Range	245 miles
Battery Info	56 kWh Li-ion 450 kg 100,000 mile lifetime massive safety engineering
Charge Time	3.5h @ 90 amps
Transmission	2 speed, custom design
Motor	3-phase AC Induction
Cd x Frontal Area	? x ? ft^2