



## Tesla Unveils Roadster 2.5 at Newest Stores in Europe and North America

### New Roadster Demonstrates Tesla's Commitment to Innovation

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Palo Alto, CA -- Tesla Motors today announced Roadster 2.5, the latest version of its revolutionary electric sports car. It will debut simultaneously with the opening of Tesla's two new stores in Copenhagen, Denmark, and Newport Beach, California.

The Roadster 2.5 reflects Tesla's commitment to innovation and the company's close feedback loop with its customers. The new Roadster includes improvements in both design and technology, including a new front fascia, rear diffuser, improved seat comfort & internal finishes, sound dampening and a large touch screen navigation system.

"Although development of the Model S is our main focus, this shows that we still care a great deal about improving the Tesla Roadster," said Tesla CEO Elon Musk. "These improvements are a direct result of customer feedback and come only a year after release of Roadster 2.0, showing an exceptionally rapid pace of innovation. Where feasible, we will also offer existing customers the ability to purchase the upgrades now available in version 2.5."

New features in Roadster 2.5 include:

- A new look, which includes a new front fascia with diffusing vents, and rear diffuser reflecting the future of Tesla design
- Directional forged wheels available in both silver and black
- New seats with improved comfort, larger more supportive bolsters and a new lumbar support system
- Power control hardware that enables spirited driving in exceptionally hot climates
- An optional 7" touchscreen display with back-up camera
- Improved interior sound reduction including new front fender liner material make the cabin even quieter

Tesla is launching the new Roadster with an [online image gallery](#).

Tesla will unveil the new Roadster at its two newest stores worldwide in Copenhagen and Newport Beach, CA. Journalists can see the car during media open houses at both stores throughout the day. Customers, prospective customers and other guests will celebrate the opening of the newest stores this evening.

The enhancements in the Roadster 2.5 are the direct result of accumulated customer feedback. Tesla's unique, company-owned retail network allows Tesla's engineers to receive customer feedback directly and iterate rapidly. More than 1,200 current owners in at least 23 countries have logged over five million electric miles.

Roadster 2.5 is currently available for order and soon will be available at Tesla stores worldwide.

## **ABOUT TESLA**

Tesla's goal is to produce increasingly affordable electric cars to mainstream buyers – relentlessly driving down the cost of EVs. Palo Alto, CA-based Tesla has delivered more than 1200 Roadsters to customers in North America, Europe and Asia. Tesla designs and manufactures EVs and EV powertrain components. It is currently the only automaker in the U.S. that builds and sells highway-capable EVs in serial production. The Tesla Roadster accelerates faster than most sports cars yet produces no emissions. Tesla Service Rangers make house calls to service Roadsters.