



Tesla Adds New Talent to Management Team

Top Minds From Tech, Manufacturing and Travel Join Tesla

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PALO ALTO, CA -- (MARKET WIRE) -- 08/09/11 -- [Tesla Motors](#) (NASDAQ: TSLA) gains depth of operations expertise with the addition of four new members to its executive ranks. The industry veterans will help prepare Tesla for mass production and establish it as a leading automotive manufacturer.

The newest members to the executive team include: Ravi Simhambhatla, Vice President of [Information Technology](#) and Business Applications; Greg Reichow, Vice President of Powertrain Operations; Peter Carlsson, Vice President of Supply Chain; and John Hillegass, Vice President of Design and Retail Development.

"By blending the top minds from technology, automotive and manufacturing, Tesla is building the car [company](#) for the future," said Tesla co-founder CEO Elon Musk. "Ravi, Greg, Peter and John each bring a critical component to Tesla and the progress of Model S development."

As lead for powertrain manufacturing operations, [Greg Reichow](#) will [increase efficiency](#) on Tesla's existing lines and implement innovative processes for Tesla's future vehicles. Greg joins Tesla from SunPower, where he led manufacturing growth from small prototype scale to high-volume manufacturing across several factories. Greg will play a key role in building streamlined, efficient and cost effective manufacturing practices at the Tesla Factory in Fremont, California.

[Peter Carlsson](#) joins Tesla from NXP Semiconductors where he built a strategic and global purchasing organization. At Tesla, Peter will lead all supply chain and purchasing efforts for Tesla's future vehicles, ensuring quality, cost efficiency and timeliness of all supplies used in Tesla products.

[John Hillegass](#) brings 25 years in construction [management](#) and retail development experience to help build the development of Tesla's retail stores. Past projects include work with Pixar Studios, Stanford University, Hewlett-Packard, Intel, and Apple where he oversaw the development of hundreds of new stores. Prior to joining Tesla John was Vice President of Store Development at Coles, a leader in food retailing.

In building a world class information technology platform at Tesla, [Ravi Simhambhatla](#) will increase efficiency across the company, streamline communications and help create a superior customer experience. As a founding team member and [Chief Information Officer](#) at Virgin America, Ravi led the development of the award-winning airline's pioneering customer friendly technology platforms and the company's website.

About Tesla Motors

Tesla's goal is to accelerate the world's transition to electric mobility with a full range of increasingly affordable electric cars. Palo Alto, California-based Tesla designs and manufactures EVs and EV powertrain components. Tesla has delivered more than 1,800 Roadsters, the world's first electric sports car, to customers worldwide. Model S, the first premium sedan to be built from the ground up as an electric vehicle, goes on the market in mid-2012.

www.teslamotors.com

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