



Tesla Roadster Bound for Europe

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SAN CARLOS, California — Tesla Motors will launch its electric [roadster](#) in Europe next year, according to a report on Wednesday in the *Financial Times*.

Ze'ev Drori, Tesla Motors chief executive, said the company would take advantage of the weak dollar by launching its roadster in Europe. The electric car is likely to be sold in Germany, France, the Netherlands, Norway and Denmark. It will be priced at just under &euro100,000, or the current equivalent of about \$156,000 when it goes on sale in the third quarter.

"There are many compelling reasons for us to be in Europe," Drori said. He noted the shorter average distance European motorists drive, as well as generous tax incentives for low-emissions cars in places like Denmark.

It is unclear how Tesla Motors will divide its production of the Roadster between Europe and the United States. The electric-car startup kicked off production last month and is targeting a modest output of about 100 cars a month by early 2009.

In the meantime, the co-founder and deposed former CEO of Tesla Motors has resurfaced with his latest, relatively friendly take on the Tesla Roadster. "A low-production volume electric car by itself won't make much of a difference in the world," said Martin Eberhard in his most recent posting on the [Tesla Founders blog](#). "But by making an extremely appealing electric car, Tesla was able to resuscitate the electric car, spurring a whole new wave of electric-car development across the industry."

What this means to you: It may be harder to get your hands on a Tesla Roadster if some of the production volume will be funneled to Europe. — *Anita Lienert, Correspondent*

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