

Tesla To Open Midwest Center; Musk Says Company No Niche Player



(Note: Story edited to correct timing of Chicago opening. Original posting said store would open in early March.)

Tesla Motors says it will open a Midwest regional sales and service center in Chicago this spring, the first of seven new centers it plans to launch this year.

The company, which makes the battery-electric Tesla Roadster and plans to launch a \$57,400 all-electric sedan -- the Model S -- opened its first retail centers in Los Angeles (*right*) and Menlo Park, California, last year.

In announcing the Tesla Chicago center, company chairman Elon Musk said the expansion plans show that "Tesla has no intention of being a niche automaker."

The Midwest store "will introduce the company to even more people...and position us to launch a more affordable sedan for mainstream drivers," he said.



Tesla has also said that [it needs \\$350 million in federal loans](#) to move ahead with its Model S plans.

Its application under the federal [Advanced Technology Vehicles Manufacturing Incentive Program](#) is being processed and, the company, says, has passed the first stage of the federal review (all the proper pages with all the proper information and signatures were submitted).

Next up, the fed's financial viability check.

If Tesla gets the loan, the money for the "S" (*left*) could start flowing in as early as this summer, Musk said in a [recent posting](#) on his blog.

Posted by

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