

TESLA MOTORS IS CONFIDENT SPAIN AND MADRID WELCOMES YOU

# Tesla will begin its Iberian operations in Madrid



## Pablo Gonzalez

Parked in the Paseo de la Castellana, with the emblematic Hotel Intercontinental Madrid sixties, before Hilton, two vehicles of the new model of the brand that is changing things in the automotive sector, they welcomed the personalities of the world of business, politics, culture, sport and media, gathered to greet the representatives of Tesla Motors and learn about his saloon, hundred percent electric.

The journalist Ricardo Fraguas Poole, an expert in energy efficiency and sustainable mobility, pleasantly presented the event, in the form of television, interviewing managers of the companies represented N2S, Drive & Dream and Tesla Motors, moderating the interaction with the audience .

In an opening statement, and after thanking the attendees for their presence, he invited to focus his eyes on the growing energy poverty experienced by Spain.

"On this International Day of energy poverty in which concentrations in major cities throughout Europe are made to request the search for solutions, we share with you the fact that one in ten families in Spain, for lack of resources for payment may not have heating, hot water and electricity this winter, according to the information provided to us ACA, the Association of Environmental Science and Caritas. "

"It implies a responsibility not to waste energy and we continue to improve our habits for the generation of clean and renewable energy and rational and efficient."

Despite continued criticism receiving power companies in our country, for their crossed oligopolistic practices, the presenter thanked their efforts and encouraged his managers to continue searching and applying formulas to help alleviate, in these difficult times, the situation of many families who are at risk of sinking into a social, deep exclusion due to poverty also energy.

"You have an opportunity to give even more reason for your actions to return as part of social corporate responsibility that you are already practicing. Do not miss the opportunity, in addition to the well, sympathy reap good returns in currency of image and communication. "

Referring to the draft decree Law subsistence appealed to the opportunity to reconsider having the Government of Spain, to review the text and adopt a standard that does not contradict the goals set by the European directives, to promote domestic renewable generation technology own consumption.

"Now we lead the generation of renewable energy in the world, let's not get into the tail when you give the opportunity to citizens can contribute to the clean generation for own consumption."

"Today we gather in Madrid in the Intercontinental hotel, which this year celebrates 60 years of history attached to our city, and has a team always striving to support the causes of social return, as is the promotion of good use of energy and sustainable mobility. "

Pablo Fernandez de la Torre, CEO of N2S, Spanish company leader in the deployment of infrastructure for recharging electric

vehicles, owned by Gamesa, valued technological advances and innovative Tesla effort to focus his speech on the need to provide intelligence to all new recharging systems for electric vehicles.

"One of the great challenges that we are undertaking is to initiate a display that is not obsolete in a few months. We know it is essential to intelligent energy management. Buildings, homes become energy generators and consumers. They are independent units but, in turn, part of a network that now come into play vehicles in which we move, which become errant accumulators also function accordion bellows from the mains. But for all this to work optimally and effectively, interconnection, communication between devices, plugs, -to entendernos-, and devices, and intelligent management of all processes is necessary. We call intelligence and energy is what we do in N2S. "

The head of the company sponsoring the event N2S added that electric mobility is a reality and that the presence of Tesla in Spain in an indicator that think we can assume that we will also grow in this regard.

In response to media questions, she said Fernandez de la Torre is N2S will provide all necessary support to Tesla and other electric vehicle manufacturers in the deployment of the network of fast charging points that allow clean mobility throughout the Spanish territory.

Drive & Dream the Spanish company dedicated to the development of sustainable cultural tourism and incorporated into its fleet the first zero-emissions Tesla S model has come to Spain, announced in voice of its founder, Mark Gemmell the first Spanish network rapid recharge points is now underway.

Drive & Dream with Paradores, Tesla and intelligence N2S now form the initial circle. By joining our initiative and determination of the jewels of Spanish culture in the form of hotels that are the Paradores have a natural network for this coaching inn, the electric charging of our non-polluting vehicles while rest of our trip and we enjoyed the natural and cultural beauties of Spain. Paradores has a network of more than 80 hotels spread throughout the peninsula at most are no more than 150 km from each other. It's the perfect distance for medium autonomy allowing electric cars now sold.

"Of course the Tesla Roadster and Model S now have more autonomy, but I think it's very healthy to enjoy the journey and the stops ... at hostels."

When asked if other electric vehicles can recharge their batteries at hostels, Mark Gemmell replied affirmatively adding that it is not necessary to spend to qualify for recharging but it is highly recommended as cultural and gastronomic experience immersion. He added that Drive & Dream, more than an agency of sustainable cultural tourism, is a club of users and lovers of electric vehicles and sustainable cultural trip, which welcomes and encourages other hotel establishments, restaurants and shops to join increased and establish a European network of charging points to make possible the inevitable sooner.

Finally, the Director of Communications Tesla Motors, Roberto Toro said that Tesla has great respect and great interest in Spain and announced that Madrid is the place chosen to start their operations in our country. Showed his appreciation for the steps taken by the city of Madrid and the Community of Madrid in promoting zero-emission mobility, such as tax exemption for electric vehicles in the parking privileges and the deployment of more than 30 Free public recharging points.

He said the media saying that Tesla continues with plans to produce models more affordable prices in the near future after having demonstrated that an electric vehicle in the segment of high-end sedans improvement in performance and price for any of its rivals.

Toro said they have reduced the delivery of the Tesla Model S in Europe to 6 months and, as usual, the booking can be made online. Output prices in Europe are 60,000 Euros, transport and taxes side, depending on the territory.

### **Tesla Motors, with its new Model S, has given new impetus to staff free road transport emissions**

It is the first 100% electric vehicle, in recent history, which outsells any other tourism-Norway in September 2013- and in the segment of luxury saloons, also exceeds sales to all major brands - 2013- California.

Your safety -car safest in the world in 2013 according NHTSA-, performance, more than 500 km of autonomy and acceleration from 0 to 100km / h in 4.2 sec., And comfort your line, place it as the best car 2013 -Motor Trend, Automobile, Yahoo cars-.

All attendees who wished could learn and try one of the units of the model S, in version 85 Performance +, Tesla Motors prepared

for the occasion.

Tesla Motors announced that it assigned test vehicles in Spain and that those who wish may request proof through the website of Tesla Motors, in paragraph test drive [http://www.teslamotors.com/en\\_EU/models / drive](http://www.teslamotors.com/en_EU/models / drive).

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