

IN-STORE

## Tesla expands in UK with fourth store opening

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*Aerial view of Tesla's Model S*

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By STAFF REPORTS

U.S. electric automaker Tesla is furthering its position in the United Kingdom with the opening of a new store and service center in Birmingham, along with new Supercharger locations.

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The fourth Tesla store in the U.K., the location includes a Model S design studio, a four-bay service area and a delivery bay. Tesla plans to have its store and service centers country-wide by the year.

Spreading out

Superchargers replenish Tesla's Model S vehicles in as little as 20 minutes.

Tesla has augmented its existing Supercharger presence in London at Portman Square and Royal Victoria Docks with new sites at Canary Wharf, Tower Bridge and Westfield White City. This brings the total number of Superchargers in the U.K. to six.



*Example of a Tesla Supercharger station*

Within the next six months, Tesla intends for its car owners to be able to drive across the U.K. relying only on Superchargers.

In a branded statement, Georg Ell, Tesla's country director for the U.K. and Ireland, said, "We are working on additional London locations with new sites to be announced shortly. Our plan for routes around the U.K. is also under way and we now have four locations outside of the capital."

Tesla also elevated its position in Scotland with a new Supercharger station at the Edinburgh Airport.

The development is part of Tesla's plan to allow U.K. owners to drive anywhere in the country relying solely on Superchargers. Most of the struggle of promoting widespread adoption of electric vehicles hinges on how far vehicles can go on their battery, since nobody wants to be stranded, and making charging stations ubiquitous will alleviate this fear ([see story](#)).

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