

OUT OF HOME

Tesla scoops up climate awareness with Ben & Jerry's

April 1, 2015



Ben & Jerry's Save Our Swirled

By STAFF REPORTS

U.S. electric automaker Tesla Motors is supporting ice cream maker Ben & Jerry's climate change tour in a branded vehicle.

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Each summer, Ben & Jerry's drives around the country to bring free ice cream to fans and more importantly build awareness for climate change and spur involvement in the global movement. As an electric automaker, Tesla's ethos aligns with Ben & Jerry's and climate advocates mission and will show off the brand's models while supporting a cause it cares about.

On the road again

Tesla promoted its involvement with Ben & Jerry's "Save Our Swirled" tour on social media with a post reading "We're on board with this kind of ICE (cream) car," referring to its internal combustible engines. The post included a link to Ben & Jerry's Twitter account where consumers can learn more about its sustainability tour, and where to get free scoops of ice cream.

We're on board with this kind of ICE (cream) car. Support Ben & Jerry's climate change

tour and get free ice cream: <http://ts.la/aM>

Posted by Tesla Motors on Tuesday, March 31, 2015

On Ben & Jerry's Twitter account, the ice creamers have shared images of the branded Tesla that has been outfitted with the Save Our Swirled, the brand's logo and signature colors of white, blue and teal to create a landscape effect.

From April 1 until Oct. 31, Ben & Jerry's will be driving the Tesla across the country, from San Diego to Miami, with stop 10 pit stops along the way, to spread awareness for climate change. This year, Ben & Jerry's has teamed with Avaaz, an international grassroots organizing group, to do so.

Ben & Jerry's also converted the Tesla into a 100 percent electric ice cream delivery vehicle, as well as converting its scoop truck to run on B100 biodiesel fuel. It is the brand's goal for international leaders to work toward 100 percent Clean Energy by 2050.



Now, more than ever before, luxury consumers are environmentally conscious and aware and have begun outwardly searching for brands with ethical and sustainable business practices ([see story](#)). Needless to say, for Tesla partnering with this sort of environmental cause and lighthearted initiative will result in positive brand exposure.

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