

IN-STORE

Tesla prepares for holidays with pop-up shops around US

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Tesla Model S

By STAFF REPORTS

U.S. electric automaker Tesla is traveling the country with a selection of pop-up shops that will give U.S. consumers the chance to experience its products firsthand.

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Pop-up shops often provide brands with an opportunity to experiment with different retail locations and reach consumers to whom they might not otherwise have access. For Tesla, these pop-up shops may help expand its audience and increase awareness about the concept of electric vehicles.

Road trip

Tesla's pop-up shops will be appearing throughout the U.S. during the months of October, November and December. The first arrived in San Antonio, Texas on Oct. 16 and will remain open until Dec. 27.

Locations will also open in Annapolis, MD, Pittsburgh, New York and Newark, DE during the month of October. In November Tesla will travel to the west coast, opening pop-up shops in Santa Monica, CA, Tucson, AZ and Las Vegas, among others.



Tesla pop-up shop

Because Tesla does not currently operate dealerships, these pop-up shops are a new expansion into retail for the brand. Depending on the project's success, Tesla could be inspired to open more permanent locations in the future.

By the end of December, Tesla's pop-up shops will have visited 29 different cities in the U.S., ensuring that millions

of consumers have the opportunity to test drive Tesla vehicles in time for the holiday season.

Test drive

When it comes to cars, it is especially important for consumers to experience the product themselves, and pop-up shops provide an easy way to accomplish this. Other luxury automakers have opened temporary locations to connect with consumers around the world.

For example, earlier this summer, Rolls-Royce Motor Cars gave affluent consumers a chance to experience its automobiles and learn more about the brand in a relaxed setting on the coast of Sardinia, Italy.

The Rolls-Royce Summer Studio took place on the Promenade du Port in Porto Cervo, Sardinia, a luxury destination popular with ultra-wealthy travelers who moor their yachts in the port. By scheduling exclusive events and promotions in locations that already appeal to affluent consumers, Rolls-Royce positioned itself to connect with those consumers in a comfortable setting that appealed to them ([see story](#)).

Tesla's extensive array of pop-up shops around the U.S. will ensure that consumers in many different locations can experience the electric automobiles for themselves.

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