

COMMERCE

Tesla redefines entry level with children's Model S ride-on toy

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Radio Flyer x Tesla Model S

By STAFF REPORTS

U.S. electric automaker Tesla Motors is giving its Model S an overhaul to appeal to an untapped segment of the market.

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The automaker has partnered with Radio Flyer, known for its iconic little red wagons and tricycles, to create a mini Tesla Model S ride-on vehicle for children. Toymakers have produced models of automobiles for generations, but given the shift in consumer consciousness for electric vehicles, Tesla's partnership with Radio Flyer may translate to sales later down the road.

Kids behind the wheel

Radio Flyer announced on its Web site that it will soon begin shipping the miniature Model S vehicles. Pre-orders are currently being accepted with expected delivery in May.

The one-seater toy car is geared for children between the ages of 3 and 8. Priced at \$499, the Model S for children comes in three authentic Tesla color choices: red, blue and "midnight silver metallic."

Taking a cue from its real-size version, the toy car is powered by special lithium ion batteries, which charge faster and last longer than the typical batteries seen in ride-on cars for children, charging in about three hours.

In addition to high-powered ion batteries, the toy also includes working headlights, turbine rims, a sound system with media player port, a roomy interior for children to play and trunk space found in the front of the car. Available accessories include special license plates, a mini indoor car cover and additional batteries.

Child drivers can reach a max speed of 6 miles per hour in the mini Tesla Model S.

Tesla Model S for Kids by Radio Flyer

On Twitter, Tesla's CEO Elon Musk commented that "[The] baby Model S really is quite fun."

Automakers commonly pair with toymakers to connect with young consumers on an interactive level. For instance, automakers McLaren, Ferrari and Porsche sought younger consumers with the Lego Speed Champions, a new line of Legos that feature vehicles from the brands.

Lego will introduce its Speed Champions collection this spring with an expected eight sets featuring automobiles such as McLaren P1 and LaFerrari. This smaller scale assortment of luxury vehicles will likely intrigue the younger

population of budding car collectors ([see story](#)).

In addition to the scaled for children Model S, Tesla only sells two models: the adult-sized Model S and the new Model X. At the end of March, Tesla will begin offering a third option, the entry-level Model 3, priced at about \$35,000 before federal and state tax credits are applied.

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