

AUTOMOTIVE

Tesla mobilizes automotive retail with touring design studios

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Tesla Explores in Portland

By STAFF REPORTS

U.S. automaker Tesla Motors is taking its gallery retail concept on the road this fall.

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Launched Sept. 7 in New York, Tesla Explores will offer consumers across North America the opportunity to design their own Model S or Model X vehicle from a mobile design studio. This first of its kind traveling showrooms from the brand offers Tesla the opportunity to connect with potential owners in more locations.

Rolling out retail

For Tesla Explores, six total galleries have been created. These traveling showrooms include a Model X SUV towing a specially outfitted Airstream.

At each stop, consumers will be able to see a Model X in person and interact with Tesla product specialists, who will help guide prospective buyers through designing their own vehicle using digital touchpoints, such as computers and large screens.

The configurators accessible on-board are the same the designing tools as those on Tesla's Web site, but consumers have the added benefit bring able to mix and match physical materials, trims finishes and fabrics as they create their ideal car.



Tesla Explores mobile design studio

Where state legislation allows, Tesla will facilitate test drives and purchases from the Airstreams. The primary focus of the galleries, however, is offering a place to show off the vehicles and engage with consumers.

After its first stop at 1 Hotel Central Park in New York, Tesla's design studios will be making stops in San Francisco, Boston, Chicago, Atlanta and Tampa, among other cities. Consumers can also request a stop via Tesla's Web site.

Willing to try unconventional showroom concepts, Tesla innovated the traditional dealership format through a retail placement at a Nordstrom store in Los Angeles.

The first of its kind Tesla Gallery at Nordstrom The Grove showcased the brand's Model X SUV in a 400-square-meter boutique within the store's menswear department. With its debut timed for Father's Day weekend, the space was designed as a venue for low-pressure exploration of Tesla rather than a direct point-of-sale ([see story](#)).

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