

AUTOMOTIVE

Tesla to scale back complimentary charging amenities

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Charging port of a Tesla Model S

By STAFF REPORTS

Electric automaker Tesla Motors will update its Supercharging Program to a pay-to-charge model starting next year.

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Since 2012, Tesla drivers have been able to charge their vehicles' batteries at complimentary charging stations at no cost. According to a blog entry posted on its Web site Nov. 7, Tesla is updating its policy to eliminate on-the-house charging.

Charged to charge

Tesla launched its Supercharger Network four years ago to enable its owners to partake in long distance travel without fear of losing power. Since the network was established four years ago, Tesla has opened 4,600 Superchargers around the world for its 160,000 owners to use at their will.

The electric automaker did not anticipate owners using the stations as their sole means to charge their vehicles, as these were not intended to replace at-home charging.

In its blog post, Tesla explains that it will be changing the "economics of Supercharging" to be able to reinvest in the network, accelerate its growth and bring forth the best experience for its drivers.

Under the new policy, Teslas ordered after Jan. 1, 2017 will include 400 kWh of free credits for use at Supercharging stations. Equal to about 1,000 miles, the credits will be included annually so that Tesla owners can still enjoy the complimentary service.



Tesla's Supercharging Station

Charging beyond the provided credits will come at a small fee. As of press time, Tesla has not shared the exact pricing structure for the policy update, but emphasized that the fee will be less than the price of fuel for a comparable gas vehicle.

Tesla's changes are partly due to the popularity of electric vehicles.

Many luxury automakers have turned their attention to electric vehicles as the technology has become more accessible in recent years, according to a new report by Frost & Sullivan.

Consumers looking to limit the use of fossil fuels and promote environmental sustainability have flocked to purchase luxury vehicles from the U.S.-based Tesla Motors, and other brands are now eager to follow suit. "The Future of the Luxury Electric Vehicle Market" suggests that electric vehicles will see a surge in popularity as more automakers are able to embrace the trend and create their own electric cars ([see story](#)).

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