

AUTOMOTIVE

## Tesla stabilizes South Australia's power grid while looking to sustainability

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*Tesla will help provide stable and sustainable energy for South Australia*

By BRIELLE JAEKEL

U.S. electric automaker Tesla is solving a serious infrastructure problem in South Australia while simultaneously expanding its sustainability practices.

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Last September, Australia sustained major damage to its electricity infrastructure and a massive blackout from a 50-year storm, followed by a heat wave that continued the blackouts. Tesla is providing a 100 MW/129 MWh Powerpack system that, coupled with Neoen's Hornsdale Wind Farm, will provide a sustainable source of energy for South Australia.

"Good branding requires a positive association with key words and terms in the mind of the consumer at large," Bob Prosser, president and creative director of Auto World Marketing, Carlsbad, CA. "For Tesla to be associated with terms such as 'sustainable energy,' 'wind power' and 'battery storage' is a good thing.

"Since Tesla automobiles are 100% electric, this notion makes good sense," he said. "Soon people will know that Tesla's cars don't just consume electricity, no, that same company also helps produce the electricity that its cars and cars of its competitors require to run.

"Seems like a good responsible move on Tesla's part and a win-win situation for all involved."

### Energy and sustainability

According to Tesla's blog, the automaker will be installing its Powerpack lithium battery system into Australia's power system, hoping to solve the region's blackout problem while also broadening its sustainability reach.

The system will store energy created from the Wind Farm during times of surplus, and then used during peak hours of energy use.

South Australia is hoping to see a more reliable energy source this way with fewer blackouts and in the process help instill more sustainable projects.

Tesla is further expanding its brand into energy efficiency after its original Powerpack installment in California's

power grid.

The energy efficient battery installment also soaks up energy throughout the day and feeds it back into the power grid. Tesla's battery storage facility was built in just three months and was inspired by an accident with Southern California Edison that sent thousands of tons of methane gas into the atmosphere ([see more](#)).



*Tesla's California powerpack*

Australia will be using the Powerpack system as well, but it will be the largest Tesla has installed, while also being the largest lithium-ion battery storage project in the world.

Tesla projects the installation will be completed by this December and provide power to at least 30,000 homes. The automaker claims this is around the same number of homes affected by the blackouts.

Residential consumers in Australia also have access to a Powerpack, which will provide power to homes during an outage by storing energy from the day. The residential Powerpacks are currently being installed.

Tesla has been sharing the information on its social outlets to excite consumers on the idea of sustainable energy.

We are installing the world's largest lithium-ion battery storage project in South Australia

<https://t.co/pjmhkrtT89>

Tesla (@TeslaMotors) July 7, 2017

#### Sustainability versus automotive

The electric automaker has been continually transitioning from an automotive brand to a more expansive sustainable energy brand.

Tesla first made an offer to acquire SolarCity, an energy provider that designs, finances and installs solar power systems, last summer. The vertical integration of clean energy runs contra to the strategy of other automotive brands and signals a different kind of market outlook for Tesla ([see more](#)).

The company, originally known as Tesla Motors, has even dropped the word "motors" from its name to better reflect its growing business, since it no longer is focusing on the auto world.

"As far as I see it, this project in South Australia does not shift Tesla away from the auto industry per se," Mr. Prosser said. "The company is simply utilizing its vast knowledge and expertise of lithium-ion battery packs to help the Hornsdale Wind Farm store the energy that is being produced.

"That power is stored in Tesla's batteries during periods of low demand and released during periods of high demand just like Tesla's cars," he said.