

AUTOMOTIVE

## Tesla infiltrates cities with support for electric vehicle ownership

September 12, 2017



*Tesla looks to expand its Superchargers into cities with new design. Image credit: Tesla*

By BRIELLE JAEKEL

U.S. automaker and sustainability pioneer Tesla is working to make charging stations more accessible to electric vehicle owners by altering its city networks.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Tesla is expanding its Supercharger network into major cities by introducing a new version that is more fitting to city infrastructure. Chicago and Boston will be the first to usher in the new smaller charging stations.

"Electricity is the life-blood of the electric car," said Michael Becker, managing partner at [Identity Praxis, Inc.](#)

"Having more charging station options, especially supercharging stations that allow for faster charges, is critical for the success of Tesla.

"It addresses one of the most important emotional challenges people have with owning an electric car 'charging anxiety,' the anxiety that arises from the fear that you may not make to your destination, e.g., home after a long days work."

### City accessibility

While most electric vehicle owners charge their vehicles at home, there are many times when these vehicles will need a charge while the driver is on the go. This has led Tesla to install its Supercharging network along popular routes on highways as well as at hotels and restaurants.

But until recently, Tesla left cities out of the equation. The automaker is now making it more accessible for city residents to charge their vehicles while on the road by installing its Superchargers that are more compact and easier to install.



*Tesla's Supercharger. Image credit: Tesla*

A new design will allow for multiple vehicles to charge at once, while also taking up less space than city infrastructure demands. The chargers will administer 72 kilowatts of power to each car.

Tesla maintains that charging speeds will be unaffected by the volume of vehicles at the Supercharger stations. Each vehicle will see a charge time of 45 to 50 minutes.

The automaker will be installing the charging stations at convenient locations such as grocery stores, downtown areas and shopping centers.

Tesla's bullish strategy on electric vehicles and sustainability will support electricity in auto manufacturing a threat to the fuel economy, as climate change becomes more of a reality to the masses.

Public Superchargers in cities will likely help Tesla attract city residents, especially since many urban consumers lack a space to keep a personal charger.

Supercharging Cities <https://t.co/IGK9FasWDa>

Tesla (@TeslaMotors) [September 11, 2017](#)

Prices for the Supercharging station are considerably cheaper than gasoline prices.

Tesla news

The news of Tesla's Supercharging expansion into cities comes after the automaker saw fallout from its significantly long production wait times, with more than 60,000 cancellations for its latest model.

During an earnings call Aug. 2, the company's CEO, Elon Musk, announced the cancellations, but claimed consumers back-outs are a relief to the company since production is so overloaded. These cancellations show just how long Tesla's excessive wait times have become, as originally fans were sleeping on the street in hopes to be able to order a Model 3 right away ([see more](#)).

Tesla is also solving a serious infrastructure problem in South Australia while simultaneously expanding its sustainability practices.

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 ([see more](#)).

"This is good for Tesla and Tesla's customers," Mr. Becker said. "It is good for the industry as it raises the profile of the electric car charging.

"It is not necessarily good for all electric car drivers, however, since charging will remain to be a challenge for electric car owners until there is an industry standard for charging like there is for fuel through the traditional gas station."