

AUTOMOTIVE

## Tesla shifts into supercar gear with \$200K Roadster

November 17, 2017



*Tesla Roadster. Image credit: Tesla*

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By STAFF REPORTS

U.S. automaker Tesla is entering the supercar category with the launch of its Roadster.

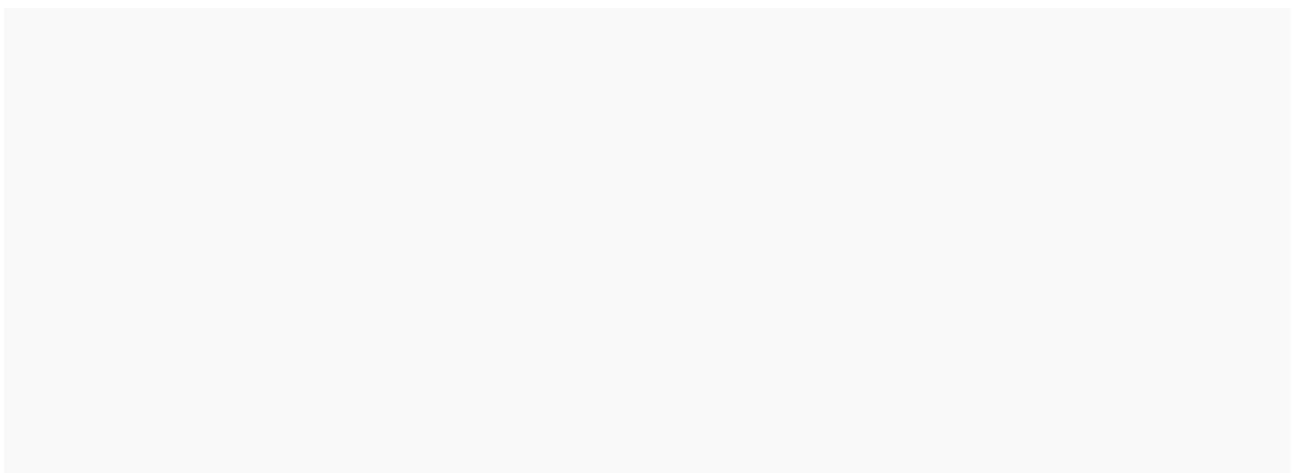
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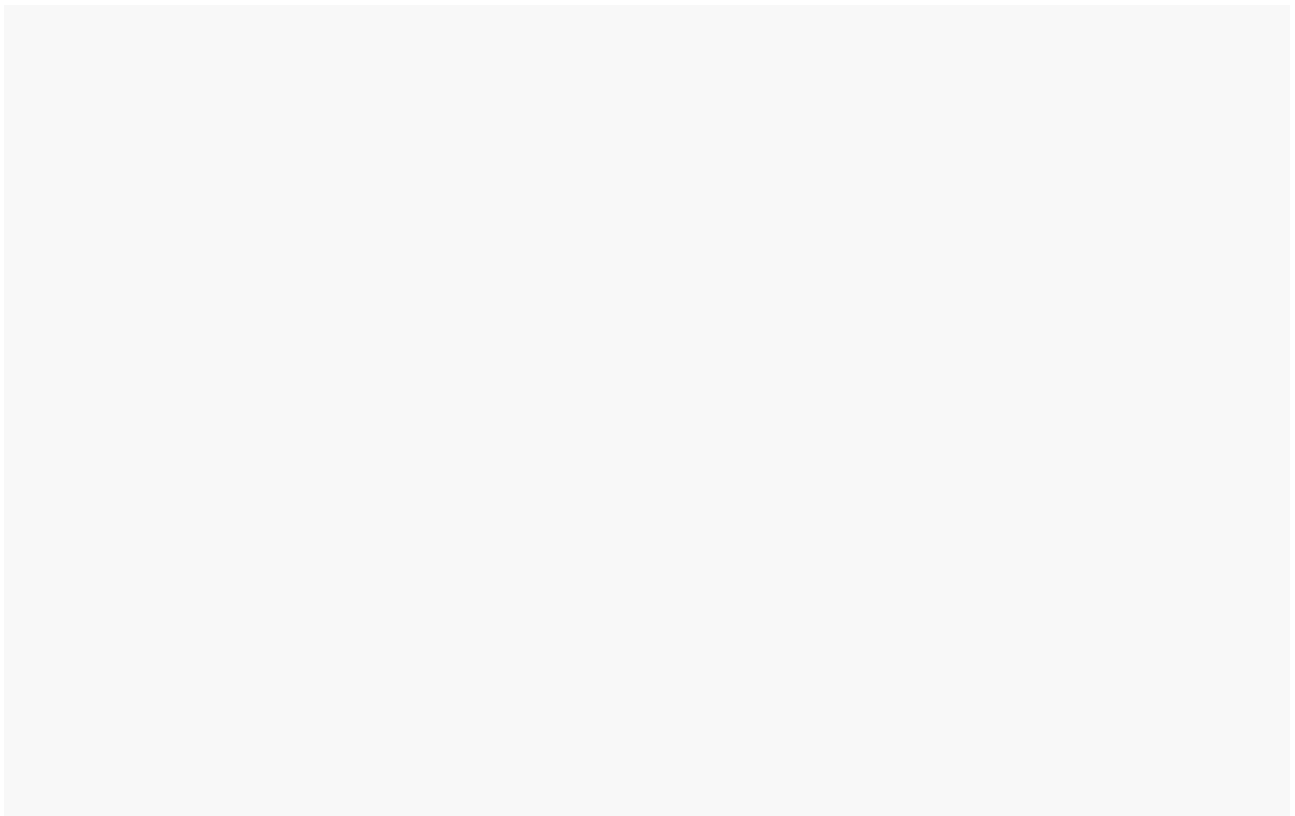
With a base price of \$200,000, the Roadster is going head-to-head with other six-figure sports cars, such as those produced by Ferrari and Lamborghini. While Tesla's Model 3 spoke to an aspirational audience, this latest release further cements Tesla's luxury positioning.

### Full speed ahead

Tesla's Roadster is billed as the fastest production car. The vehicle goes from 0 to 60mph in 1.9 seconds.

The Roadster also has a top speed of 250mph. With seating for four, the vehicle has a glass roof that can be removed and stowed in the trunk.





[Tesla.com/Roadster](https://tesla.com/Roadster)

A post shared by Tesla (@teslamotors) on Nov 16, 2017 at 9:04pm PST

Unlike many of its competitors, however, the Tesla is electric powered. Other automakers are working towards electric supercars, however.

As part of its partnership with the Massachusetts Institute of Technology, Lamborghini is working on an electric car that will not need batteries ([see story](#)). Additionally, Ferrari and Porsche have both created hybrid models.

To reserve a Roadster, consumers have to pay a \$50,000 fee. In addition to the base model, a Founders Series option at \$250,000 requires the full price to reserve.

The Roadster was unveiled during the live reveal of Tesla's semi truck. This vehicle also boasts fast acceleration compared to peers, reaching 60mph from rest in 20 seconds when fully loaded.

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