

AUTOMOTIVE

## Elon Musk sends Tesla to new heights

December 6, 2017



SpaceX's simulation of Falcon Heavy take off. Image credit: Elon Musk's SpaceX

By BRIELLE JAEKEL

Electric automaker Tesla's Elon Musk is looking to make a dramatic first launch of the Falcon Heavy rocket by expanding the reach of its vehicles into outer space.

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

Mr. Musk has forayed into many ventures over his career, including founding aerospace manufacturer SpaceX, which is set to launch the Falcon Heavy rocket in January 2018. The entrepreneur is using this as an opportunity to cross promote his brands by sending the Tesla Roadster as cargo.

"Tesla Roadster has generated a surprising level of interest, and Tesla stands to generate hundreds of millions of dollars just from reservations in the coming months, if not weeks," said Brett Levine, automobile consultant for DriveAnything.com, Huntingdon Valley, PA.

### Marketing from Musk

In another quirky action that dominated the news cycle, Mr. Musk tweeted out that the cargo of the Falcon Heavy rocket would be his midnight cherry Tesla Roadster.

Mr. Musk has said he loves the idea of a Tesla Roadster drifting endlessly through space and possibly even being discovered by an alien race millions of years in the future.

While at first, followers seemed confused as to whether or not the tweet was said in jest or if it was a real possibility. However, SpaceX did confirm that the Roadster would be featured as cargo on the rocket, but the company seemed surprised at the abrupt announcement by Mr. Musk.

Payload will be my midnight cherry Tesla Roadster playing Space Oddity. Destination is Mars orbit. Will be in deep space for a billion years or so if it doesn't blow up on ascent.

Elon Musk (@elonmusk) **December 2, 2017**

The company and Mr. Musk have noted that the chances of explosion upon launch are very high, since the rocket is

fitted with 27 engines that all need to start at once. The rocket's launch is years behind its initial launch plan.

SpaceX has claimed that the rocket will be the most powerful in orbit after its launch.

Mr. Musk plans to launch the car into space while playing the David Bowie song "Space Oddity."

The launch is set for next month from Apollo 11 pad.

0 to 100 km/h in 1.9 sec [pic.twitter.com/xTOTDGuwQj](https://pic.twitter.com/xTOTDGuwQj)

Elon Musk (@elonmusk) [November 17, 2017](#)

### Tesla business

Mr. Musk's announcement comes after news of Tesla seeing 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, Mr. 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 also saw some backlash for Mr. Musk's work with President Donald Trump.

The executive is a member of the Presidential Advisory Forum, which has caused some consumers to associate him with the controversial actions of the administration, including its ban on immigration from certain Middle Eastern nations. A number of consumers have canceled their reservations for the highly anticipated Model 3, choosing to back out of business with the automaker as a political statement ([see more](#)).

"What is not surprising, however, is that someone who is obsessed with superlatives uses creative marketing to minimize costs while maximizing sales growth," Mr. Levine said. "This is Elon Musk's MO."