because it is a electric vehicle ,the Electricity that Battery can storage is Less.

electric vehicle have a common defection ,the Endurance capacity would decline when temperture low.

the inside decoration and design is rough ,comparing with other flag products

1.1 established brand background

Tesla is an American automotive and energy company;

It was established in 2003 by a group of engineers in 2003,whom want to not compromise to dirve electric.Tesla believe that using the clean energy and giving up traditional fossil fuels could lead the whole world have a bright future;

It was established by a group of engineers who wanted to prove that people didn’t need to compromise to drive electric in 2003.Tesla believes the faster the world stops relying on fossil fuels and move towards to clean energy ,the better future we would have;

Reference list:

Tesla 2008,Tesla official site

<www.tesla.com/about>

1.2 established brand's product background

Tesla Model S was the best car in his area at 2008 that just after be launched.

it has combining the safety,performance, and efficiency.Tesla Model S has reset the expectation in car area.

It is still kept maturity stage even it has launched 11 years.

It's accelerate to 100 km/h only 2.6 seconds.

It is durable and the shape full of modern and fashion element.Furthermore,the car dashboard has a small screen,which can show the around car and will alert driver warning when pressing.

Demographics

Age

Income tesla 比较贵

Occupation

Psychographics

(想要环保的)

Lifestyle travel

Activities

Geographics

City

Rural

Climate