



The Motley Fool. Industrials

15 Things You Didn't Know About Tesla Motors





1. A historic public debut

- Tesla went public in June, 2010
- Its stock market debut was the first time a U.S. automaker had gone public in more than half a century





2. Musk's public payday



- Tesla's chief executive Elon Musk sold 900,212 shares at the company's initial offering worth around \$15.3 million, according to SEC filings





3. A lucrative land grab

- Tesla purchased its 380-acre Fremont auto factory in 2010 for just \$42 million
- Today, its Fremont facility is reportedly worth around \$2 billion





4. Unprecedented approach to service



- Tesla began making “house calls” in 2009 in which the company would send technicians to a customer’s house to fix problems with their Tesla vehicles





5. Best service in the business

Tesla's legacy of convenient service continues today.

- Customers can opt for \$100 per visit for a Tesla-certified ranger to service their vehicle in the comfort of their home





6. Tesla was inspired by Zappos



- In the early days, Tesla studied Zappos.com's approach to customer service
- The automaker also relied on feedback from its then customer base of just 700 owners in 2009





7. First-mover advantage

- In 2009, Tesla Motors was the only automaker selling highway-capable electric vehicles in North America and Canada
- Today every major automaker is selling an EV





8. Exceptional international growth



- At the end of 2010 Tesla operated just 14 retail stores or showrooms worldwide
- Today, Tesla has more than double that amount of stores in Europe alone





9. Nasdaq's most misunderstood stock

- In 2011, Tesla Motors was the most shorted stock on the Nasdaq
- Tesla's shares are up more than 1,022% since then
- Last year, Tesla's stock was one of the best performers in the S&P



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10. An auto dealer for the 21st century



- In 2001, Tesla became one of the first U.S. auto companies to offer customers a digital design studio in which they could design their car online and purchase directly from the site





11. Innovator of the year

- Tesla's CEO Elon Musk wins the Wall Street Journal's Innovator of the Year award in 2011
- Musk was recognized for revolutionizing three major industries including autos, energy, and space exploration





12. Fastest selling Tesla also most delayed



- In 2012 when the company unveiled its Model X SUV EV it was its fastest selling Tesla ever, based on advanced sales
- Model X has since been delayed three times
- First deliveries expected later this year





13. Supercharging the EV market

- Tesla constructed its first six Supercharger station in secret ahead of the launch of its U.S. Supercharger network in 2012
- Last year, Tesla expanded the network by a whopping 400%





14. A reputation for trickery



- Tesla loves a good prank, every year it releases a special press release on April Fool's day
- This year it was announcing the [Tesla W](#) meant to spoof the Apple watch





15. Tesla's boldest move yet

- Last year, Tesla did something unheard of in the auto industry and publicly released all of its patents
- Tesla now encourages other major automakers to use its visionary technology



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