

Brand Extension Presentation
Company: Tesla Inc. (MNC)
Brand Extension: Tesla EcoHome Energy Subscription Service

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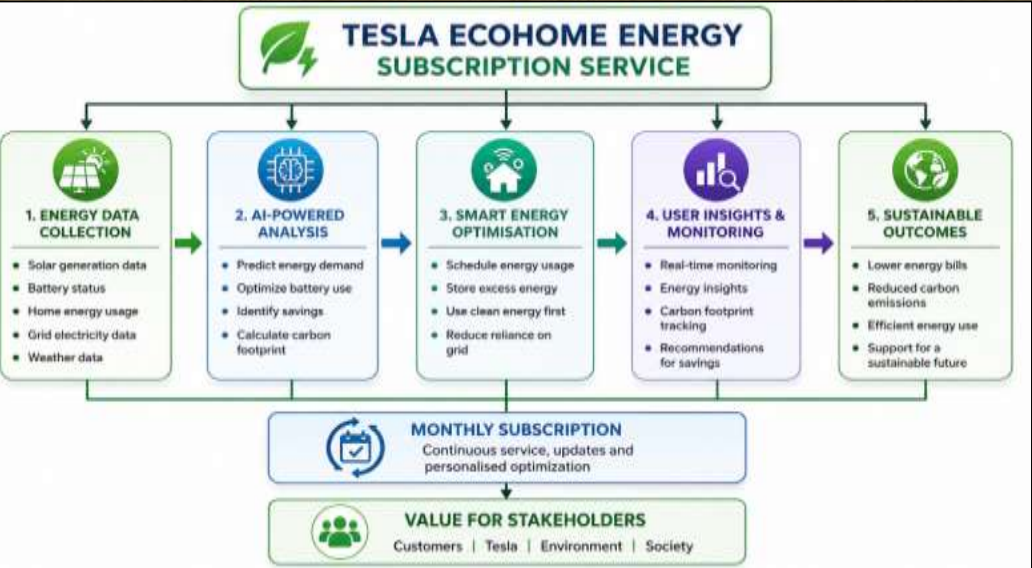


1. INTRODUCTION

- Tesla Inc. is an international company that specialises in production of electric vehicles and innovations related to renewable energy (Tesla, 2026).
- Tesla intends to introduce the EcoHome Energy Subscription Service to assist consumers in optimisation of renewable energy usage to contribute to the achievement of sustainability objectives.
- It represents an extension of the brand due to the increasing need for sustainable products.

3. BRAND EXTENSION AND CURRENT TRENDS

- The Tesla EcoHome Energy Subscription Service is the result of the existing demand for eco-friendly lifestyles, innovative home appliances and renewable energy.
- The rising prices of energy with increased environmental awareness make people look for energy saving methods (Gajdzik *et al.* 2024). Also, subscription-based digital services become increasingly common due to their convenience and cost-effectiveness (Tahmasebinia *et al.* 2023).
- The proposed brand extension will help Tesla capitalise on these trends and make a step towards sustainable development.
- Therefore, the Tesla service is an attractive investment opportunity for business stakeholders. Additionally, it will appeal to eco-conscious consumers in search of innovative products.



5. CONCLUSION

- Tesla EcoHome Energy Subscription Service is a brand extension that allows Tesla to expand its sustainable ecosystem in light of current market trends.
- It seeks to provide long-term benefits for customers, business investors and sustainability goals.

2. BRAND EXTENSION

- The Tesla EcoHome Energy Subscription Service offers artificial intelligence (AI)-based energy monitoring, battery optimisation, carbon footprint calculation and intelligent energy consumption through a monthly subscription service.
- The brand extension is an opportunity for Tesla to extend its clean energy platform and generate recurrent revenues



Figure 1: SDGs (Source: UN, 2026)

4. BRAND EXTENSION AND SUSTAINABILITY

- The Tesla EcoHome Energy Subscription Service is in line with Tesla's mission of accelerating the transition to sustainable energy (Tesla, 2024).
- Through optimising electricity consumption and integration of renewable energy resources, the service contributes to decreasing carbon emissions and responsible consumption.
- Moreover, the brand extension will facilitate achieving the goals of the United Nations in line with the UN Sustainable Development Goals such as SDG 7 (Affordable and Clean Energy), SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action) (UN, 2026).
- These goals will be achieved in accordance with the principles of the Triple Bottom Line theory.

Figure 2: Tesla EcoHome energy subscription service

References

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