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Poster Presentation - TESLA VOLTRIDE

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Term 1



INTRODUCTION

Tesla, Inc. is a global leader in electric vehicles and renewable energy. Guided by its mission to "accelerate the world's transition to sustainable energy," Tesla continues to innovate through sustainable transportation solutions (Tesla, 2025).



Brand Extension

Tesla VoltRide is a premium smart electric bicycle designed to extend Tesla's sustainable mobility portfolio. It leverages Tesla's battery technology and innovation to enter the rapidly growing electric bicycle market (Kotler, Keller and Chernev, 2024).



Sustainability Requirement

Growing urbanisation, traffic congestion and carbon emissions have increased demand for sustainable transportation. VoltRide addresses these challenges by providing a zero-emission mobility solution that supports cleaner cities and responsible mobility (United Nations, 2015; International Energy Agency, 2025).



Smart E-Bike for a Greener Future - VoltRide by Tesla

Power Every Ride. Sustain Every Journey.



Purpose of the Brand Extension

- Expand Tesla's sustainable mobility ecosystem.
- Diversify beyond electric vehicles.
- Enter the fast-growing global e-bike market.
- Strengthen Tesla's innovation and sustainability leadership (Kotler, Keller and Chernev, 2024).



Market Appeal

Customers

- ✓ Zero emissions
- ✓ Lower commuting costs
- ✓ Smart connectivity
- ✓ Premium Tesla experience

Investors

- ✓ New revenue opportunities
- ✓ Strong ESG positioning
- ✓ The global electric bicycle market is expected to exceed US\$118 billion by 2030 (Grand View Research, 2025).



Sustainability Alignment

Tesla VoltRide contributes to global sustainability by:

- Reducing greenhouse gas emissions.
- Promoting clean urban mobility.
- Supporting responsible material use.
- Encouraging environmentally friendly transportation.
- The proposal aligns with UN Sustainable Development Goals 7, 11, 12 and 13 (United Nations, 2015).



Tesla VoltRide represents a strategic and sustainable brand extension that combines innovation, technology and environmental responsibility to create long-term value for customers, investors and society

Sources: Tesla, Inc. (2025) Impact Report 2024, Kotler, P., Keller, K.L. and Chernev, A. (2024) Marketing Management. 17th edn. Pearson, United Nations (2015) Transforming our World: The 2030 Agenda for Sustainable Development, International Energy Agency (2025) Global EV Outlook 2025, & Grand View Research (2025) Electric Bicycle Market Size, Share & Trends Report.