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Swiss startup to lease Tesla Roadsters for corporate events and road rallies

Green Cars Challenge, started by Formula One driver Erik Comas, promotes teambuilding and sustainability with multiday journeys in Tesla's zero-emission car.

AIGLE, Switzerland – Formula One driver Erik Comas has launched Green Cars Challenge to promote zero-emission, high-speed fun on some of the world's most scenic roads.

His company is purchasing five Tesla Roadsters and will rent them for multiday touring excursions in the Swiss Alps and the French countryside. During the journeys, participants will experience the Roadster's legendary torque along Europe's most breathtaking motorways. They will stop at award-winning restaurants, hotels and spas, and they will participate in seminars and bonding exercises aimed at promoting teambuilding and sustainability.

Last week, at the opening of Tesla's new showroom in Paris, Tesla CEO Elon Musk personally handed over the keys to the first of five Green Cars Challenge cars to Comas.

Comas is a longtime fan of Tesla. In March, he drove a Tesla Roadster in the Monte Carlo Alternative Energy Rally and became the first person to win any FIA-sanctioned championship in a fully electric vehicle. The Roadster's landmark victory in the three-day, nearly 1,000-kilometer challenge also marks the first time an electric vehicle has dominated a Federation Internationale de l'Automobile (FIA) competition worldwide.

"Driving the Roadster in Monte Carlo demonstrated, without a shred of a doubt, that there is no need to compromise between cars that are energy efficient and fun to drive," Comas said. "The Roadster underscores that social and environmental responsibility are important messages for business executives in the 21st century."

In addition to serving corporate customers on multiday excursions and teambuilding exercises, Green Cars Challenge will also participate in motoring events and eco rallies.

About Tesla

Tesla's goal is to produce energy-efficient cars for mass-market, mainstream consumers. Tesla has already delivered about 1,300 zero-emission cars in at least 30 countries. With a relentless focus on customer service, Tesla sells cars directly to clients, both online and at the following European showrooms: London, Monaco, Zurich, Munich, Copenhagen and Paris. Tesla has eight additional showrooms in North America.

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