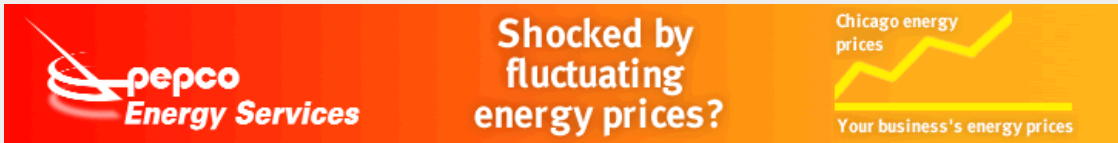


**DAYWATCH®**  
Chicago Tribune's  
Top Stories

# Chicago Tribune

  
73° F  
[Latest forecast](#)



**pepeco Energy Services** Shocked by fluctuating energy prices?  
Chicago energy prices  
Your business's energy prices

- E-mail this story
- Printable format
- Search archives

Please [register](#) or [log in](#) | Subscribers: [Get the Advantage](#)

Search:

[chicagotribune.com](#) >> [Business](#)

**Most e-mailed  
(last 24 hours)**

- [Barrett 'surprised' with Cubs-Padres deal](#)
- [Computer failure stacks up United](#)
- [The unknown passenger at the airport](#)
- [Ill. lawmakers honor Cheap Trick](#)
- [TV show linked to search of home](#)

[More from today](#)  
[Past week](#)

**2008 Nissan Altima**



[Review](#) | [Photos](#) | [Prices](#)

[>>Research cars & costs](#)

**Stories**



[Duke's done, oh dear](#)  
March 16, 2007

**Car buyers' guides**



[Invoice prices, photos, specs and reviews](#)

[Search for used cars](#)  
[Chicago dealer specials](#)

**Video**



[Mateja on cars](#)

**Complete coverage**



**Recent columns**



Jim Mateja

## Tesla Roadster gets price jolt before release

Published June 21, 2007

The first car won't be delivered until later this year at the earliest, yet the price has been raised by \$6,000.

Of course, those ready, willing and able to spend \$98,000 now to be the first on their block to tool around in a Tesla Roadster aren't going to let \$6,000 stop them.

Tesla is the two-seater that promises to slap you back in your seat for the four-second, zero-to-60 m.p.h. burst. It also boasts a top speed of 130 m.p.h., performance numbers that make sports-car enthusiasts drool.

But it burns not an ounce of gas nor emits a particle of pollution no matter how fast or how far driven because it is powered by lithium-ion batteries similar to those in laptop computers.

The Roadster reportedly is capable of motoring 200 miles before needing to pause 3 1/2 hours to recharge. A stop for gas takes less time, but a pause to juice up is more politically correct.

Darryl Siry, vice president of sales and marketing for Tesla Motors, said the price has gone up because the Roadster is based on the Lotus Elise. Weakness in the value of the dollar versus the pound has boosted the cost of parts imported from Britain.

The price increase took effect with orders after June 15. Tesla will honor a \$92,000 sticker on the 464 cars ordered before then, Siry said.

Tesla recently obtained \$45 million in financing to set up a sales and service network for at least 1,000 Roadsters annually, as well as to create an electric sports sedan for the 2010 model year. Code name: WhiteStar.

While buyers are waiting, only prototypes have been built, and the car still has to undergo government crash testing this summer before assembly of production models can begin in September. Stay tuned.

**TRAINING WHEELS:** Want fellow motorists to give you a break when teaching your teen the finer points of driving?

So did Corinne Fortenbacher, a Spring Lake, Mich., mom concerned with her son's safety while teaching him to drive. She has come up with an item that she insists will help -- a magnet.

When a parent takes a teen out to practice driving, the magnet attaches to the trunk or hatch lid and reads "Rookie Driver" to alert others that a novice is behind the wheel and to please exhibit some caution and patience to make the experience safer for everyone.

After obtaining a license, parents can attach a more permanent "Rookie Driver" sticker to the car, though after advertising rookie status when practicing with the parents, you have to suspect most kids wouldn't tolerate the sticker very long after the license is in hand.

The magnets are two for \$7.95, the stickers two for \$6.95. Details are at [www.rookiedriver.net](#).

The BMW 3 Series with BMW Ultimate Service



Lease a 328i for \$339/mo.

Visit [ChicagolandBMW.com](#)



[Curtain about to rise on auto talks theater](#)  
June 19, 2007

[Altima a tight fit in midsize coupe market](#)  
June 17, 2007

[Civic at head of class for teen drivers](#)  
June 14, 2007

[Accord runs out of gas with hybrid buyers](#)  
June 12, 2007

[Spirited Cobalt SS also a super sipper](#)  
June 10, 2007

[All recent columns](#)

SLIDE RIGHT PLEASE: A group called Left Lane Drivers of America has an idea to get those who snooze in the passing lane to move to the right -- a large decal reading "Move Over" with an arrow pointing to the slow lane. The decal is placed in your car with the lettering backward so the slowpoke can see it in his or her rearview mirror.

However, it runs \$29 and we have a hunch most folks will rely on flashing lights or honking horns instead. Check it out at [www.leftlanedrivers.org](http://www.leftlanedrivers.org).

CONGRATS AND GOODBYE: Ford Motor Co.'s Wixom, Mich., assembly plant has received J.D. Power and Associates' Platinum Plant Quality Award for producing vehicles with the fewest defects. The plant averaged only 35 problems for every 100 vehicles produced to become the first North American factory to bag the honor since 1999.

Unfortunately, the plant can't display the trophy because it closed when production of the Lincoln Town Car ended in May. The Town Car has moved to Ford's St. Thomas plant in Ontario, which also builds the Ford Crown Victoria.

-----

Read Jim Mateja on Sunday in Transportation and Tuesday and Thursday in Business. Hear him on WBBM-AM 780 at 6:22 p.m. Wednesdays and 11:22 a.m. Sundays.

[jmateja@tribune.com](mailto:jmateja@tribune.com)

---

You can search for more columns [in our archives](#).

---

Copyright © 2007, [Chicago Tribune](#)



**Advanced Executive Program**  
June 24 - July 20, 2007

**Executive Development Program**  
July 8 - July 27, 2007  
Oct 14 - Nov 2, 2007

Sessions start soon

NOW  
WHAT?

SVP  
Corporate  
Finance

**CHECKILICIOUS**  
BY LASALLE BANK

Convenient  
checking that's  
too tempting  
to pass up.

Open a checking  
account with us  
and get \$50!\*

▶ APPLY TODAY



[How to advertise](#)

<b>News</b> <ul style="list-style-type: none"> <li>• Local news</li> <li>• Nation/world news</li> <li>• Opinion</li> <li>• Columnists</li> <li>• Politics</li> <li>• Religion</li> <li>• Special reports</li> <li>• Photos</li> <li>• Video</li> <li>• Multimedia</li> <li>• Obituaries</li> <li>• Health</li> <li>• Education</li> <li>• Weather</li> <li>• Traffic</li> <li>• TribLocal</li> </ul>	<b>Business</b> <ul style="list-style-type: none"> <li>• Your money</li> <li>• Stocks</li> <li>• The Digital Page</li> <li>• What's ahead</li> <li>• Business tech</li> <li>• Technology</li> <li>• Wireless/Networking</li> <li>• Columnists</li> </ul>	<b>Sports</b> <ul style="list-style-type: none"> <li>• Chicago Bears</li> <li>• Super Bowl coverage</li> <li>• Bears</li> <li>• Bulls</li> <li>• Blackhawks</li> <li>• Cubs</li> <li>• White Sox</li> <li>• Colleges</li> <li>• High school</li> <li>• Golf</li> <li>• Soccer</li> <li>• Columnists</li> </ul>	<b>Travel</b> <ul style="list-style-type: none"> <li>• Flight tracker</li> <li>• Travel deals</li> <li>• Fall colors</li> <li>• Midwest getaways</li> <li>• Follow the sun</li> <li>• Skiing</li> <li>• Cruising</li> <li>• National Parks</li> <li>• Resourceful traveler</li> <li>• 10 for the road</li> <li>• GeoQuiz</li> </ul>	<b>Entertainment</b> <ul style="list-style-type: none"> <li>• Arts</li> <li>• Critics' reviews</li> <li>• Dining</li> <li>• Food</li> <li>• Horoscope</li> <li>• Leisure</li> <li>• Lottery</li> <li>• Movies</li> <li>• Music</li> <li>• Theater</li> <li>• Shopping</li> <li>• Television</li> </ul>	<b>Today's paper</b> <ul style="list-style-type: none"> <li>• In the community</li> <li>• Registration</li> <li>• Subscription</li> <li>• Contact us</li> <li>• Send a news tip</li> <li>• What's in it for you?</li> </ul>	<b>Classified</b> <ul style="list-style-type: none"> <li>• Find a job</li> <li>• Find a car</li> <li>• Find real estate</li> <li>• Find an apartment</li> <li>• Shopping</li> <li>• Find a mortgage</li> <li>• Dating</li> <li>• Pets</li> <li>• Place an ad</li> <li>• How to advertise</li> </ul>
--	--	--	---	--	---	---

[metromix.com](http://metromix.com) | [ChicagoSports.com](http://ChicagoSports.com) | [Subscriber Advantage](#) | [Site tour](#) | [Privacy Policy](#) | [Terms of Service](#)

Local Tribune sites: [Chicago Magazine](#) | [CLTV](#) | [Hoy Chicago](#) | [RedEye](#) | [Satisfaction Magazine](#) | [TribLocal](#) | [WGN Radio](#) | [WGN TV](#)



**FREE to subscribers!**  
**[Sign up now!](#)**

**Daywatch**

The day's top stories e-mailed to you each weekday.

**365 Day Archive**

A free archive search of a year's worth of Chicago Tribune stories.

**The Info Desk**

Exclusive access to Tribune experts for help with homework or research

**The Entertainment Expert**

Advice for making the most of a special night out.

**This month's featured offers include:**

Subscriber Advantage members can enjoy special offers such as **save \$30 off a pair of Camelot tickets with Michael York** and receive **FREE Child Admission** to the Nature Museum and *Robots + Us*, courtesy of Chicago Tribune Subscriber Advantage.

