

ESCP Europe Business School putting TESLA's to the test

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ESCP Europe Master's in Energy Management students are driving Tesla Model S electric cars across seven European countries, having started in London, from March 12-19th to highlight ongoing climate change and clean energy initiatives.

The road trip was designed by students aiming to pursue careers in the energy sector, including the ESCP Europe Business School Energy Society and Alumni, with the intention of promoting sustainable transport as an effective method of transportation around the UK and Europe, without compromising on convenience or style.

The road trip features several international conferences on European energy efficiency, transport and climate change. It also includes a tour of the recently opened Tesla factory in Tilburg, Netherlands.

The week-long event was launched at the ESCP Europe London Campus, where the Master's in Energy Management course is based, with a panel discussion addressing the adoption of Electric Vehicles in Europe. Guest speakers included senior professionals of major companies in the electrical vehicle industry such as the CEO of the UK's leading provider of electric car charging points – POD Point, and the Director of UK Electrical Vehicle Division for Renault.

The road trip is in partnership with Tesla and TrymyEV! - The online platform for people interested in electric vehicles.

Afeez Alade- Kolawole, founder of TryMyEv! Comments, "Before actively educating myself on the capabilities of electric cars I was under the impression that these vehicles had a limited range, take too long to charge and are unreasonably expensive. There needs to be more emphasis on the education of electric vehicles and a stronger government incentive to correct this negative perception. Electric cars have a number of advantages, including being more economical and the drivers are excluded from road tax. This is why we're breaking barriers with ESCP Europe, we're showing just how fast, reliable and efficient electric vehicles can be by travelling 7 European countries in one week without using a drop of petrol. We hope this will make people change their views and take a stronger interest in using cleaner, more sustainable transportation."

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For more information regarding the ESCP Europe Road Trip, or to speak with a student participating in the event contact:

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