

## Media Release

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Media Contact: Silke Sommerfeld (Ms.)

Cell 1(250)508-7896

Email: [TeslaXCanada@gmail.com](mailto:TeslaXCanada@gmail.com)

## A first! 100% Electric Adventure Across Canada

### Crossing Canada in a 100% Electric Car towing a Camping Trailer

On June 12, 2016, two BC residents, Rolf Oetter and Silke Sommerfeld with their dog Kye, started a 100% electric adventure across Canada. With their Tesla Model X and camping trailer, they left Victoria BC with destination St. John's NL. They will be driving, fully electric, close to 10,000km. A trip of that length in a 100% electric car towing a camping trailer has never been attempted before.

With this endeavor, Rolf and Silke aim to raise awareness and share information on sustainable energy and transportation. Silke says, "We hope to inspire others to switch to renewable energy and electric cars. We want to show that long-distance travel in an electric car, and even camping with an electric car, is not only doable, it's mega-fun!" Rolf adds, "We believe that the adaptation of electric cars and solar panels is one piece of the puzzle for a sustainable future. I'm a father, I care about my daughter's future. That's why we're doing this."



### Sharing the 100% Electric Adventure via Blog and Social Media

"To reach as many people as possible, we will blog about our adventure and also cover it extensively on Social Media," says Silke, "we have Facebook, Twitter, Instagram, and YouTube accounts. You have a question? Send it our way and we will try our best to answer it!" Whenever possible, Silke and Rolf are planning to attend local events, show & tells, as well as potential newspaper, radio and/or TV Interviews. "We will rely heavily on word-of-mouth and hope that many people will share our adventure with their friends and family", says Rolf.



### Informing and Inspiring Others

This trip fulfills Rolf's and Silke's desire to do their part in preserving the earth for future generations. Elon Musk's work and vision inspired them to support Tesla Motors' mission to "accelerate the advent of sustainable transport". Despite the fact that they will be driving a Tesla Model X, their goal is to support the adaptation of any 100% electric car of any make as well as solar charging.

Rolf and Silke are neither affiliated with nor endorsed or sponsored by Tesla Motors. "This trip is our idea," says Silke, "all we want is to raise awareness and bring electric cars closer to as many people as possible." The cross Canada trip started on June 11 with a send-off from Mile Zero in Victoria BC on Vancouver Island. Show & tell events are planned along the way and will be published on their Tesla X Canada Facebook page in the [Events section](#). Updates on their adventure will be published continuously at [www.TeslaXCanada.com](http://www.TeslaXCanada.com).



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Learn more about the TeslaXCanada Team here: <https://teslaxcanada.com/about-2/>

Contact: Silke Sommerfeld | Website: [www.TeslaXCanada.com](http://www.TeslaXCanada.com) | Email: [TeslaXCanada@gmail.com](mailto:TeslaXCanada@gmail.com) |

Facebook: [www.Facebook.com/TeslaX.Canada.5](http://www.Facebook.com/TeslaX.Canada.5) | Twitter: @TeslaXCanada | Instagram: TeslaXCanada