

CASE STUDY

Full Car Park Refurbishment - TESLA Charging Bays

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PROJECT

Intu Milton Keynes Shopping
Centre Car Park

STRUCTURE

Multi-storey Car Park

CLIENT

Intu Retail Services Ltd

CONTRACT



TESLA is a renowned manufacturer of electric vehicles and has a very strong brand recognition worldwide. Founded in 2003 in Silicon Valley, the Tesla technology has gone from strength to strength, with more of its vehicles appearing on the roads. It currently produces 2000 vehicles per week and with each new generation model they become more affordable and accessible.

Tesla became established at Intu Milton Keynes shopping centre, taking a mall unit in July of 2017 and seen as a leading brand, created a dedicated area within the car park with spaces available to charge vehicles belonging to Tesla customers. These super charged networks can replenish a full charge within 20 minutes but the "hub" created by Tesla also provides the opportunity for Intu customers to try out new technologies.

The Tesla brand and position sits comfortably within the ethos displayed at Intu Milton Keynes, with their drive for energy conservation and the introduction of the living wall. Both Tesla and Intu have seen the increase in demand for electrical charging points, with Tesla extending their current provision by 50% from 6 to 9 dedicated electrical charging bays, and Intu have also created a further 12 dedicated charging bays for non-Tesla users.



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Before



Colour Match Test



Colour Match Test

Tesla believe one of the main reasons for having a store within the shopping centre is to promote and educate the general public to the potential benefits and advantages of energy conservation and generation. With over 16 million people visiting the intu Milton Keynes shopping centre each year, it provides a great opportunity for Tesla to introduce into customers to the next generation of green travel.

From the double story Tesla store at intu Milton Keynes, centre customers can book test drives and learn the advantages of electric vehicles. But Tesla is much more than electric cars: Tesla is a design company with a focus on energy innovation and in store it offers energy storage through solar energy generation and solar home heating. It's mission is to accelerate the Worlds transition to sustainable energy.

Tesla have created its own branded area within the car park and during the recent refurbishment Makers worked with intu to offer their client an enhanced area, with a key to ensuring the Tesla brand colours were maintained. Investigations and colour matching were carried out before the structural steel work could be coated.

The existing appearance of the car park was dark and uninviting, with most of the generated light being absorbed by the dark asphalt surface. The introduction of the Triflex coating provided an opportunity to reverse this and add colour creating dedicated areas. TESLA has a hub within the parking area and had already introduced their colour scheme into the 6 bays they occupied. During the refurbishment, this area was also attended to and extended due to increase in demand.

After discussions with TESLA, Makers colour matched the area to their corporate colours and individually introduced the TESLA logo into the parking bays. To further distinguish the area, the structural steelwork was painted in the corresponding red to make it both dramatic and distinguishable from the remaining parking areas.

"We are delighted with the improvements made to the Tesla area, the overall transformation is excellent and complements the rest of the car park" Tesla.



After



After



After

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