

Powerwall 3

Marketing Toolkit for
Tesla Certified Installers



Contents

Introduction

Page 3

Powerwall Comparison

Page 4

Images

Page 5

Key Messaging

Page 6

Sample Marketing Assets

Page 7

Customizable Templates

Page 12

Go-To-Market Next Steps

Page 14



Introduction

The Tesla Energy Marketing team has created a toolkit to help Certified Installers launch and promote Powerwall 3 and drive more sales opportunities.

From comparison matrices, key messaging and images, to customizable, demand generation marketing templates, this toolkit is your centralized resource for Powerwall 3 marketing and promotions.

Please note that this document is to be used as a visual reference only. Before using any assets, reach out to EnergyProductsMarketing@tesla.com for approval.



Powerwall Comparison



Powerwall 1



Powerwall 2



Powerwall +



Powerwall 3

Battery
High Voltage
with DCDC, BMS

Inverter
Third Party

Site Management
Third Party

Solar
Third Party DC

Installability
Very Difficult

Battery
Integrated

Inverter
Integrated

Site Management
Tesla Gateway

Solar
Third Party AC

Installability
Medium

Battery
Integrated

Inverter
Integrated

Site Management
Integrated

Solar
Tesla AC

Installability
Easy

Battery
Integrated

Inverter
Integrated

Site Management
Integrated

Solar
Integrated DC

Installability
Very Easy

Fully Integrated Design

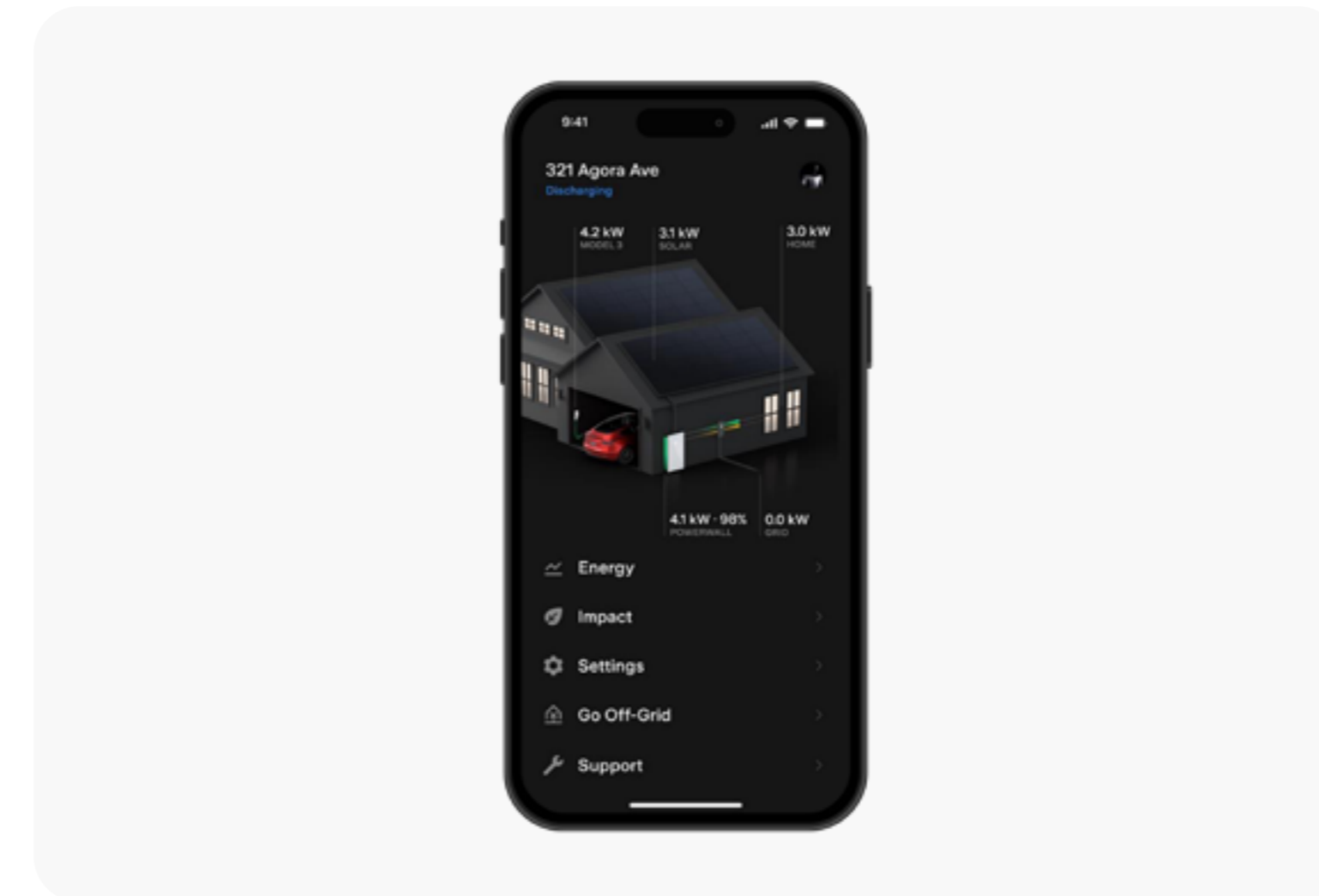
- Fewer 'boxes'
- Less wiring
- Higher efficiency
- One commissioning experience
- One monitoring experience

Images

Photography is a tool that allows you to convey Powerwall 3 in a compelling manner to drive interest and generate sales.

It's important that the photo be representative of the content within the marketing piece. Photography should be used to compliment that content.

All Powerwall 3 images can be found on the [Partner Portal](#). If you choose to use your own images, please send your marketing collateral to EnergyProductsMarketing@tesla.com



Key Messaging

Tagline: **Power Everything**

Product Summary Long: **A compact home battery with an integrated solar inverter that offers seamless whole-home backup protection and increased electricity bill savings.**

Short: **A compact home battery offering whole-home backup protection.**

Key Message 1:

Low Cost Design

Designed and engineered to provide whole-home backup protection at a lower per-unit cost.

Supporting Points:

Simple Installation

With a fully integrated solar inverter, each unit is self-contained with fewer parts to install

Maximum Power Per Unit

One unit has the storage capacity and efficiency to provide backup power for the entire home

Easy System Expansion

Designed to allow for easy stacking of up to 10 units as household energy needs increase

Key Message 2:

Electricity Bill Savings

Harvest more solar energy and customizable usage settings provide greater value and lower electricity bills.

Supporting Points:

Efficient Solar Energy Storage

The integrated solar inverter more efficiently converts solar energy into stored electricity, allowing the system to capture more solar energy in the process

Personalized Savings

Increases savings potential by automatically optimizing stored energy based on historical usage data, 48-hour weather forecasts and energy rate estimates

Sellback and Grid Sharing

Optimizes stored energy to increase savings using time-of-use rates, net metering and virtual power plant grid support programs

Key Message 3:

Durable Design

Designed and engineered for reliability and durability, capable of withstanding extreme weather conditions.

Supporting Points:

Reliable in Extreme Environments

Provides reliable storage and backup protection at high elevations, in high humidity and in extreme temperatures

Optimized for Cold Weather

Automatically controls its operating temperature to ensure optimal performance in cold climates

Flood Resistant Shell

Capable of maintaining normal operation in up to 28 inches of water

Key Message 4:

Whole-Home Backup Protection

A single unit can provide whole-home backup protection during a grid outage.

Supporting Points:

One Unit Powers One Home

Each unit has the storage capacity and efficiency to provide backup protection to the entire home

Seamless Transition

Units begin powering the home as soon as an outage is detected, while similar home batteries experience a delay of 2–5 seconds

Automated Storage

Units automatically charge to their maximum storage capacity when severe weather is forecast, ensuring maximum backup protection

Key Message 5:

One Integrated Ecosystem

Designed to support EV home charging needs with the ability to optimize for sustainable charging and energy savings.

Supporting Points:

Charge on Solar

Allows EVs to recharge using excess solar that is not needed to power the home

Off-Grid Charging

Allows EVs to recharge using solar, even if the grid is down

Powershare

Allows Powershare-enabled EVs to share their battery power with the home through Powerwall, extending backup duration in an outage

Sample Marketing Assets

High-quality content, will help market Powerwall 3 more effectively and reach a wider audience.

The following pages include samples of how you can market Powerwall 3 in customer emails, on your website, and on social media platforms.



Sample Email Content

Subject: Power Everything with Tesla's New Powerwall 3

Headline: Introducing Tesla Powerwall 3
More Power. More Backup. More Savings.

Body: There has never been a better time to reduce your dependence on the energy grid.

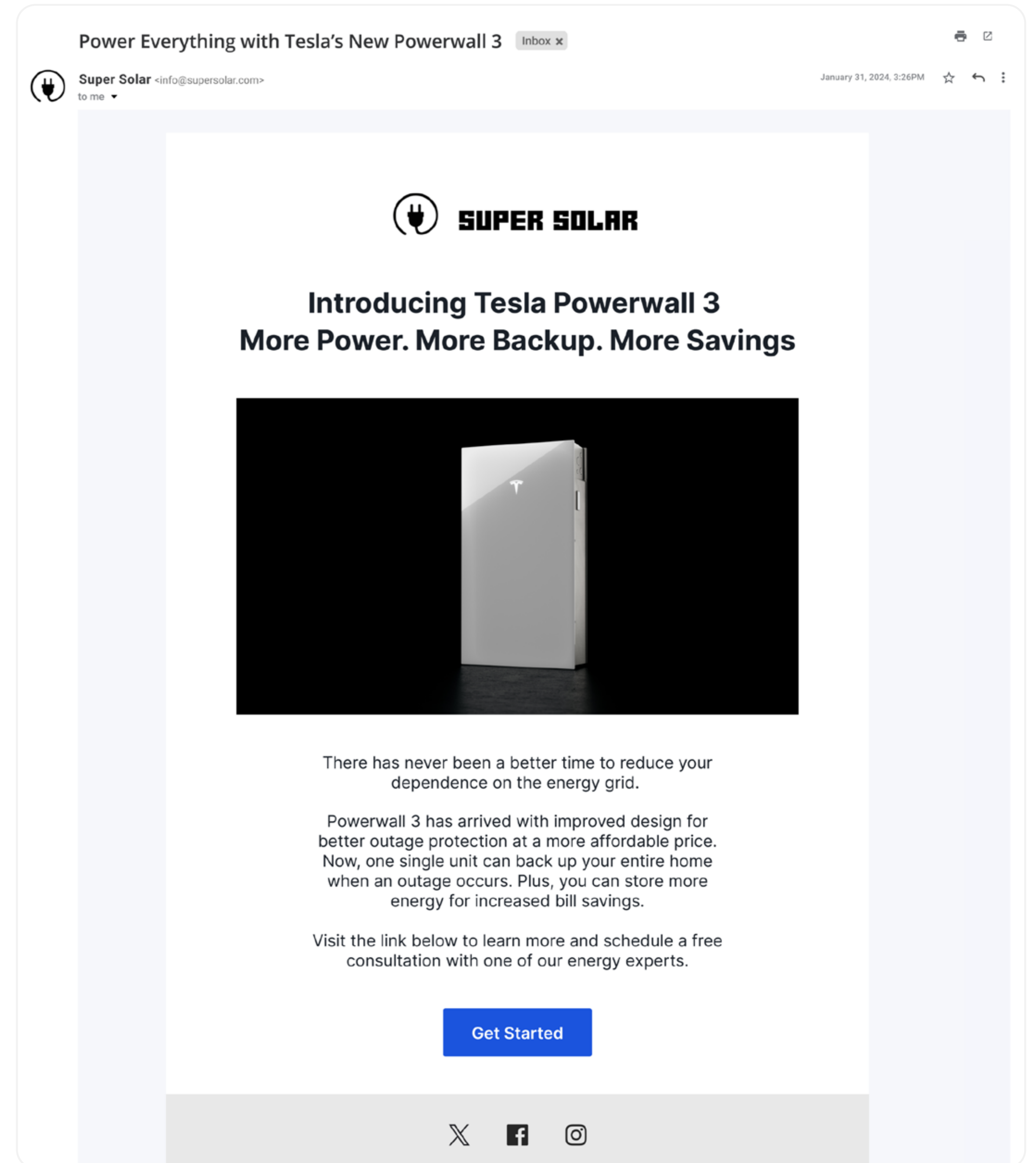
Powerwall 3 has arrived with improved design for better outage protection at a more affordable price. Now, one single unit can back up your entire home when an outage occurs. Plus, you can store more energy for increased bill savings.

Visit the link below to learn more and schedule a free consultation with one of our energy experts.

CTA: [Get Started](#)

You may use the images shown in this toolkit in your marketing content. Images are available on the [Partner Portal](#).

If you choose to use your own images, please send your marketing collateral to EnergyProductsMarketing@tesla.com.



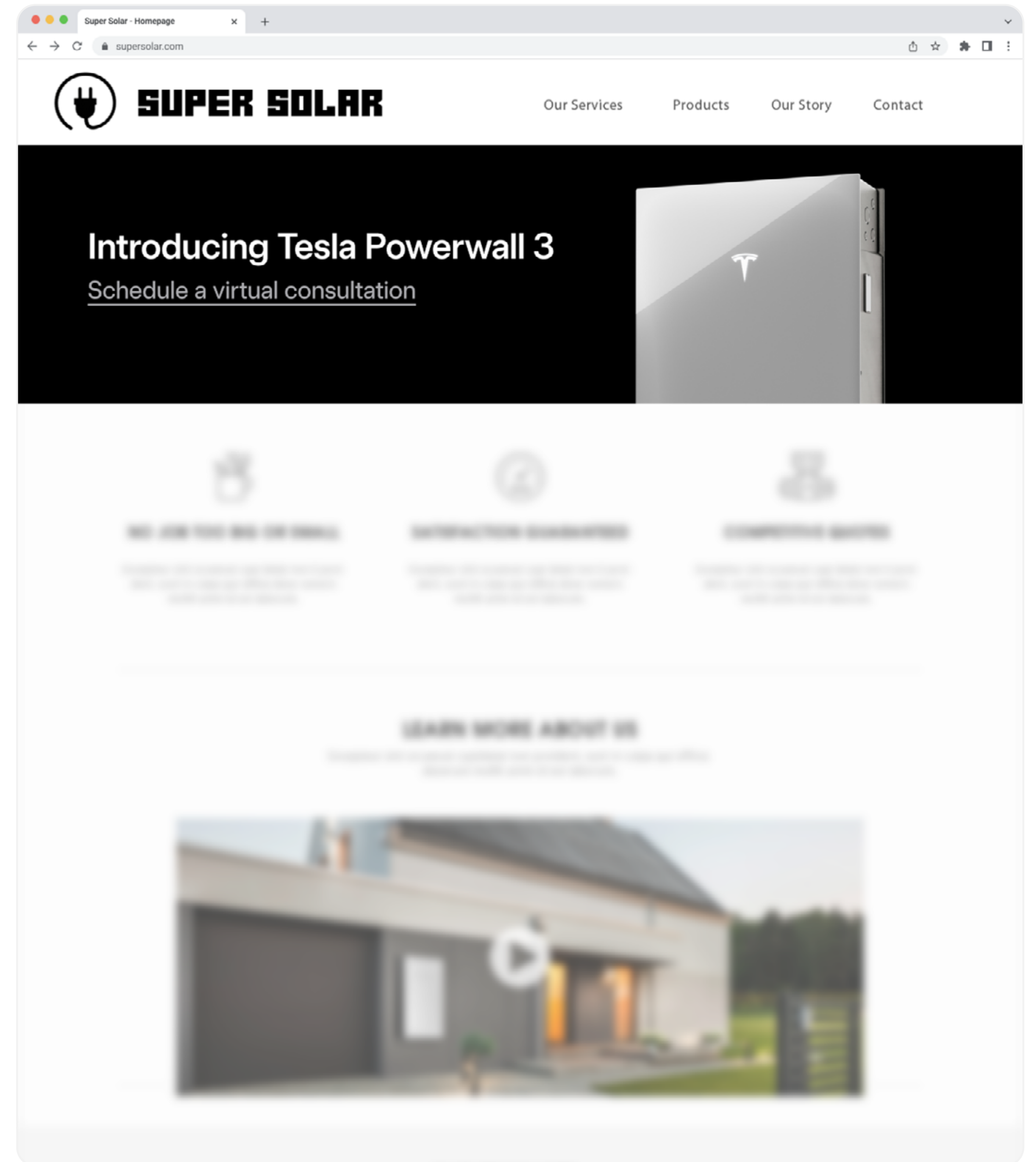
Sample Website Homepage Banner

To help promote Powerwall 3 features and benefits, we recommend promoting it on your homepage for highest visibility.

If you choose to do so, your homepage banner should direct customers to a Tesla product page on your website or a lead capture form.

Guidelines

- Please use the new Powerwall 3 images included on [page 5](#) of this toolkit when featuring Powerwall 3 on your website.
- Don't show Tesla branding more prominent than your company's branding.
- Do not use the Tesla wordmark or the Tesla "T" logos.
- Only use the Tesla Powerwall Certified Installer logos



Sample Social Media Content

Use this sample content or your own to promote Powerwall 3 in organic or promotional posts. All posts should link to a lead capture form or your Powerwall website page.

For full details on our social media guidelines by platform, see the Tesla Energy Marketing Guidelines on the [Partner Portal](#).



Introducing Tesla Powerwall 3.
More Powerful. More Efficient. More Savings.

Discover the Benefits → supersolar.com/powerwall

[@teslaenergy](#) #Powerwall #PowerEverything



04:20 AM · Jan 31, 2024 · 100 Views



Powerwall 3 is designed for fast and easy installation and has more power than ever before.

Learn how you can get better outage protection at an affordable price → supersolar.com/powerwall

[@teslaenergy](#) #Powerwall #PowerEverything



04:20 AM · Jan 31, 2024 · 100 Views



Powerwall is engineered to perform at high elevation, humidity, and over a large temperature range.

Contact us today to learn more about the most powerful, durable Powerwall yet → supersolar.com/contact

[@teslaenergy](#) #Powerwall #PowerEverything



04:20 AM · Jan 31, 2024 · 100 Views

Getting Reposted on X

- Tag [@TeslaEnergy](#) in your post
- The Tesla Energy Social Media Team will be notified, and potentially share or like your post
- Favored content: installations and customer testimonials
- Favored media: high-quality images and videos
- Do not use @Tesla or @elonmusk handles or hashtags to in any posts
- Do not tag or share photos of Tesla staff in any post

To assist in developing the best content, please ensure your marketing and communications align with Tesla guidelines and send all proposed social media content for review to EnergyProductsMarketing@tesla.com



Customizable Templates

You can use these templates to promote Powerwall 3 during sales conversations, when sending out email communications, or at conferences.

You'll find a designated space where you can insert your company logo and add your contact information.

All templates are available for download in the [Partner Portal](#).

Note: Tesla encourages the use of digital assets for sustainability

One-Page Offer Template



Power Everything with Tesla Powerwall 3

Affordable, whole-home backup solution offering uninterrupted power and better battery performance for increased savings and lower electricity bills.



TESLA
POWERWALL
CERTIFIED INSTALLER

Low Cost by Design

- Integrated inverter and controls require fewer parts for simpler and faster installs
- Effortless battery expansion, now or later, with plug and play energy additions

More Savings

- Solar Savings - Solar energy is captured more efficiently with the integrated inverter because it offers built-in power conversion
- Analyzes historical energy use data and forecasts weather and energy to optimize energy usage

Most Durable/Reliable

- Engineered to perform at high elevation, humidity and over a large temperature range
- Intelligently controls its temperature for optimal performance even in the coldest temps
- Flood resistant and submersible up to 28 inches

Better Outage Protection

- One single unit can seamlessly back up your entire home when an outage occurs
- PWS stores more energy for increased protection against power outages
- Powerwall provides seamless transitions to backup when grid connection is interrupted
- Storm Watch monitors weather data and automatically charges Powerwall if a severe weather event is in the forecast

EV Integration

- Charge on Solar - Use excess solar generated to 'drive on sunshine'
- Off-grid charging - Charge your vehicle from solar, even while the grid is down
- Powershare - Extend backup duration and shift energy between your vehicle and Powerwall to meet your needs

Postcard Template



Better Outage Protection at a Better Price

Powerwall stores more energy for better outage protection.

A single unit can back up your entire house and help lower your monthly energy bill.

Plus, Powerwall's integrated design and thoughtful engineering makes backup power more affordable than ever.

Schedule a free consultation to learn more
supersolar.com
123-456-7891



Pull-Up Banner Template



Customizable Template FAQs

Who can I contact with questions about these templates?

EnergyProductsMarketing@tesla.com.

How do I print these materials?

You have several options for printing. You may use an office or personal printer or a local printing business. You may also share the file electronically via e-mail or by posting the file on the web.

How do I get started creating my own materials?

Download one of the templates and simply type your own contact information into the text box and add your logo image. Save the file and print or email.

I don't have professional design software.

Can I still create something to use?

Professional design software isn't required to use the downloadable templates. The one-page offer, postcard, and banner templates are available as fillable PDF files.

Go-To-Market Next Steps

Train Internal Teams and Build Marketing Material:

- ① Train sales and support teams (training resources are located on the [Partner Portal](#))
- ② Download Powerwall 3 resources located on the [Partner Portal](#) and share with sales and marketing
- ③ Distribute this Marketing Toolkit with your marketing team
- ④ Design a Powerwall 3 landing or product page for your website
- ⑤ Develop a marketing plan including channels and tactics
- ⑥ Share marketing material with EnergyProductsMarketing@tesla.com for review and approval before launching
- ⑦ Establish tracking for all marketing and set KPIs
- ⑧ Provide your sales teams with support material
- ⑨ Draft Powerwall 3 launch announcement: employee and customer emails, social media post, press release etc.