

Item Description: Driver shares honest thoughts after picking up first EV: 'Will not go back'

Publishing Platform(s): Web

Production Type: Original

Source URL:

https://www.reddit.com/r/TeslaModel3/comments/117j5dk/my_first_ev_first_tesla_and_also_first_red_color/

As a reminder, original content synthesizes material from multiple sources into a unique finished product, whereas curated content merely presents and contextualizes the curated source material for the TCD audience.

Style Reminder: For a more general discussion of brand standards for tone and terminology, please consult the [TCD Style Guide](#).

Web Format & Word Count: 📱 Social Moment 300-400 words

We use this format to explain online trends and viral moments. The requirements are as follows:

- *Introduce the trending video, hack, debate, or otherwise notable social media moment in lede.*
- *Identify the subject and explain why and where it's getting attention online.*
- *Embed the main post (drop it in-line in your copy within Google Doc) and describe what is happening in the post, using quotes from the photo or video to support your writing.*
- *Detail how the subject impacts consumers and/or the environment.*
- *Conclude with at least 2-3 reactions from commenters.*

See a sample article here:

<https://www.thecooldown.com/sustainable-food/bake-bread-in-iceland-ground-hot-springs/>

Additional Assignment Notes: In your web copy, please discuss the various benefits of driving EVs, as opposed to internal combustion engine cars, with an emphasis on monetary savings and health benefits (i.e., fewer gas/maintenance costs and less air pollution). When possible, link back to a few similar stories that TCD has covered in the past on the same topic.

Also highlight that buying an EV may qualify you for massive government incentives.

Make sure to link back to TCD's Guide page on making your next car an EV:

[guide.thecooldown.com/actions/make-your-next-car-an-ev/](<http://guide.thecooldown.com/actions/make-your-next-car-an-ev/>)

Please also find an opportunity to note how home solar can further enhance the savings from owning or leasing an EV by reducing charging costs. Then, in that same paragraph, spotlight EnergySage as an easy, TCD-vetted source for solar quotes, using this exact link:
<<https://links.thecooldown.com/energysage-ev>>

Special Brand Messaging Guidelines:

Tone & Language Requirements:

In your web copy, please discuss the personal testimony highlighted in the Source URL, including social comments, when available. Foreground the consumer-focused benefits of this specific electrification, including the specifics of any anticipated monetary savings that could be attributed to the hack. Include one sentence on how the swap can help lead us to a cleaner, cooler future (e.g., by implementing simple changes like switching to energy-efficient appliances and vehicles, readers can significantly cut down on the amount of pollution that comes from their homes).

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Partner Requirements Summary:

IF the testimony relates to solar panels, near the end of the article, please make sure to include a 2-sentence paragraph about solar opportunities per the guidelines below.

Partner Requirements:

--Add one sentence noting that installing solar panels is the ultimate home energy hack, because it can bring your cost of energy down to at or near \$0.

--In a follow-up sentence, note that EnergySage provides a free service that makes it easy to compare quotes from vetted local installers and save up to \$10,000 on solar installations. On every mention of EnergySage include this link:

<https://links.thecooldown.com/energysage-home>

Note that this URL does NOT apply if the article is substantively about EnergySage or solar installation; in that case, please use the URL with the UTM provided in the Additional Assignment notes. Make sure that the only organization mentioned in reference to solar is EnergySage (except when referencing leasing).

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Linking Requirements:

Also, please link back to whichever of these TCD Guide page(s) is most relevant to the story:

- Install a heat pump: guide.thecooldown.com/actions/install-a-heat-pump/
- Install solar panels: guide.thecooldown.com/actions/install-solar-panels/
- Level up to induction cooking: guide.thecooldown.com/actions/level-up-to-induction-cooking/

- Upgrade to a heat pump water heater:
guide.thecooldown.com/actions/upgrade-to-a-heat-pump-water-heater/

Reminder: Most notes and guidelines are written for the TYPE of article this is and **may not always apply to your exact topic**. Please view the Additional Assignment Notes as the **primary instructions** for the assignment (especially for hyperlinks) and the Special Brand Messaging Guidelines as **supplementary**. If you have any questions about the assignment instructions, please reply-all to your assignment email and ask for guidance.

When this copy is ready for review, please submit a **review form** at the following URL:

https://airtable.com/shrdp7pxzL9uiKd5h?prefill_Item+Description=recEhHgYNEjDwqa4u&prefill_Template=rec4lv2lfqmnIXi95

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Tentative Headline: Driver shares honest thoughts after picking up first EV: 'Will not go back'

— Web Copy —

Many people make the switch to electric vehicles to reduce their running costs while protecting the environment, and most of them never look back.

One such driver shared their honest thoughts after purchasing their first EV — a Tesla Model 3. “Love this car! Will not go back to any other now!” the excited new EV owner [wrote](#) in a post on Reddit.

[//EMBED//](#)

The driver shared photos of their shiny new Model 3 in ultra-red. They received a flurry of comments from other happy EV drivers. “Great first choice for your first electric car,” [wrote](#) one commenter. Another Tesla driver [added](#), “Congratulations welcome to the family.”

[Making your next car an EV](#) could be more cost-effective in the long run compared with traditional gasoline cars, saving you money on everyday running costs and maintenance. This is because EVs eliminate the need for gasoline, which often fluctuates in price much more than electricity.

Additionally, EVs tend to require less maintenance due to fewer moving parts, meaning fewer trips to the mechanic and more savings in your pocket. In fact, a recent study showed that [90% of Americans](#) would save money if they drove an EV. [Various incentives](#) are also available to [reduce the initial costs](#) and help people [make the switch](#).

EVs are much better for our health and the health of the planet as well. They produce significantly less pollution than gasoline cars, which means cleaner air and a healthier planet.

Driving an EV can be made even cheaper and cleaner if it is paired with [home solar](#). Charging your car at home using solar-generated energy can slash fuel bills to almost zero. If you're interested in learning more about home solar, [EnergySage](#) offers a free service that provides quotes from vetted installers in your area.