

TESLA - STRATEGY-ON-A-PAGE

VISION: To secure the future of our planet by transitioning the world to sustainable energy

MISSION: To drive the world’s transition to electric vehicles by improving access and reducing adoption barriers.

STRATEGIC PILLARS

ACCELERATE THE JOURNEY TO EV ADOPTION	SPEARHEAD THE DELIVERY AGAINST THE EVOLVING CUSTOMER NEEDS FROM EVs	CONTINUE TO RAISE THE BAR BY ADDRESSING THE BROADER SUSTAINABLE NEEDS OF CONSUMERS	TARGET EARLY ADOPTERS IN UNDER-RECOGNISED MARKETS
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OPPORTUNITY SPACES

Incentivise EV considerers to shorten the path to adoption	Deliver advanced technological solutions for the next generation models	Widen the portfolio of products in the home energy market	Expand into Asian markets
Raise the salience of the benefits to drive EV consideration among environmentally conscious consumers	Target early adopters at the key moments in their upgrading journey	Expand the infrastructure for charging into under-served regions	Address the barriers to access amongst early adopters in emerging markets



Incentivise EV considerers to shorten the path to adoption

Address the barriers that are preventing considerers to follow through to purchasing EVs



Opportunity Overview:

Convert first time EV buyers to accelerate their decision to buy by breaking down the barriers to adoption

To: Drive penetration of Tesla

Why this is needed:

Attitudinally, environmentally conscious consumers are keen to buy EV there are a host of misconceptions that need to be changed.

Another barrier is that poor infrastructure – both in terms of charging but also the impact on the utilities grid and require utilities companies to replace existing infrastructure.

Why Tesla:

Tesla has the equity and experience to support the development of the infrastructure that is a major barrier to adoption.

In addition, Tesla can play a leading role in partnering with advocacy groups that can help address the misconceptions.

Incentivise EV considerers to shorten the path to adoption

Key supporting data point

57%
EV share of new passenger vehicles by 2040 in the US

Source: |1| <https://www.geotab.com/white-paper/barriers-to-ev-adoption/>

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Key audiences:

Environmentally conscious consumers who have started exploring EV and intend to buy one in the next year.

Consumer insights

- Range anxiety is a key barrier but in reality, it isn't a concern for the average EV owner.¹
- Even though drivers only drove 27 miles (45 km) on average per day, over 60% said they would like their fully-electric vehicle to have a minimum range of 200 to 400 miles (320 to 640 km).²
- The reliability of charging infrastructure is another hurdle to overcome when it comes to electric vehicle adoption.

External insights

Electric utilities can play a significant role in increasing the rate of electric vehicle adoption.

To do this, it is critical to understand regional factors such as:

- How many electric vehicles are connecting to the grid?
- What is the subsequent impact of charging load?
- What are the local barriers to electric vehicle adoption?
- Who are electric vehicle drivers?

Update on electric vehicle costs in the United States through 2030," the cost parity is estimated to arrive between 2022 and 2024 for passenger cars followed by crossover and sport utility vehicles between 2023 and 2025.

Opportunity assessment

Infrastructure innovation opportunity



Strength of consumer unmet need



Product innovation opportunity



Feasibility to deliver against the opportunity



Source: |1| | <https://www.geotab.com/white-paper/barriers-to-ev-adoption/> |2| The 2020 Deloitte Global Automotive Consumer Study”

Source: |1| : <https://www.geotab.com/white-paper/barriers-to-ev-adoption/> |2| 2019 report from the International Council on Clean Transportation