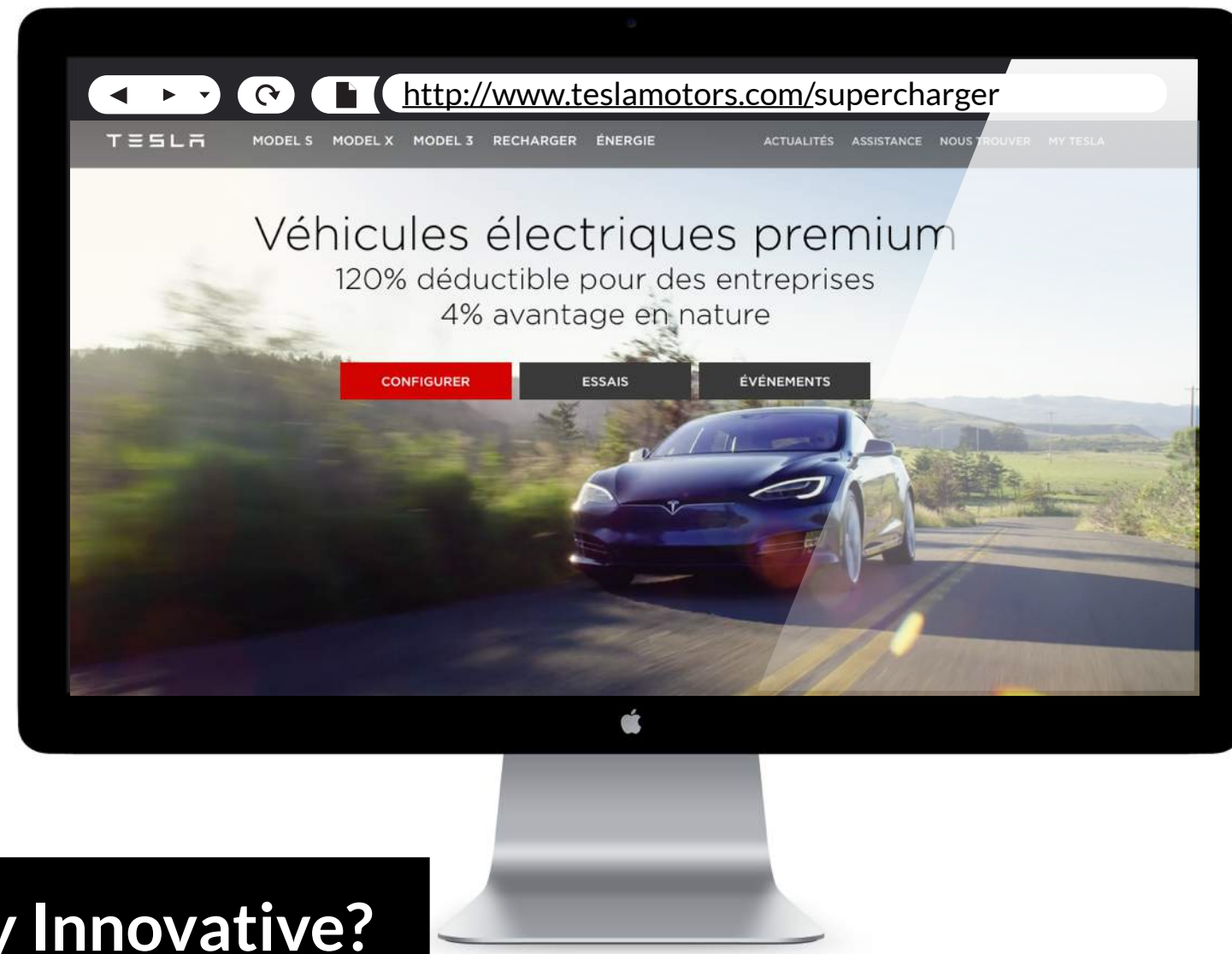




Tesla Motors designs, develops, manufactures and sells premium electric vehicles (EV's) to consumers and advanced electric vehicle power train components to manufacturers. This case focuses on Tesla's Supercharger network.



## Key Info

HQ Palo Alto, California, US

Industry to learn from

Automotive industry

Founded

2003

## Facts

- Co-Founder and CEO Elon Musk also founded Paypal, SpaceX and serves as president of SolarCity.
- A Supercharger charges 10 times faster than your home plug would be able to.
- Tesla Motors says a new version of the Model S electric car is the quickest production car in the world from zero to 60 miles per hour.

## Why Innovative?

### 1. Tesla Motors in 3 key offerings



Free use of Patents

The batteries of Tesla charge faster and last longer than any other on the market. Since June 2014, Tesla allows all other car manufacturers to use their technology free of charge. Establishing a standard for EV's is what Tesla aims at.



Free Charge or Battery swap

When you buy an EV with Tesla Technology, you pay a surplus for the electricity it will consume in its entire lifetime. At a power station you have the choice: a free charge or a 90 seconds battery swap for €50 - in other words: free or fast.



Super Charger Network

Drivers can travel throughout the U.S. and Europe along well traveled highways with the Supercharger Network. At these stations Tesla cars (and other EV's with Tesla's technology) can be recharged 50% within 20minutes.

### 2. On which trends does this company focus?

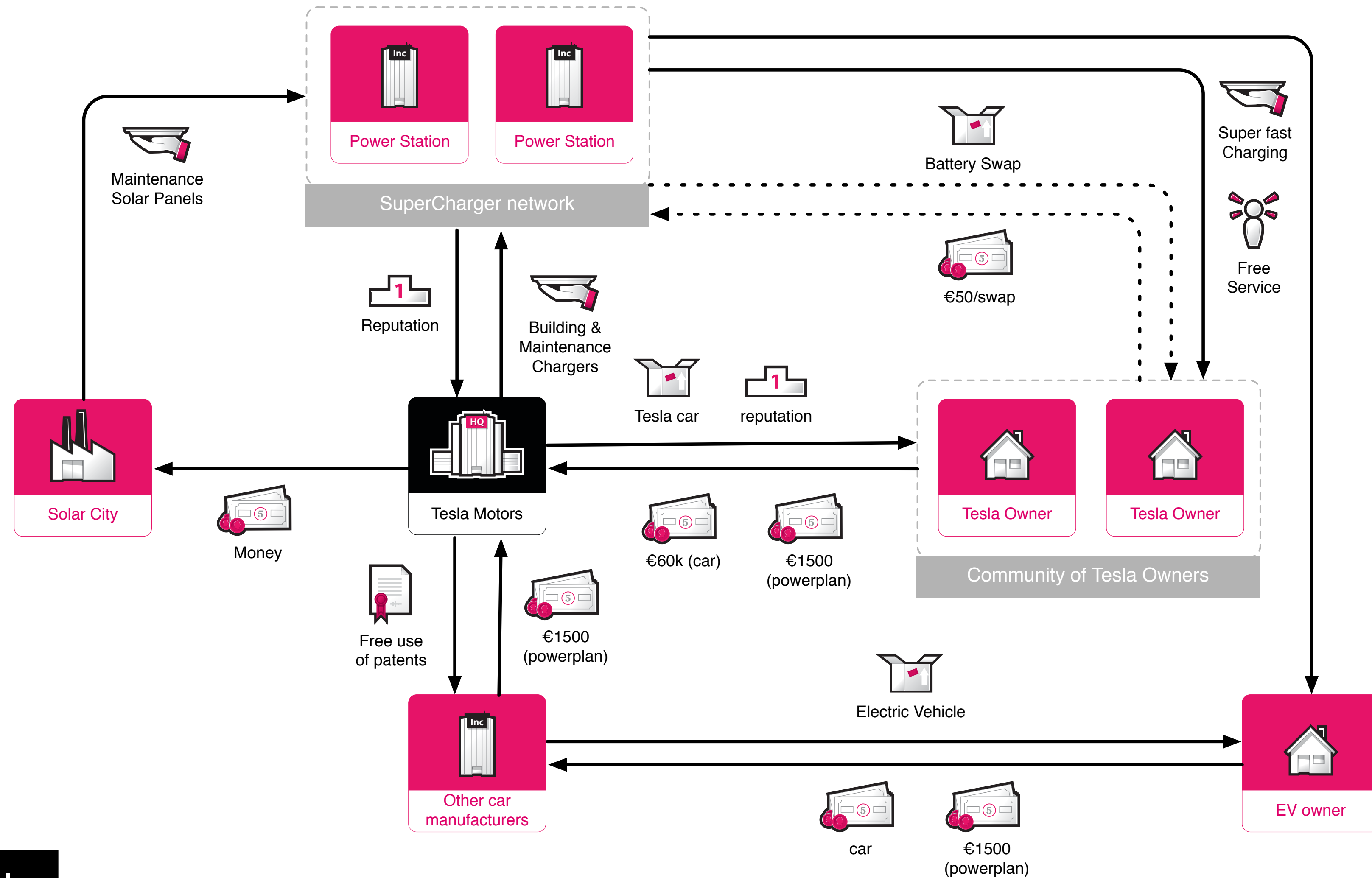
- Rise of customer experience
- Cross industry companies
- Guilt-free is the new status symbol

### 3. Does it bring people out of their comfort zone?

- All car competitors using Tesla's technology, will have to sell their cars with a prepaid energy plan for the full lifetime of the car. In fact, they sell Tesla's services.
- Currently, the roughly 40,000 Teslas on the U.S. roads contain 3.3 gigawatts of storage, equal 14% of total U.S. grid storage. Their influence on global energy levelling will only rise the coming years.



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## Business Model

### 1. How do they make money?

- Drivers pre-pay their energy for the next 10 years, Tesla on its turn invests the money in the Supercharger network and makes sure the energy provided becomes cheaper.
- Competitors pay Tesla for every car using the network.

### 2. Other companies with similar business model.

- [BMW i DC Fast Chargers](#)
- [www.car2go.com](http://www.car2go.com)

### 3. Business Model characteristics

- Open Source
- Vertical integration
- Cross Industry