

TESLA

NATIONAL ENERGY EFFICIENCY CONFERENCE 2016



INNOVATION IN NEW PRODUCTS AND MARKETS

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OUR MISSION

Accelerate the world's transition to sustainable energy

MASTER PLAN: PART DEUX

Beautiful
Solar and Storage

Expand to Major
Vehicle Segments

Self-driving 10X
Safer Than Human

Your Car Makes
Money for You

TESLA MASTER PLAN



Low Volume

ROADSTER - 2008



Mid Volume

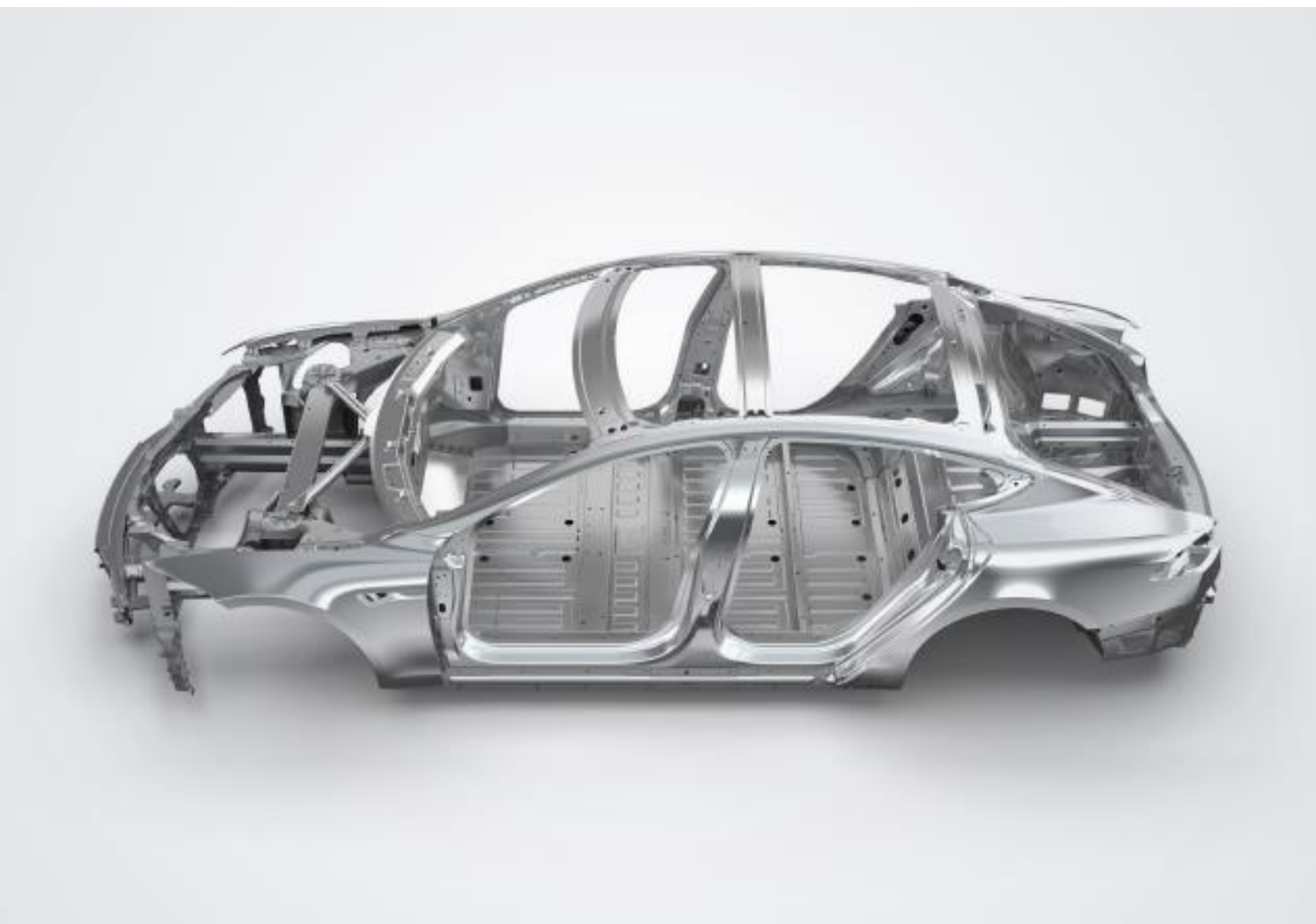
MODEL S - 2012 | MODEL X - 2015



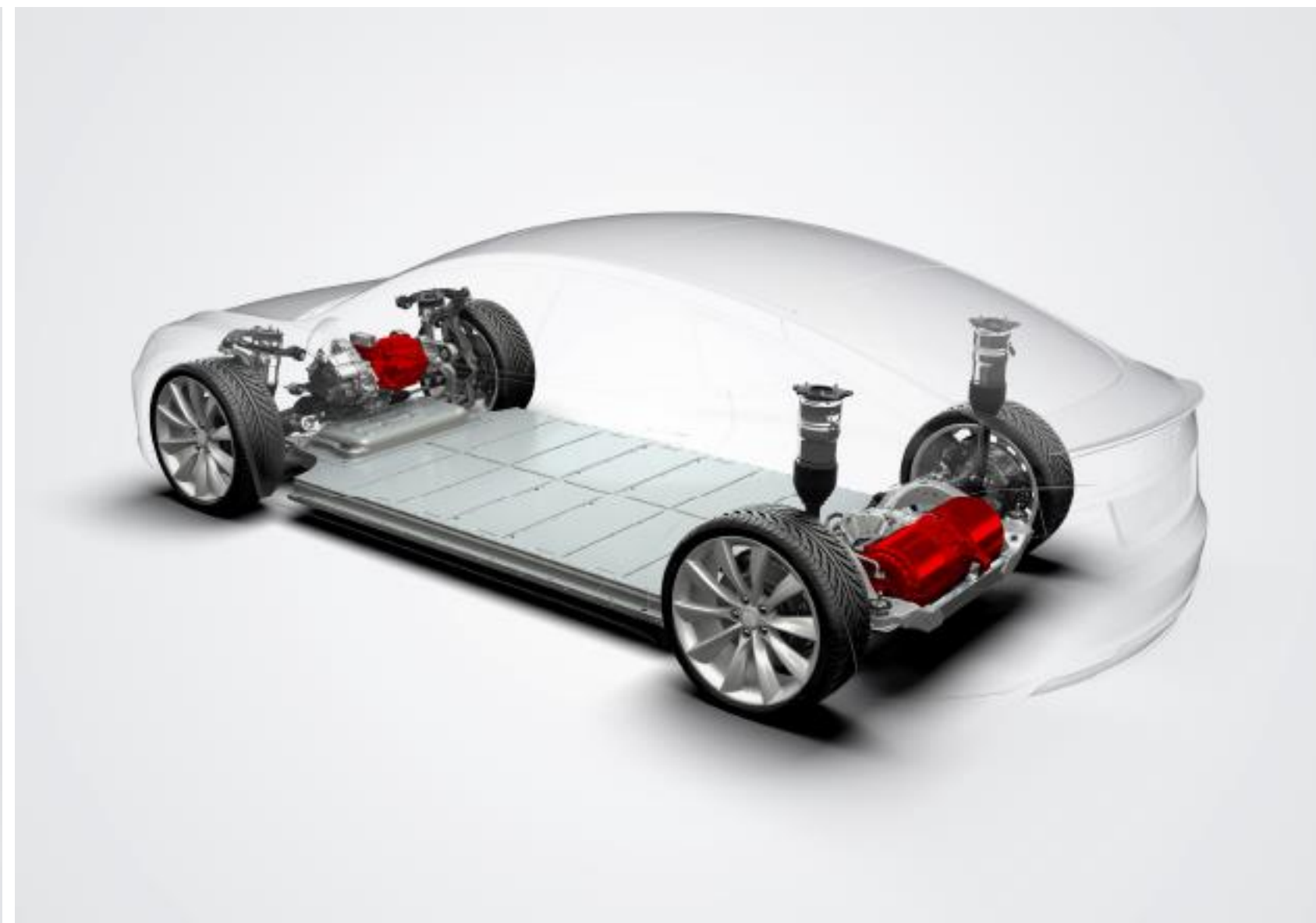
High Volume

MODEL 3 - 2017

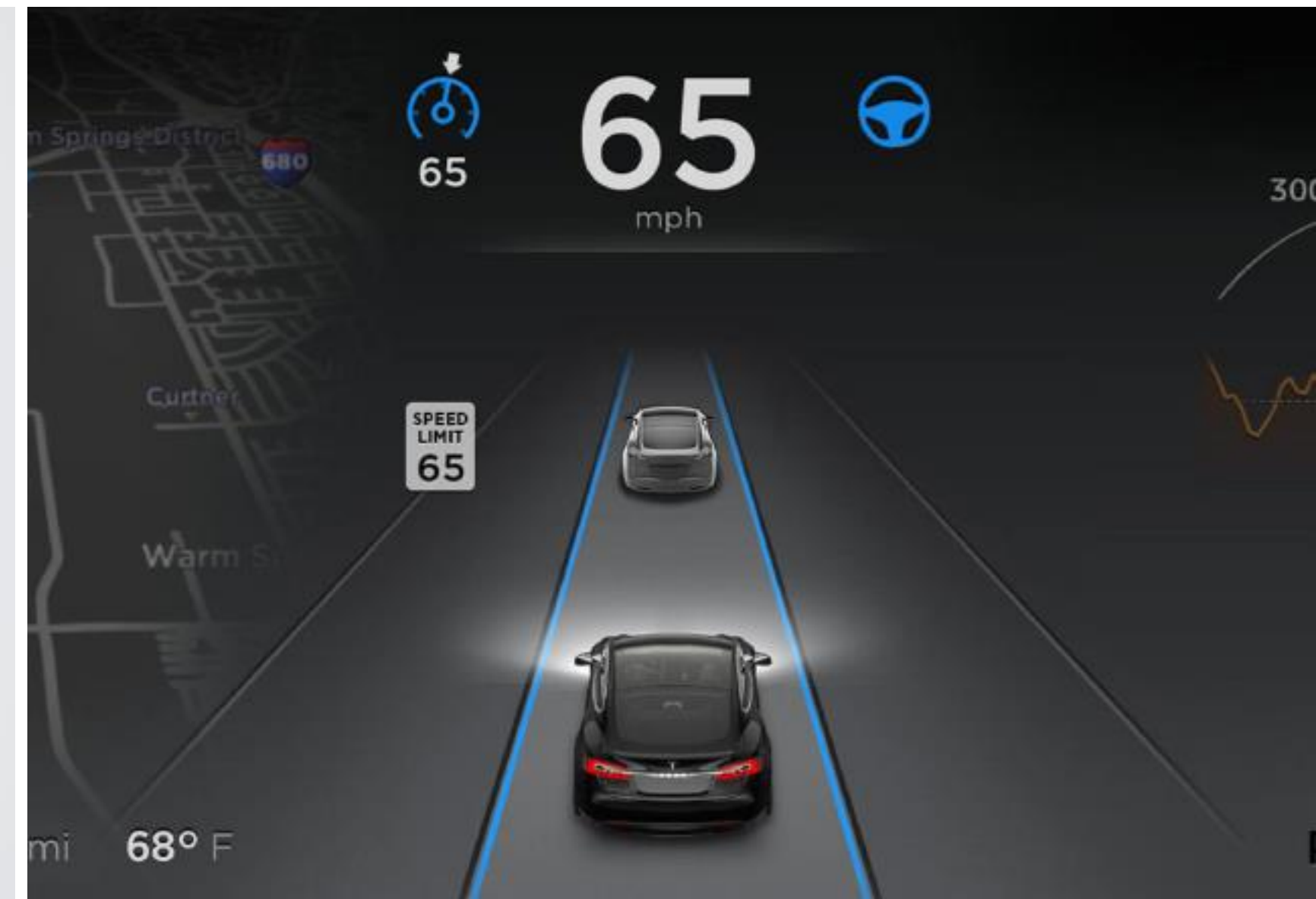
BREAKTHROUGH TECHNOLOGIES



Safety



Electric All-Wheel Drive



Tesla Autopilot

OVER-THE-AIR UPDATES



Enhance

Learn

Refresh

OUR ECOSYSTEM



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A SUSTAINABLE FUTURE



Harvest Energy

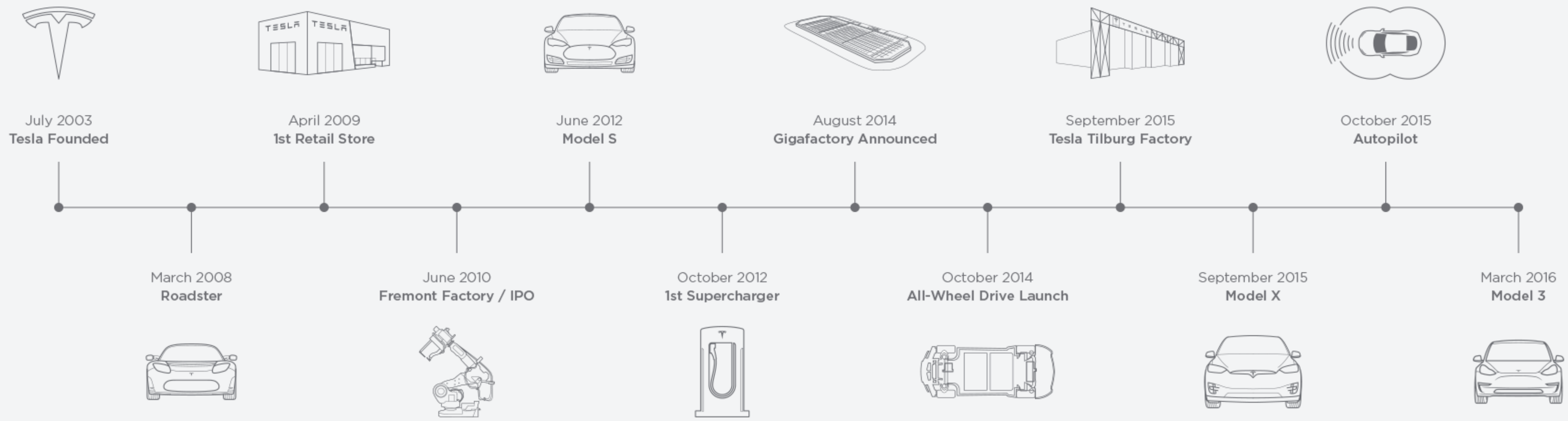


Energy Storage



Sustainable Transport

TIMELINE



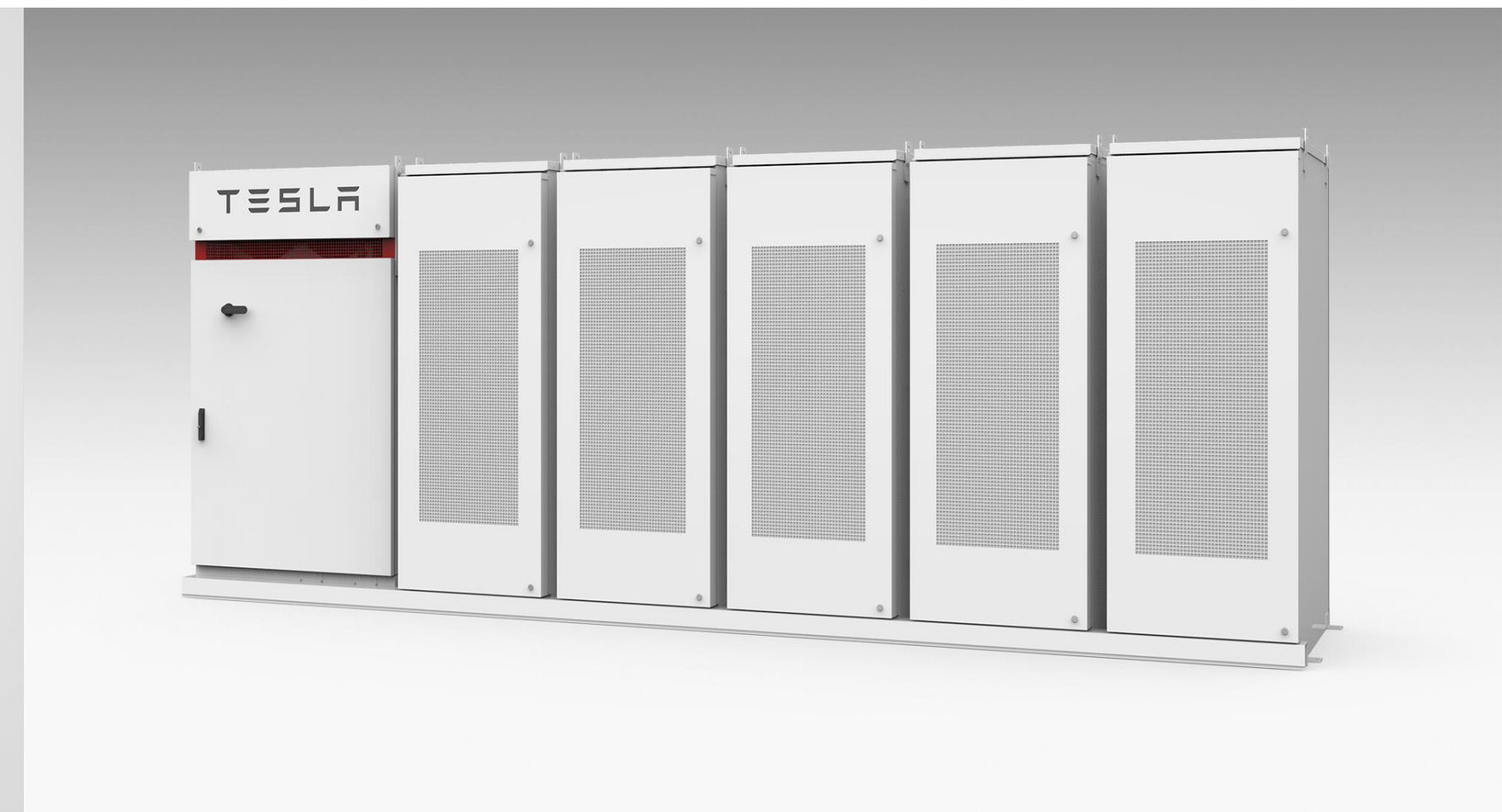
TESLA ENERGY



Gigafactory 1



Powerwall



Powerpack

SAFEST CAR GETS SAFER



Driver's Assistance

SAFEST CAR GETS SAFER



Driver's Assistance
Austosteer

SAFEST CAR GETS SAFER

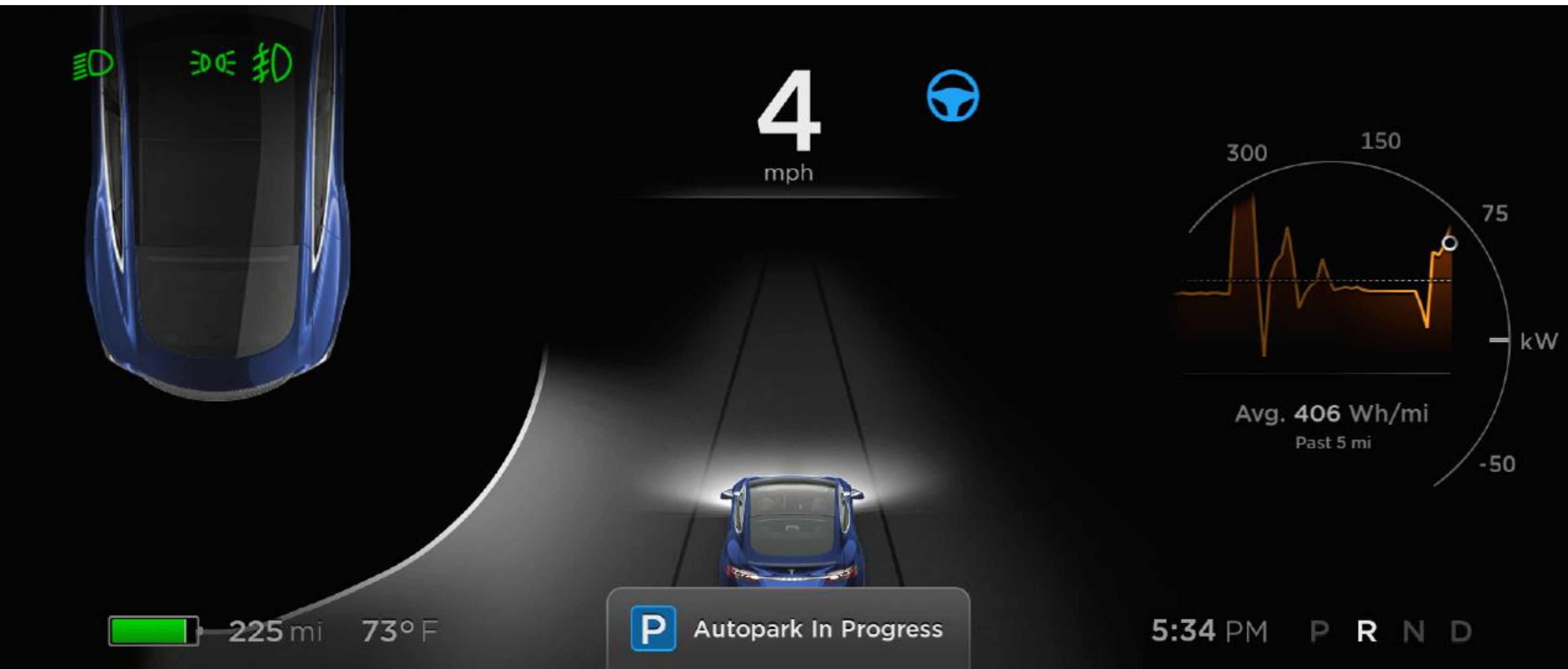


Driver's Assistance

Austosteer

Auto Lane Change

SAFEST CAR GETS SAFER



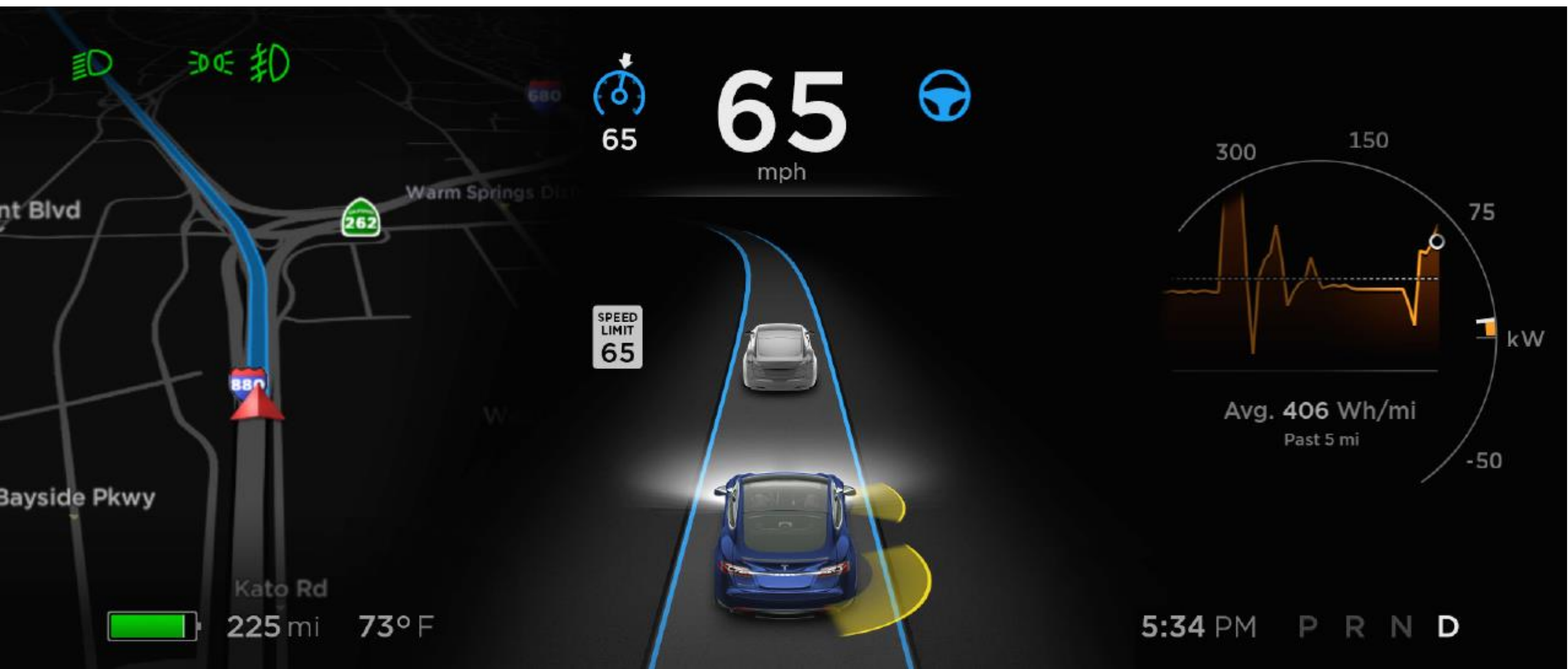
Driver's Assistance

Autosteer

Auto Lane Change

Autopark

SAFEST CAR GETS SAFER



Driver's Assistance

Austosteer

Auto Lane Change

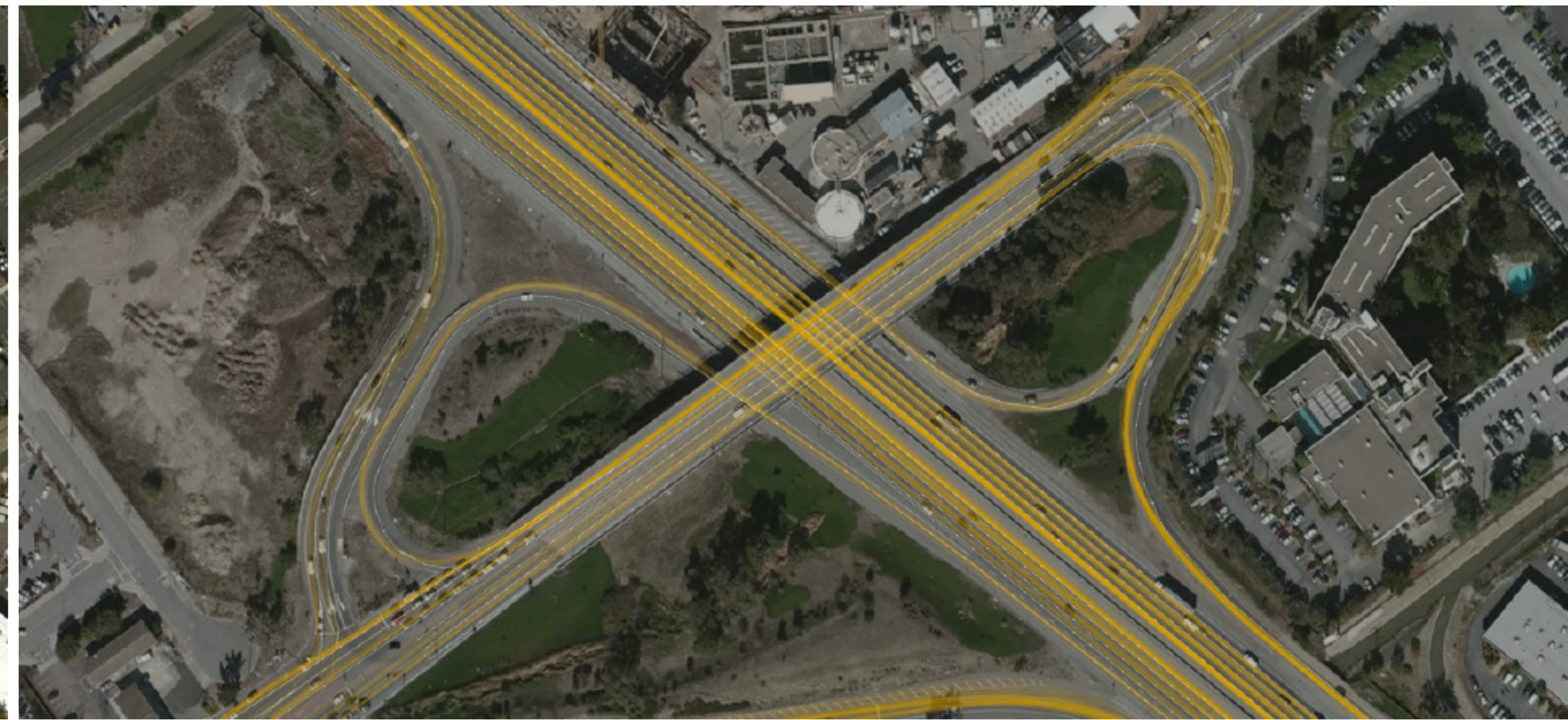
Autopark

Side Collision Warning

TESLA PRECISION MAPPING

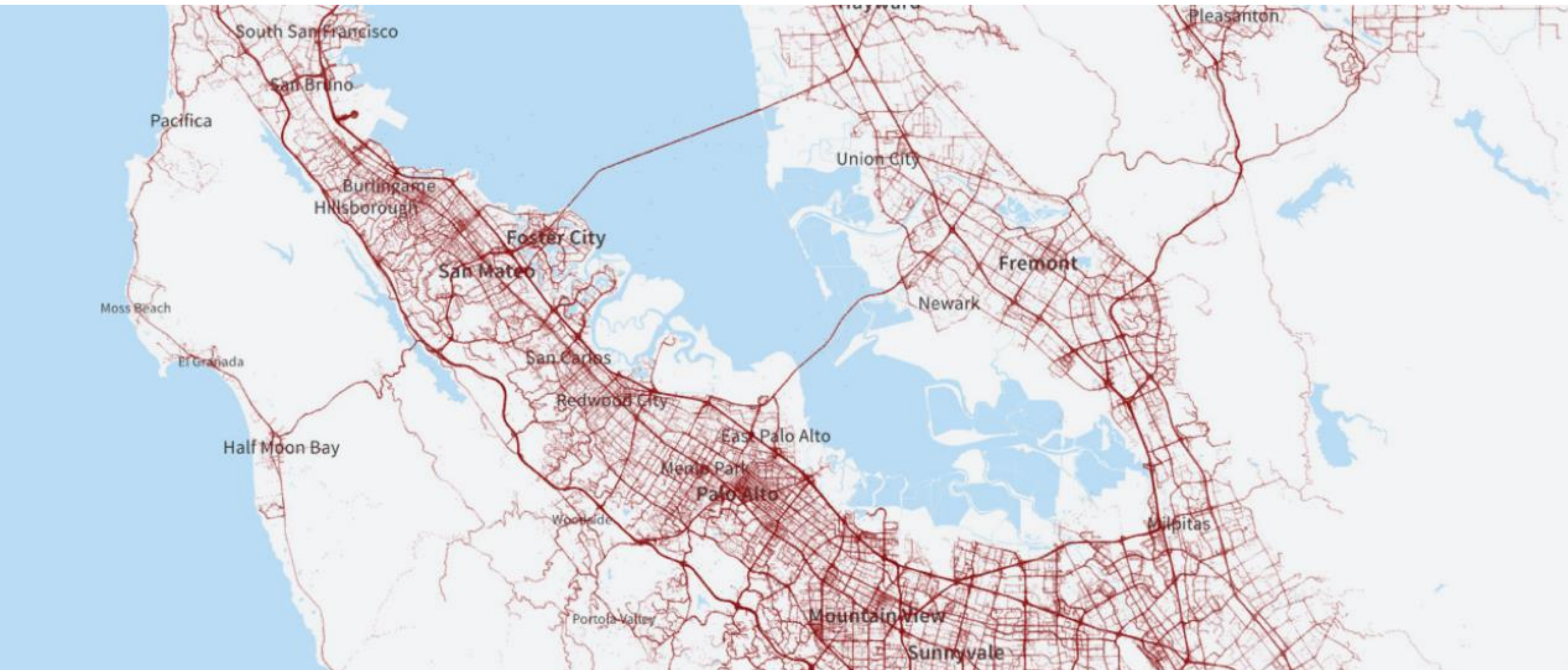


Normal Navigation Map



High Precision Map

TESLA FLEET LEARNING



Silicon Valley, California

One Month of Data

7,000 Vehicle Fleet

SUMMARY – INNOVATION PHILOSOPHY

Lean and Six Sigma

Test and Learn – Rapid Iterations

Software vs Hardware

Modular Hardware and Systems

Strong University Collaboration

Government Support

Maintain Start-Up Culture

Data Based Decision Making

Data Based Product Development

Over the Air Updates

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