

**BoPan Ni  
Ting Yu Lin  
Wai Tak Lau  
Sze Yin Fung**

---



**T E S L A**





TESLA

- “Tesla’s mission is to accelerate the world’s transition to sustainable energy.”
  - Zero-emission planet - “Forward without footprint”
- Company founded in 2003 based in Fremont, California
- Electric Vehicles and Clean Energy Products
- To prove that electric vehicles are better, quicker, and more fun to drive compared to gasoline cars.



# OVERVIEW

## Electric Vehicles & Charging Point

- Three models with high-end technologies
  - No fuel tank, only a battery pack
  - Autopilot feature
  - Fast charging speed
- Tesla motor is a “single-speed transmission” meaning it doesn’t employ a multi-gear system. And more importantly, tesla motor does not need regular maintenance.
  - Everything is controlled by electronics.
- Charging can be done anywhere!
  - Charging stations are served at various locations
  - Charge your car at home also



# PEOPLE:

## Social Sustainability and Impact

### Needs

- People have begun to use the impact of carbon emissions on Earth's ecology.
- Such as global warming, droughts, floods, and superstorms.
- Transportation is one of the major sources of greenhouse gas emissions
- Through electric vehicles to reduce carbon emissions.



# PEOPLE:

Social Sustainability and Impact

## Strategies

- Tesla Motors is more focused on car performance, making it comparable to gasoline vehicles.
- This makes it affordable and a viable alternative for people to buy
- \$ 2,500 cash rebate and \$ 7,500 in Federal Tax Credit
- Clean Air Vehicle Decals - single people can use high-occupancy vehicles (HOV) and carpool lanes.



\$ 2,500 cash rebate

[www.fueleconomy.gov](http://www.fueleconomy.gov)

the official U.S. government source for fuel economy information

\$7,500 Federal Tax Credit



Clean Air Vehicle Decals



# PEOPLE:

## Social Sustainability and Impact

### Impact

- Some people or studies have shown that Tesla's vehicles are not environmentally friendly?
- Electricity for electric cars can be produced from renewable energy sources such as solar and wind energy.
- Electric cars still have a good impact on the environment



# Planet:

## Sustainability and Impact

- Tesla is among the most creative and innovative car company
- The company's management as made climate change its aim and primary focus, and it has capitalized on the recent swell in the interest of public around the topic
- Tesla has managed to sustain the environment by reducing negative impact that fuel engines have been causing



# Planet:

## Needs, Strategies, and Impact

- Tesla is using the best strategy to reduce environmental hazards. It is developing cars that use electricity to power their engines.
- The vehicles are superior to those that are powered by fossil fuel. The impact of this strategy is that, it reduces pollution caused by normal cars.
- While Tesla is struggling, it is not happy with what people are calling “minimalistics” approach (Szekely).
- The extent it has gone in concentration of producing less harm, the company’s approach is to focus on creating great value for the customers and the society at large (Szekely)





# PROFIT:

## Economic Impact

**799.91** USD **-33.88 (4.06%)** ↓

Closed: Feb 25, 7:59 PM EST · Disclaimer  
After hours 791.00 **-8.91 (1.11%)**

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



Open	849.00	Div yield	-
High	856.60	Prev close	833.79
Low	787.00	52-wk high	968.99
Mkt cap	147.27B	52-wk low	176.99
P/E ratio	-		

Economic impact: Tesla has over one hundred and forty-seven billion dollars of market value. It's been considered as strong new blood for the world stock market.

## Other Impact:

Tesla works with 300 suppliers around the world. It creates a massive industrial chain and thousands work opportunities.



# PROFIT:

## Needs

There is a massive psychological need in the sustainable product market. People want to contribute to the environment, but the easiest way to do so is to consume the “Green” tag product. In fact, most rich people bought tesla for satisfying their environmentally friendly psychological needs even though tesla isn't that “green.”

## Strategies

Tesla's company statement creates a strong binding between its products with sustainability. But the fact is not as sustainable as they advertised

- Based on [greet.gov](https://www.greet.gov/), it costs 50 GJ (13888.5 kw) to build an EV.
- The cost of energy to drive a fuel car for 10 years is around 13480 kw



# CONCLUSION

- Tesla builds the company image with creating a sustainable community without footprint. It is true that the electric vehicle itself does reduce the amount of carbon and the use of fuel. However, from that, Tesla also creates more problems.
  - Power to charge and chemical pollution from the production of the product.
- From the economic standpoint, Tesla does bring number of job opportunities to society. It also helped to keep the market stable.
- Tesla is not as green as we thought it would be.
  - Based on our calculations, the energy cost to produce a Tesla EV is actually enough for fuel car drive around equator four times.



# WORK CITED



- [BBC],[16 March 2016]. Web. [Date of Access: 29 Feb 2020]. California DMV, Website:<https://www.dmv.ca.gov/portal/dmvdetail/vr/decals> [None publisher]. Web. [Date of Access: 27 Feb 2020].
- Clean Vehicle Rebate Project, Website:<https://cleanvehiclerebate.org/eng> [None publisher]. Web. [Date of Access: 27 Feb 2020]
- FasTrak, Website:<https://www.bayareafasttrak.org/en/howitworks/carpool.shtml> [None publisher]. Web. [Date of Access: 27 Feb 2020].
- EnergySage, Website:<https://www.energysage.com/electric-vehicles/charging-your-ev/charging-a-tesla/> [EnergySage]. Web. [Date of Access: 2 Mar 2020]
- Federal Tax Credits for All-Electric, Website:<https://fueleconomy.gov/feg/taxevb.shtml> [None publisher]. Web. [Date of Access: 27 Feb 2020].
- Hong Kong Observatory, Website:[https://www.hko.gov.hk/en/climate\\_change/human\\_activities.htm](https://www.hko.gov.hk/en/climate_change/human_activities.htm) [None publisher]. Web. [Date of Access: 28 Feb 2020].
- Jack Stewart. "Instead of a government rebate, Singapore's first Tesla Model S owner received a hefty fine. Why?", Website:<http://www.bbc.com/autos/story/20160316-questioning-electric-vehicles-green-cred>
- Tesla. Website: <https://www.tesla.com/> [Tesla]. Web. [Date of Access: 27 Feb, 2020]
- Tesla Impact Report, Weblink PDF:[https://www.tesla.com/ins\\_videos/tesla-impact-report-2019.pdf](https://www.tesla.com/ins_videos/tesla-impact-report-2019.pdf) [None publisher]. Web. [Date of Access: 28 Feb, 2020].

# WORK CITED

Website: [https://greet.es.anl.gov/files/vehicle\\_and\\_components\\_manufacturing](https://greet.es.anl.gov/files/vehicle_and_components_manufacturing)  
Argonne National Laboratory, Weblink

Akakpo.A, Gyasi.E.A, Oduro.B, & Akpabot.S. "Foresight, Organization Policies and Management Strategies in Electric Vehicle Technology Advances at Tesla." (2018): 57-69. 10 3 2020.

Daniel.R. "The Driverless Car and the Legal System: Hopes and Fears as the Courts, Regulatory Agencies, Waymo, Tesla, and Uber Deal with this Exciting and Terrifying New Technology." (2019). 10 3 2020.

Pow.C.P. "Of Tesla and Eco-city: Urban Sustainability as Territorial Local Trap?" (2019): 19-35. 10 3 2020.

SuperChargers, Website:<https://supercharge.info> [SuperChargers]. Web [Date of Access: March 3, 2020]

