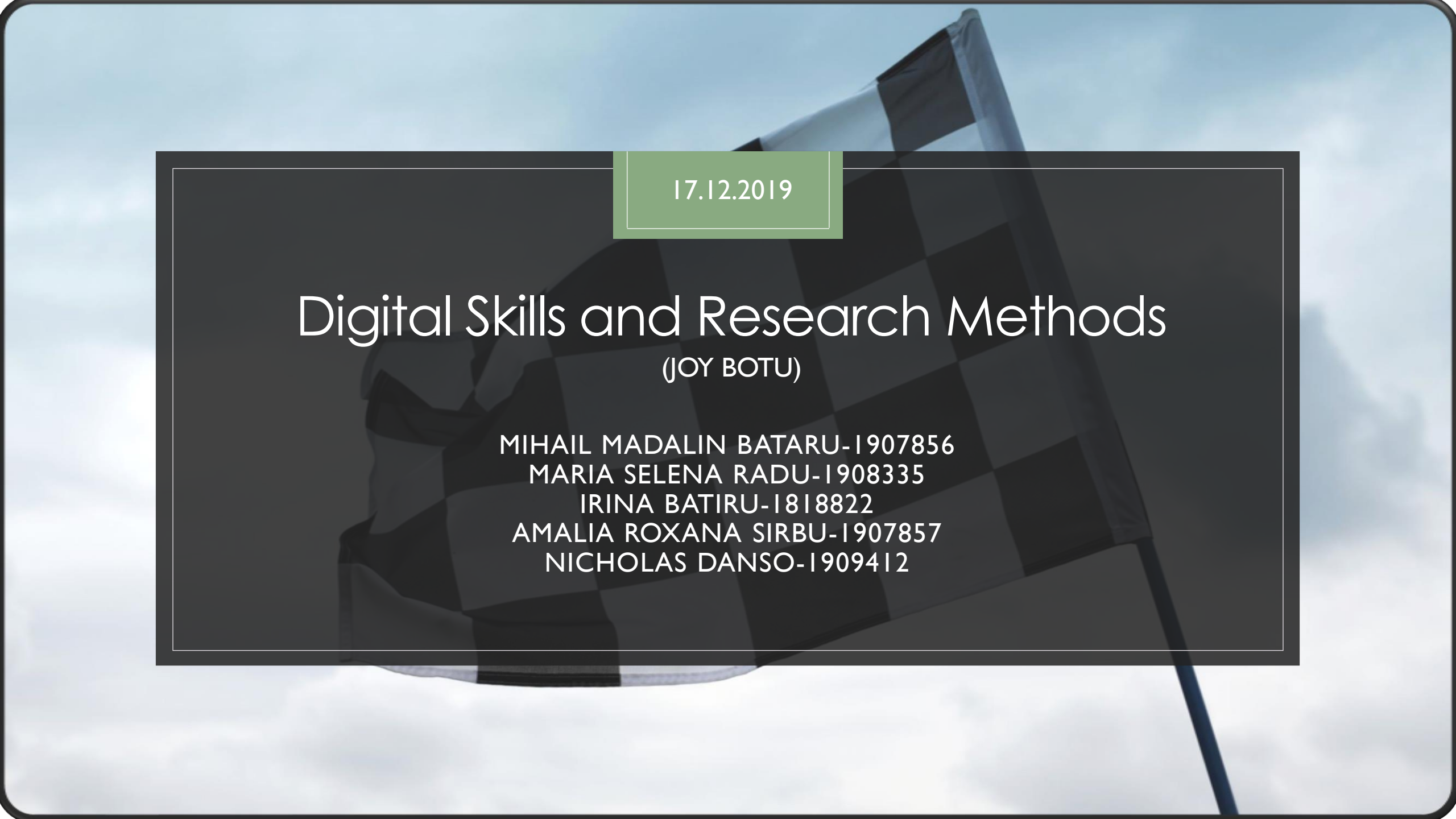




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Digital Skills and Research Methods

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Background of the organization

- Tesla Motors, founded in 2003 by:
 - Martin Eberhard and Marc Tarpenning.
- The organization was named after the inventor Nikola Tesla.
- Elon Musk was the chairman of the company contributing with around \$30 million to this new "journey".
- Their aim was to build the first electric sports car which was finally on road in 2008.





Challenges before the introduction of modern technology

1. Reports were flying throughout the media about Tesla's fail to get the electric car on the market because the process is delayed by production issues.
2. The energy needed to power the entire car comes from the battery, but it eventually became a huge challenge for Tesla as the batteries are very costly.
3. The company has its presence in the market very limited operating in only 24 states with less than 100 locations.
4. Lack of financial support almost got Tesla bankrupt.



INSIGHTS TO THE MODERN TECHNOLOGY

- **Autopilot-** Tesla claims that all their vehicles will come with autopilot or in other words "self driving system" and it is forcing the auto industry to change, being able to not just drive the car for you but also following:
 - Self parking
 - Automatically changing lanes
 - Adaptive cruise control
 - Lane centering
 - Detects and prevents crash
- Its intelligent software made an enormous jump into the future with incredible implements and there is no doubt that it is a major help for people on long journeys.

The impact of modern technology

Positive impacts:

- Tesla kept and keeps going to help to reduce the CO2 emissions by attracting more and more people to buy their electric cars with zero emissions of CO2.
- All their supercharger stations in Europe are powered by renewable energy.
- Probably the biggest impact is that Tesla models are very safe, intelligent and can prevent crash or does saving manoeuvres very rapidly.

Negative impacts:

- Being at its "beginning" Tesla operates in a low number of locations.
- The charging stations are few also and makes it difficult for the owners to charge "their batteries".
- Being a car with full assist and sensors, can reduce the experience of a professional driver also those screens inside may as well distract the drivers at the beginning.





Lessons from case studies

- Technology is changing with time and big impacts come with it and Tesla made some big steps in the auto industry from the beginning until now and so on.
- Tesla has brought the technology to a new level; the semi autonomous car has won the trust of public and their users over this decade.
- The modern technology implemented in Tesla models has brought the company on top of the 'hills' bringing the company to an unbelievable worth of \$64,6 billions.
- If the modern technology wouldn't be used in both production and car features, of Tesla, would not satisfy the public so therefore the company will fail.

Conclusion

- ❑ In conclusion Tesla with its CEO Elon Musk changed the automobile industry in a way nobody did before with the best electric car the world has seen.
- ❑ The car models vary in price from affordable to luxury expensive but the features and performance rise with the costs.
- ❑ The exterior and interior designs are wonderful and simple, so the public enjoys it at a full capacity especially the car itself.
- ❑ Their car models made the driving easier and comfortable.



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