

OUR COMPANY

Tesla, Inc. is a pioneering global leader in both electric vehicles (EVs) and renewable energy solutions, headquartered in Austin, Texas. Established in 2003 by engineers Martin Eberhard and Marc Tarpenning – and later named after visionary inventor Nikola Tesla – the company has evolved into a vertically integrated powerhouse. Today, our company designs, manufactures, and sells a lineup of all-electric vehicles including the luxury Model S and Model X, the mass-market Model 3 and Model Y, and expanding into commercial transportation with the Semi and Cybertruck. It is also gearing up future releases like the next-generation Roadster and Cybercab robotaxi.



Complementing our automotive achievements, we are operating a comprehensive energy division aimed at transforming both residential and large-scale power systems. This includes battery storage products – Powerwall (for homes), Megapack (for utilities), and Powerpack (commercial) – as well as solar panels and the innovative Solar Roof. Our company supports its products with an extensive infrastructure network of over 7,000 Supercharger stations globally, delivering fast, seamless charging and strengthening its ecosystem advantage. Our ambition is to accelerate a shift away from fossil fuels, positioning clean energy as a central tenet of modern life.

At the heart of Tesla's strategy is advanced technology and software innovation. The company is a trailblazer in applying AI to driving via Autopilot and Full Self-Driving (FSD) systems, powered by its in-house Dojo supercomputer, which processes real-world data from millions of Tesla vehicles. Our company also leads the way with over-the-air updates that continuously improve vehicle capabilities long after purchase, cementing its status as a tech-first automotive firm. Expanding beyond cars, we are experimenting with humanoid robotics through Optimus and planning autonomous robotaxi fleets – further evidence of its vision to converge AI, robotics, energy, and transportation.

HISTORY

EARLY YEARS (2003-2008):

Tesla Motors was founded on July 1, 2003, by Martin Eberhard and Marc Tarpenning in San Carlos, California, with the ambition to create high-performance electric cars that didn't compromise on speed, design, or fun. Ian Wright joined early on, and in February 2004 Elon Musk led the Series A funding round, contributing \$6.5M and assuming the role of chairman. After a development period influenced by the AC Propulsion tzero, the company unveiled its first product, the all-electric Roadster, in 2008. Based on a Lotus chassis and powered by lithium-ion batteries, it impressed with a 245-mile range and sports-car performance.



GROWTH UNDER MUSK (2008 – 2017):

Elon Musk took over as CEO in 2008 amid financial challenges and development hurdles. That year also saw Tesla's IPO (June 29, 2010) raising \$226 million. The Roadster was phased out in 2012 to make way for the flagship Model S, lauded for its long range and luxury features. The company also began deploying its fast-charging Supercharger network in 2012 and expanded with the SUV-like Model X in 2015.

EXPANSION AND DIVERSIFICATION (2017 - PRESENT):

In 2017, the company introduced the affordable Model 3, which quickly became the best-selling EV globally . The company also ramped up its clean energy business – acquiring SolarCity in 2016 and releasing Powerwall and Megapack energy storage products. It rebranded itself as Tesla, Inc. in 2017 to reflect its expanded mission beyond automobiles . In the early 2020s, Gigafactories in Nevada, Shanghai, Berlin, and Texas scaled production, followed by the Model Y (2020), Semi (2022), and Cybertruck (2023). The company continues to pioneer in areas like Full Self-Driving software, Al robotics, and utility-scale battery storage.

VISION & MISSION

OUR VISION - A DEEP DRIVE

To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.

The company aims to be the benchmark in automotive beauty, performance, and innovation, outpacing legacy automakers and reshaping consumer expectations for mobility.

"Most compelling car company" reflects our pursuit of excellence in design, user experience, and technological leadership – from iconic glass roofs and Ludicrous Mode acceleration, to sleek interfaces and intuitive performance.

Embedding "21st century" in the vision highlights our urgency to lead now, not later, using systems like over-the-air software upgrades, advanced battery tech, and Al-driven vehicle intelligence.

Finally, "driving the world's transition to electric vehicles" positions our company as a catalyst – to shift global transport systems and consumer mindsets toward EVs as the default choice.



OUR MISSION – EXTENDED INSIGHT

"To accelerate the world's transition to sustainable energy."

This mission statement evolved in 2016 from its earlier focus on "sustainable transport," broadening our impact beyond cars to encompass energy generation, storage, and grid solutions.

- "Accelerate" emphasizes urgency Tesla isn't waiting for change; we're driving it. Whether through initiatives like open patents (2014) or expanding global production, we're working to shorten the timeline for a sustainable energy world.
- **"World's transition"** acknowledges the global scale of our mission from North America, Asia, Europe to emerging markets spurred via Gigafactories, Superchargers, and tailored models at every price point.
- "Sustainable energy" intentionally encompasses more than EVs: it includes solar (Solar Roof & panels), energy storage (Powerwall, Megapack), and integration of clean, renewable sources into homes, businesses, and grids.

TESLA UNDER MUSK

Elon Musk joined our company in early 2004 by leading its Series A investment – injecting \$6.35 million and becoming the majority shareholder and chairman of the board. While initially focused on product direction – helping shape the original Roadster – he stepped into a more active role in response to the 2008 financial crisis. That year, he became CEO and Product Architect, officially recognized as a co-founder in a legal settlement the following year.



STRATEGIC VISION & VERTICAL INTEGRATION

Elon Musk's leadership at our company is marked by his bold vision and disruptive strategies that challenge traditional automotive norms. By applying his "first-principles" thinking, Musk breaks down complex problems to their fundamental truths and rebuilds solutions from the ground up. This mindset has led the company to pioneer innovations in electric vehicle battery chemistry, full self-driving software, and streamlined vehicle architecture. Musk's relentless focus on technological excellence and scalability has turned the company into more than just a car company – it's a platform for sustainable energy and intelligent mobility.

TESLA UNDER MUSK

From massive Gigafactories that manufacture batteries and vehicle components to a proprietary global Supercharger network and direct-to-consumer sales model, Musk ensures the company controls the entire customer experience. This strategy allows for faster innovation, tighter quality control, and seamless deployment of updates — exemplified by features like over-the-air software improvements and the company's in-house Dojo supercomputer designed to accelerate Al training for autonomous driving.



FUTURE-DRIVEN, AUTONOMY-FOCUSED CEO

Today, Musk is steering our company beyond vehicles into AI, robotics, and autonomy. He has pivoted the company toward building a robotaxi service – starting with a pilot in Austin on June 22, 2025 – with plans for potentially hundreds of thousands of autonomous vehicles by 2026. Under his direction, the company continues to lead in Full Self-Driving software development, custom AI hardware, and humanoid robotics (Optimus), reflecting his broader vision of sustainable and intelligent transportation. This hands-on, risk-taking style – sleeping in factories during production ramps, communicating directly via social media, and championing audacious goals – has earned Musk both admiration and criticism.

HELP ME CHOOSE

Our company's "**Help Me Choose**" feature is an intelligent, user-friendly advisor designed to guide visitors toward the ideal model based on their individual needs. Through a dynamic online questionnaire, users can specify preferences like body style (sedan, SUV, flexible), daily mileage, use cases (family travel, commuting, towing, performance driving, rideshare), and priority attributes (range, speed, affordability, luxury). The result is a tailored recommendation – whether that's the minimalist Model 3, spacious Model Y, luxury-focused Model S or X – and direct links to configure their ideal vehicle or schedule a test drive.



DEMO DRIVE

The "**Demo Drive**" option allows prospective customers to experience Tesla's performance, comfort, and cutting-edge technology firsthand. Participants can schedule either a guided drive – accompanied by our company's representative who highlights features like Autopilot, Full Self-Driving, silent electric power, and premium interior controls – or, in select regions, choose a self-serve option that permits independent driving after quick identity verification. Typically lasting around 30 minutes, these sessions immerse participants in real-world scenarios, showcasing sleek touchscreen interfaces, regenerative braking, and advanced driver-assist systems to ensure a fully informed purchasing decision.

TRADE-IN

The company simplifies vehicle upgrades and ownership transitions with its integrated Trade-in program. Customers can submit details about their current vehicle online and instantly receive an estimate, which can then be applied directly toward the purchase of a new or certified used Tesla. This streamlined process enables drivers to finalize their existing car's value at delivery – handling paperwork and valuation simultaneously – so they can drive off in their new Tesla without the hassle of separate dealership dealings or private sale negotiations.



COMPARE

Our company's car model comparison tool empowers buyers to make informed choices through side-by-side analysis of up to three vehicles. It displays key metrics like EPA/WLTP range, 0–60 mph acceleration, drivetrain configurations, seating arrangements, cargo capacity, features like panoramic glass roofs, and pricing tiers. Alongside real-time feature availability – Autopilot, FSD, optional tow packages – this transparent comparison interface removes guesswork and helps align personal needs and priorities with the most suitable model.

FLEET

Our company's fleet section targets commercial and governmental customers, ride-share operators, and corporate fleets. It offers tailored solutions – volume purchasing discounts, fleet-specific service and maintenance programs, integrated charging infrastructure planning, centralized software management, telematics, and driver analytics. This comprehensive package supports fleet electrification at scale while maximizing efficiency and total cost of ownership (TCO).



HELP ME CHARGE

The "Help Me Charge" hub equips drivers with essential information on charging infrastructure. Featuring interactive Supercharger maps, home charger installation guides, cost calculators, and intelligent trip-planning tools, it helps users understand charging logistics before purchase. Tesla supports drivers with recommendations on hardware setup, charging speeds, and energy costs to ease the transition to electric mobility.

WORKSHOPS

Aimed at both owners and enthusiasts, our company's workshops offer training sessions – online and in-person – focused on mastering Tesla's technology and lifestyle integration. These include vehicle system walkthroughs, EV charging best practices, efficiency-enhancing settings, software update tutorials, and Q&A sessions with Tesla staff. Attendees learn how to maximize their Tesla ownership experience – from trip planning and energy management to new feature adoption and safety protocols.



SEMI

The Tesla Semi is an electric, Class 8 commercial freight vehicle designed to change trucking logistics. It offers up to 500 miles of range per charge, rapid acceleration even when fully loaded, and optimized driver comfort via a centrally positioned cabin. This section also highlights economic benefits, such as lower energy and maintenance costs compared to diesel trucks, and covers reservation status, projected production timelines, and real-world applications in freight, retail delivery, and heavy transport.

ROADSTER

Our company's upcoming Roadster is the brand's high-performance halo car - offering supercar-caliber specifications with a projected 0-60 mph time of under 1.9 seconds, top speed over 250 mph, and 620-mile range capability. Designed to demonstrate our company's technological ambition, the Roadster section features engineering milestones, preorder options, and occasional performance insights – showcasing the cutting edge of EV potential.



FEDERAL TAX CREDIT

The "Federal Tax Credit" guide walks U.S. buyers through available incentives - up to \$7,500 under current programs. It outlines eligibility criteria such as vehicle MSRP thresholds, battery sourcing requirements, and income limits, while also integrating links for applying local and state rebates. Our company further supports buyers with advisor consultations to optimize savings and ensure a smooth application process.

WE, ROBOT

Our company's "We, Robot" initiative, unveiled prominently at its 2024 event, underscores the company's ambitious leap into the future of autonomy and robotics. Among the most groundbreaking announcements was the Cybercab, a sleek, two-seater autonomous robotaxi that operates entirely without a steering wheel or pedals – designed to redefine urban mobility. Complementing it is the Robovan, a spacious, Al-powered vehicle aimed at group transport and commercial logistics. The highlight, however, was Optimus, our company's evolving humanoid robot designed to perform everyday tasks, showcasing the company's intention to integrate intelligent robotics into both domestic and industrial environments.



This forward-looking roadmap illustrates our company's deep commitment to fusing artificial intelligence, machine learning, and next-gen hardware into real-world solutions. It reflects a strategic vision that goes beyond personal mobility to the broader democratization of transportation and labor through autonomy. The company plans to roll out its Full Self-Driving (FSD) system in California and Texas by 2025, with Cybercab production anticipated before 2027, and future deployment of Optimus in practical use cases. The "We, Robot" framework encapsulates our company's aspiration to lead the global shift toward intelligent, autonomous systems that enhance human productivity and redefine how we interact with machines.

SOLAR PANELS

Our solar panels are sleek, black monocrystalline modules designed not just for efficiency, but for aesthetic integration into modern homes. Manufactured by trusted third parties and rebranded under our company, these panels offer output ratings typically ranging from 395 W to 430 W, translating to efficiencies of approximately 19–20 %. The company backs them with a 25-year power warranty, promising no less than 80 % of original capacity over that period. Designed to seamlessly integrate with our company's Powerwall and the Tesla mobile app, homeowners can monitor energy production in real time, automate solar car charging, and optimize energy usage patterns. Built to withstand extreme environments, they operate reliably in temperatures spanning from -40 °F to 185 °F, ensuring long-term resilience and performance.



SOLAR ROOF

Our Solar Roof is a full roof replacement that integrates tempered-glass solar tiles and non-solar tiles to maintain conventional roofing aesthetics. Each solar tile produces around 72 W, providing comparable efficiency to traditional panels while blending invisibly into a slate- or clay-tile-like appearance. Engineered to Class F wind standards, it resists winds over 110 mph and is three times stronger than typical roofing tiles thanks to its tempered glass construction. Our company offers an industry-leading 25-year tile warranty plus a 10-year warranty on related components like the inverter. Although it carries a premium – often starting above \$50,000 – it's built to last, requires minimal maintenance, and installation is performed by certified teams within 1–3 days.

POWERWALL

The Powerwall is our company's flagship home battery system, now in its third-generation iteration. With a usable capacity of approximately 13.5 kWh and a conservative 10 % reserve to ensure solar recharging capability during outages, it supports self-powered home energy usage and backup readiness. Incorporating an integrated inverter, this AC-coupled design simplifies installation and enhances reliability. Its 90 % round-trip efficiency and 100 % depth of discharge surpass most competitors, enabling efficient energy storage and retrieval. Powerwall 3 adds around 20 kW of solar input capacity, up to 11.5 kW continuous output, and more MPPT channels, equipping it to handle larger solar arrays and heavier loads. With a 10-year warranty (extendable to 15 in Virtual Power Plant programs), it offers versatile operating modes - self-powered, time-of-use cost optimization, and backup reserve - all easily managed via the Tesla app.



MEGAPACK

The Megapack is our company's utility-scale energy storage solution, essentially a giant, fully integrated lithium-ion battery in a shipping-container format. Each unit stores between 2.6 MWh (original) and up to 3.9 MWh (Megapack 2 XL), with power output ranging from 1 MW to approximately 1.9 MW, and efficiency ratings above 92 %. Designed for turnkey deployment, it arrives pre-assembled with battery modules, bi-directional inverters, thermal control, safety hardware, and software monitoring, significantly reducing installation time and complexity. Each Megapack includes a 15-year warranty and optional performance guarantees, and is capable of powering about 3,600 homes for one hour at full charge. Its primary applications include grid stabilization, peak load shifting, outage buffering, and renewable integration – a cornerstone in modern utility infrastructure.

WHY SOLAR?

Our company's "Why Solar" section outlines the compelling reasons for switching to solar power: significant reduction in monthly electricity bills, lowered carbon emissions, and increased resilience through energy independence. The section emphasizes seamless integration with Powerwall, which lets homeowners store excess solar energy and rely less on the grid, particularly during peak hours or outages. Our company's streamlined process – from design and permitting to installation and support – is also highlighted as a major advantage in joining the solar revolution.

INCENTIVES

Our company's "Incentives" section provides a detailed breakdown of available financial incentives: the 30% Federal Investment Tax Credit for solar and Powerwall installations (extended through 2032), various state and local rebates such as California's Self-Generation Incentive Program (SGIP), sales tax exemptions, and utility-based rebates. Tesla helps customers navigate eligibility requirements, file necessary paperwork, and claim Solar Renewable Energy Certificates (SRECs) where available – maximizing returns and minimizing out-of-pocket costs.



SCHEDULE A CONSULTATION

Selecting "Schedule a Consultation" initiates a personalized, no-obligation session with a our company's energy advisor – either virtually or in person. During this session, the advisor reviews your current energy usage, examines your roof and home layout via satellite imagery, and recommends the most suitable system configuration, including the choice between solar panels or Solar Roof and the number of Powerwalls needed. We'll also guide you through pricing, financing methods, and available incentives. After you place an order, scheduling a consultation finalizes the design, confirms installation logistics, and ensures compliance with local regulations and utility requirements.

SUPPORT

Our company's support offering spans from pre-installation assistance to long-term system maintenance. After PTO (Permission to Operate), homeowners can access troubleshooting, service scheduling, and performance monitoring directly through the Tesla mobile app. Support options include live chat, remote diagnostics, and technician visits for field service or maintenance crew – such as panel adjustments or inverter checks. While our company promises comprehensive support throughout the product lifecycle, some users report delays in communication and rescheduling challenges.

PARTNER WITH TESLA

Geared toward solar professionals and contractors, the "Partner with Tesla" section outlines opportunities to join our company's certified installer network. Partnering allows businesses to install Tesla Solar Roofs, panels, or Powerwalls under our quality standards, and gain access to exclusive training, design tools, and technical support. Certified installers pitch in on both residential and commercial projects – and may participate in grid programs like Virtual Power Plants – while we maintain brand consistency, system integration, and customer experience across its installations.



COMMERCIAL

Our company's "Commercial" offerings are tailored for businesses, institutions, and large-scale facilities. Our designs solar + storage systems that help organizations manage energy costs, shift peak demand, and increase resilience. Installations often combine rooftop solar or Solar Roof with Powerwall or Megapack units for critical load backup, demand charge reduction, or full building backup. Projects include monitoring and maintenance services, backed by our company's strong integration capabilities and turnkey project management.

UTILITIES

Our partners directly with utilities and grid operators to integrate distributed storage solutions at scale. Through Virtual Power Plants (VPPs), our company aggregates powerwall systems to deliver grid services – including demand-response, peak shaving, and black-start capabilities. Programs such as Texas's ERCOT and California's PG&E already use aggregated our company powerwalls to bolster grid stability. In Texas, Tesla Electric (partnering with Sunrun) even acts as an energy retailer – buying and selling energy from consumer batteries – providing financial incentives to homeowners.

CHARGING

CHARGING

This section offers a comprehensive overview of our company's entire charging ecosystem. It explains the three core charging levels – Level 1 (trickle) using standard 120 V household outlets, offering slow, overnight charging; Level 2, utilizing 240 V for significantly faster, home-based charging via Tesla's Wall Connector or Mobile Connector; and Level 3 (Supercharging) for ultra-fast, on-the-go charging. Our company emphasizes the convenience, speed, and flexibility of matching the right charger to your lifestyle, explaining rates, connector types, compatibility, and charging best practices.

HOMECHARGING

Our company's Home Charging page dives deep into residential charging solutions. Level 1 charging with the Mobile Connector plugs into any 120 V outlet – ideal for low-mileage drivers, but rates are just 2–3 miles of range per hour. Upgrading to Level 2 with a 240 V outlet and Tesla's Wall Connector (or upgraded Mobile Connector adapter) pushes charging speeds to up to ~44 miles of range per hour – or 11.5 kW – making it the fastest and most efficient home charging method . The page covers installation prerequisites, outlet types (NEMA 14-50), circuit requirements, electrical panel considerations, and eligibility for utility rebates – providing a roadmap to seamless at-home charging.



SUPERCHARGING

Our company's Supercharging infrastructure offers rapid charging on the go, primarily on highways and along major routes. V3 Superchargers can deliver peak power up to 250 kW, replenishing around 200 miles of range in just 15 minutes. The global Supercharger network features 7,000+ stations, with over 65,800 connectors across North America, Europe, and Asia — making interstate and international EV travel seamless. We are rolling out V4 Superchargers, capable of up to 500 kW, featuring mobile payment systems, longer cables, and better compatibility with non-Teslas. Users pay per kWh or time used, guided by car or app prompts, with occasional busy-time fees to manage station use.

CHARGING

CHARGING CALCULATOR

Our company's Charging Calculator is a valuable tool designed to help electric vehicle owners accurately estimate the costs associated with home charging. By inputting personalized data such as your specific model, average daily mileage, local utility electricity rates, and usual charging habits, the calculator generates a detailed breakdown of energy consumption.

It calculates key metrics like the kilowatt-hours used, cost per mile, and anticipated monthly expenses, helping users better understand the financial side of EV ownership. This level of cost transparency allows Tesla owners to make informed decisions about charging strategies, such as whether to take advantage of off-peak utility rates or to invest in a higher-capacity home charging installation for added efficiency and convenience.



CHARGING WITH NACS

Charging With NACS (North American Charging Standard) marks a pivotal development in our's mission to simplify and unify EV charging infrastructure across North America. By adopting the NACS connector, we have not only streamlined our own hardware but also opened the door for broader compatibility with non-Tesla electric vehicles. This move supports faster, high-power charging for a wider range of EVs and reflects a growing industry shift toward universal charging access.

Our company's rollout includes enabling non-Tesla drivers to use Supercharger stations and Tesla Wall Connectors through NACS-compatible adapters. This evolution positions us as a key player in the standardization of EV charging technology, promoting a more integrated and accessible electric mobility ecosystem.

CHARGING

SUPERCHARGER VOTING

Supercharger Voting lets our drivers suggest and vote on locations for future Superchargers. Through the Tesla app or website, users can propose new sites, especially in high-traffic or underserved areas, and provide feedback. This community-driven approach ensures the network grows where it's most needed, reflecting real-world travel patterns and user demand.

HOST A SUPERCHARGER

Our company's Host a Supercharger program invites property owners—like hotels or shopping centers – to host charging stations. Tesla handles installation, design, and maintenance, offering the host increased visibility and green branding. The program includes site evaluation, streamlined deployment, and revenue-sharing opportunities, making it an attractive, no-cost option for supporting EV adoption.



COMMERCIAL CHARGING

Our company's Commercial Charging solutions support businesses, fleets, and municipalities with scalable EV infrastructure. Options include multiple Wall Connectors or Supercharger hubs, integrated with software for load balancing, energy monitoring, and billing. These solutions help organizations manage energy use, reduce costs, and provide EV charging for employees or the public efficiently.

HOST WALL CONNECTORS

The Host Wall Connectors program guides property owners in installing Tesla Wall Connectors – Level 2 chargers offering up to 44 miles of range per hour. We provide installation advice, placement guidelines, and integration with the Tesla app for scheduling, monitoring, and remote control. It's a simple way for homes or businesses to support EV drivers with reliable charging.

LOCATIONS

Global Headquarters (Main Corporate Office)

Tesla, Inc. - Gigafactory Texas

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Tesla Factory – Fremont

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Gigafactory Nevada

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Gigafactory New York

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Buffalo, NY 14220, USA

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