




## TESLA, INC. ACCOUNT SUMMARY

**151<sup>st</sup> GLOBAL TOP COMPANY - FORBES 2000**

<b>6<sup>th</sup></b>	Top Market Value Company
<b>204<sup>th</sup></b>	Top Profit Company
<b>199<sup>th</sup></b>	Top Sales Company
<b>624<sup>th</sup></b>	Top Assets Company

Source: Forbes Global 2000 Companies in 2023

May 03<sup>rd</sup>, 2023  
Powered By   
[www.xqinc.com](http://www.xqinc.com)



# SUMMARY

Tesla's mission is to accelerate the world's transition to sustainable energy through increasingly affordable electric vehicles in addition to renewable energy generation and storage. California-based Tesla is committed to having the best-in-class in safety, performance, and reliability in all Tesla cars. The company operates a network of 80 stores and galleries in North America, Europe, and Asia.

There are currently over 275,000 Model S, Model X and Model 3 vehicles on the road worldwide. To achieve a sustainable energy future, Tesla also created infinitely scalable energy products: Powerwall, Powerpack and Solar Roof. As the world's only vertically integrated energy company, Tesla continues to innovate, scale and reduce the costs of commercial and grid-scale systems, with the goal of ultimately getting us to 100% renewable energy grids.

## Ranking



151<sup>st</sup> Most Innovative

Share Price (TSLA)  
Market Cap  
Fiscal Year

\$154.14  
\$507.72B  
Dec 31

## Annual Stock Chart



Strategist

**Elon Musk**  
CEO, Tesla, Twitter, SpaceX And Founder Of The Boring Company

**Tesla, Inc.**

[www.tesla.com](http://www.tesla.com)

1 Tesla Road Austin, TX 78725 United States

Phone: 1-650-681-5000

# S.W.O.T



## Strengths

- **Market leadership:** Tesla is the global leader in electric vehicle production and sales
- **Global Presence:** Tesla has a strong global presence, with manufacturing plants in the US and China, which enable it to cater to different market demands.
- **Expanding charging network:** Tesla is expanding its charging network rapidly, which is a key advantage over its competitors
- **Diverse Product Portfolio:** Tesla offers a wide range of EV products, including cars, solar panels, and energy storage systems, which diversify its revenue streams.

## Weaknesses

- **Criticism of management style** Tesla's CEO, Elon Musk, has faced criticism for his leadership style and erratic behavior, which has led to concerns among investors.
- **Negative public perception** Tesla has faced negative publicity in the past due to quality issues and controversial leadership decisions
- **Dependent on government incentives** The success of Tesla is linked to government incentives for electric vehicles, which could be subject to change
- **High production costs** Tesla's high production costs, particularly related to battery production, have resulted in high prices for its electric vehicles.

## Opportunities

- **Development of new and improved technology** Tesla's focus on research and development provides an opportunity for the company to develop new and improved technology for its electric vehicles.
- **Expansion of global electric vehicle market** The global electric vehicle market is expected to grow significantly in the coming years, providing an opportunity for Tesla to expand its operations.
- **Emerging Technologies** Tesla can invest in emerging technologies, such as solid-state batteries, which can revolutionize the future of EVs and energy storage.
- **Renewable Energy Growth** Tesla's energy storage systems can benefit from the growth in renewable energy and storage demand, which can diversify its product portfolio.

## Threats

- **Competition from established automakers** Tesla faces increasing competition from established automakers, such as Ford, General Motors, and Volkswagen
- **Negative publicity** Tesla has faced negative publicity, particularly related to quality control issues and worker discrimination lawsuits, which could impact its brand reputation and sales.
- **Charging Infrastructure** Tesla's charging infrastructure can be a threat if competitors build a larger and more accessible network, which can attract potential customers away from Tesla.
- **Slow Adoption of EVs** The slow adoption of EVs in certain regions can hamper Tesla's market penetration and revenue growth.

[View Details >](#)

# PAIN POINTS



- **Production Challenges:** Tesla faces challenges in meeting production targets and delivering vehicles on time, which could impact customer satisfaction and financial performance.
- **Competition:** Tesla faces increasing competition in the electric vehicle market from established automakers and new entrants, which could impact market share and profitability.
- **Legal Issues:** Tesla is facing several lawsuits related to issues such as racial discrimination, monopolizing repairs and parts, faulty collision monitoring systems, and false claims about autonomous driving capabilities.
- **Supply Chain Management:** Teslas reliance on a limited number of suppliers for key components such as batteries and semiconductors could lead to supply chain disruptions and impact production.
- **Price Cuts:** Teslas frequent price cuts to boost sales could impact profit margins and raise concerns among investors about the companys financial health.

# PAIN POINTS

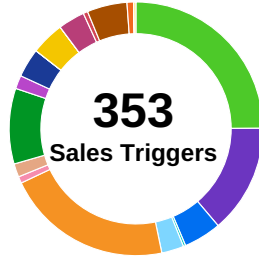


- **Quality Control:** Tesla has faced issues related to quality control, including recalls and probes over possible seat belt problems and mistakes after removing radar from its cars.
- **International Expansion:** Teslas expansion into international markets, particularly China, could face challenges related to regulatory compliance, intellectual property protection, and cultural differences.
- **Battery Technology:** Teslas future growth and success depends heavily on advances in battery technology, which could be impacted by competition and supply chain issues.
- **Financial Performance:** Teslas financial performance, particularly its ability to generate sustainable profits, is closely watched by investors and analysts and could impact the companys ability to secure funding for future growth.
- **Brand Image:** Teslas brand image and reputation could be impacted by issues such as quality control problems, legal issues, and controversial statements and actions by CEO Elon Musk.



# TRIGGERS

## PULSE - 30 DAYS



### LEGEND

COVID-19	Earnings	Partnerships
Awards	Events	Products
CxO Moves	Finance	Real Estate
CxO News	HR	Regulation
Cyber Security	Legal	Restructuring
Deals	M&A	Strategy
Divestiture	Outsourcing	Technology
Customer Experience		

## CXO NEWS

MAY 02, 2023 | [interestingengineering.com](https://interestingengineering.com)

### Elon Musk Says He's Getting Rid of Rare Earth Magnets in Tesla EVs

In a major move, Tesla is looking to rid its electric vehicles of rare Earth minerals, potentially eliminating the biggest environmental concern over the increasi... [Read More](#)



MAY 01, 2023 | [msn.com](https://msn.com)

### Tesla CEO Elon Musk Is Betting the Farm on a Product That Doesn't Work Yet

Elon Musk is betting the future of Tesla on a product that doesn't work yet, and that might not be the best idea. Of course, if the strategy works, he will have f... [Read More](#)



MAY 01, 2023 | [finance.yahoo.com](https://finance.yahoo.com)

### Tesla Has a New Rival Producing Electric Vehicles in US

Maybe the most anticipated new EV coming to market is industry leader Tesla's Cybertruck that the company's CEO Elon Musk unveiled four years ago. "We're anticipa... [Read More](#)





# TRIGGERS

## CXO MOVES

APR 27, 2023 | [theinformation.com](https://theinformation.com)

### Tesla Replaces South Korea Chief as Musk Meets With Head of State

Tesla is shaking up its top leadership in South Korea just one day after CEO Elon Musk met with South Korea's president to discuss further investment in the count... [Read More](#)



APR 06, 2023 | [wsj.com](https://wsj.com)

### Tesla Nominates Former Executive JB Straubel to Board

Tesla Inc. has nominated former Chief Technology Officer JB Straubel to its board of directors, the company said in a regulatory filing Thursday. Mr. Straubel, who... [Read More](#)



## DEALS

APR 26, 2023 | [msn.com](https://msn.com)

### Tesla Just Signed a New Deal That Could Completely Change How It Powers Its Cars — Here's How the Move Could Affect Prices

As Tesla continues its reign as the United States' most popular electric vehicle maker, demand for brand-new EVs remains high and continues to grow — and Tesla is... [Read More](#)



## DEALS

APR 24, 2023 | [seekingalpha.com](https://seekingalpha.com)

### Tesla Ready to Ship Cars to North America From China for the First Time

First time, Tesla (NASDAQ:TSLA) will export from its Shanghai factory, the best-selling Model Y to North America. The move would connect Tesla's most cost-efficient... [Read More](#)



APR 15, 2023 | [inference.com](https://inference.com)

### Tesla Nears Deal to Build Production Facilities in Indonesia ... - Reuters.com

Tesla Inc (TSLA.O) is nearing a preliminary deal to build production facilities in Indonesia with a capacity of one million units, Bloomberg News reported on Wedn... [Read More](#)



## EARNINGS

MAY 03, 2023 | [qz.com](https://qz.com)

### Ford's EV Unit Lost \$722 Million Last Quarter, but It's Still Cutting Prices to Compete With Tesla

Ford announced it would slash the price of its all-electric Mustang Mach-E by between \$1,000 and \$4,000 this week, the latest move to keep up with Tesla's recurri... [Read More](#)



# TRIGGERS

## EARNINGS

MAY 01, 2023 | [finance.yahoo.com](#)

### Tesla Hikes US Prices for Second Time in Two Weeks

(Reuters) - Tesla Inc raised its prices in the United States for the second time in less than two weeks, its website showed, after having slashed prices six times... [Read More](#)



MAY 01, 2023 | [benzinga.com](#)

### Tesla Model Y Outsell Next 5 Closest Competitors Combined in Norway

The Tesla Inc TSLA Model Y (which recently received more price cuts) continues to assert its dominance in Norway's electric vehicle market, with sales data from t... [Read More](#)



## M&A

APR 25, 2023 | [msn.com](#)

### Tesla Got Over 1 Billion Social Views Last Year: Did Twitter Acquisition Help?

Electric vehicle giant Tesla Inc (NASDAQ: TSLA) shared its 2022 impact report recently. In the report is a section on the role of social media for the company. Her... [Read More](#)



## LEGAL

APR 27, 2023 | [msn.com](#)

### Elon Musk's Lawyers Try to Claim His Praise of Tesla Are Deepfakes to Avoid Liability in Lawsuit

Tesla CEO Elon Musk's past remarks on the safety of self-driving technology shouldn't be used in court given that they could be deepfakes, lawyers for the electri... [Read More](#)



APR 27, 2023 | [msn.com](#)

### Elon Musk Ordered to Testify in Tesla Lawsuit Against Autopilot Safety Claims

A California judge has ordered Tesla CEO Elon Musk to give a deposition under oath about his statements regarding the safety and capabilities of the Tesla vehicle... [Read More](#)



APR 27, 2023 | [telegraph.co.uk](#)

### Elon Musk Ordered to 'Stop Using Deepfake Excuse' in Fatal Tesla Crash Case

Elon Musk has been ordered to give a deposition in a lawsuit blaming Tesla's driverless technology for a fatal crash after the carmaker suggested his public state... [Read More](#)

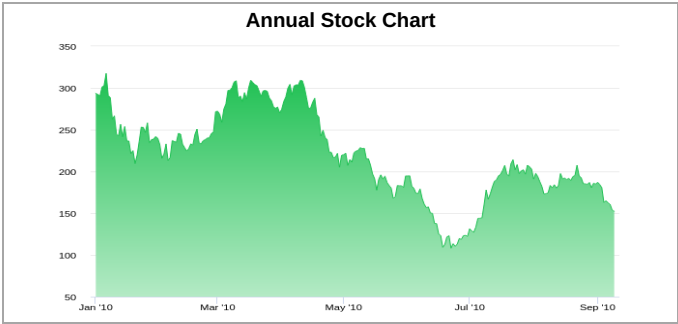






# FINANCIAL OVERVIEW

## KEY METRICS & REPORTS



[SEC FILINGS](#)

Net Income  
**\$11.79B**

Qty.Rev  
Growth  
**24.40%**

Share Price  
**\$154.14**

Revenue  
**\$86.03B**

Employees  
**127.9K**

EBITDA  
(TTM)  
**\$16.67B**

Gross Profit  
**\$20.85B**

Market Cap  
**\$507.72B**

Operating  
Margin  
**14.82%**

EPS  
(TTM)  
**3.32**

## NEWS

**MAY 03, 2023** | [qz.com](#)

**Ford's EV Unit Lost \$722 Million Last Quarter, but It's Still Cutting Prices to Compete With Tesla**

Ford announced it would slash the price of its all-electric Mustang Mach-E by between \$1,000 and \$4,000 this week, the latest move to k... [Read More](#)



**MAY 03, 2023** | [benzinga.com](#)

**Can Tesla Beat Apple in Market Value? Analyst Points to 'Huge Missed Opportunity'**

Tesla, Inc. TSLA has so far relied on a direct-selling model and spends zero dollars on advertising. Analysts, who once praised the ele... [Read More](#)



**MAY 02, 2023** | [finance.yahoo.com](#)





**Tesla Raises EV Prices by \$250. Why It's a Brilliant Move.**

ReutersTesla raises prices in US, China, Japan and Canada(Reuters) - Tesla Inc has raised prices in a range of up to \$290 in Canada, Chi... [Read More](#)



# COMPETITORS



COMPANIES				
Name	Tesla, Inc.	Lucid Motors, Inc.	AUDI AG	BMW Group
WEBSITE	<a href="http://www.tesla.com">www.tesla.com</a>	<a href="http://lucidmotors.com">lucidmotors.com</a>	<a href="http://www.audi.com">www.audi.com</a>	<a href="http://www.bmwgroup.com">www.bmwgroup.com</a>
FOUNDED	2003	2007	1909	1916
INDUSTRY	Automotive	Automotive	Automotive	Automotive
CEO	Elon Musk	Peter Rawlinson	N/A	N/A
EMPLOYEES	127.9K	7.2K	86.0K	149.5K
REVENUE	\$86.03B	\$608.18M	\$59.5B	€142.61B
MARKET CAP	\$507.72B	\$15.49B	N/A	€66.38B
GROSS PROFIT	\$20.85B	\$-1.04B	N/A	€23B
OPERATING MARGIN	14.82%	-426.52%	N/A	9.80%



# C-SUITE INSIGHTS



**Elon Musk**  
CEO, Tesla, Twitter,  
SpaceX and Founder  
of The Boring  
Company  
**Tesla, Inc.**

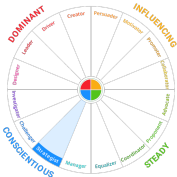
## EXPERIENCE

**CEO**

Tesla | Oct 2008 - Present

**EDUCATION**  
**The Wharton School of the University of Pennsylvania**  
BS in Business,BS in Business

## INSIGHTS



Elon draws conclusions based on facts and detailed reasoning.

## QUALITIES

- Attentive
- Composed
- Private
- Persistent
- Precise

## SELLING

Elon likes to take time to weigh all available options before making a final selection. Therefore, be sure to provide Elon with an array of products/services and pricing selections to choose from.

## Tips

- Address all pertinent factors in advance.
- Provide resources, facts and figures in support of your positions.
- Be ready to provide comprehensive responses to inquiries.
- Take time to consider your words and speak in a precise manner.
- Give precise and detailed explanations.

## COMMUNICATION

Elon relies on statistics and proof, so be sure to thoroughly respond to Elon's inquiries in an objective and rational manner. Be mindful of Elon's time by sticking to the point.

## Tips

- Be succinct
- Do not be sarcastic
- Engage Elon with relevant questions
- Be ready to respond to inquiries
- Give a clear rationale up front



# ELON MUSK

## NEWS

MAY 03, 2023 | techjuice.pk

### Google and Microsoft CEOs Will Attend AI Safety Meeting at the White House

American Vice President Kamala Harris held a meeting with the chief executives of Google, Microsoft, OpenAI, and Anthropic Thursday in ... [Read More](#)



MAY 03, 2023 | msn.com

### Elon Musk's Giving Out Twitter Blue for Free. Experts Say This Could Mean Legal Trouble

In the latest turn of Twitter's blue check mark imbroglio, Elon Musk is giving the check for free to high-powered users — which could l... [Read More](#)



MAY 03, 2023 | torontosun.com

### Canadian Twitter Users on Why They Decided to Pay for Blue Check Mark

Article contentWhen Elon Musk took over Twitter last November, he quickly turned his attention to the platform's highly sought-after s... [Read More](#)



## TWEETS



**Elon Musk**  
CEO, Tesla, Twitter, SpaceX and Founder of The Boring Company  
[@elonmusk](#)  
twitter.com/i/broadcasts/1...



03:51 AM - May 03, 2023



**Elon Musk**  
CEO, Tesla, Twitter, SpaceX and Founder of The Boring Company  
[@elonmusk](#)  
Fairing reentry on the ViaSat-3 mission was the hottest and fastest we've ever attempted. The fairings re-entered the atmosphere greater than 15x the ...



12:06 AM - May 03, 2023

## VIDEOS



Elon Musk TERRIFIED of What SpaceX Keeps Encounter...

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How Tesla, SpaceX and Twitter's Volatility Sway El...

[View More](#)



Why Elon Musk's SpaceX Starship Really Matters

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# C-SUITE INSIGHTS



**Andrew Baglino**  
Senior Vice President,  
Powertrain And Energy  
Engineering  
**Tesla, Inc.**  
Santa Cruz, California,  
United States

Persuader

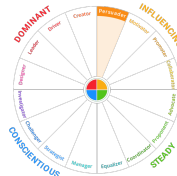
## EXPERIENCE

**SVP, Powertrain and Energy Engineering**  
Tesla | Oct 2019 - Present

## EDUCATION

**Stanford University**  
BS,Electrical Engineering 1999 – 2004

## INSIGHTS



Andrew is charismatic but may act impatiently at times.

## QUALITIES

- Easygoing
- Visionary
- Enthusiastic
- Enterprising
- Versatile

## SELLING

Andrew is more concerned with the high-level perspective. So ensure your sales-pitch is energetic and present your solution at the conceptual level rather than giving too many details at the start.

## Tips

- Stay positive and concentrate on potential opportunities.
- Discuss mutual interests and make a connection.
- Engage with levity and share personal experiences.
- Keep conversations amicable and be energetic.
- Present exciting and unique concepts.

## COMMUNICATION

Andrew is eloquent and enthusiastic but resists formal structures. Andrew is attentive to body language and responds well to positive facial gestures and eye contact.

## Tips

- Listen and respond to Andrew's personal anecdotes
- Change topic to keep the conversation engaging
- Use graphics to illustrate ideas
- Be upbeat and display excitement
- Speak in an animated manner



# ANDREW BAGLINO

## NEWS

APR 21, 2023 | [msn.com](#)

### Tesla's Q1 2023 Earnings Call Takeaway Recap

Here's what you need to know from Tesla's earning call all laid out and summarized. This article comes to us courtesy of EVANNEX, which makes and sells aftermarket Tesla accessories. The opinions... [Read More](#)

APR 17, 2023 | [msn.com](#)

### Looking Ahead to Tesla's Annual Shareholder Meeting

What can we expect from Tesla next month? This article comes to us courtesy of EVANNEX, which makes and sells aftermarket Tesla accessories... [Read More](#)

APR 13, 2023 | [msn.com](#)

### Tesla's Former CTO JB Straubel Nominated for EV Maker's Board

Straubel is the founder and CEO of the battery recycling company Redwood Materials. This article comes to us courtesy of EVANNEX, which... [Read More](#)



## TWEETS



### Andrew Baglino

Senior Vice President, Powertrain And Energy Engineering

[@baglino](#)

Watch Starship's first integrated flight test  
→ [spacex.com/launches](#)  
[twitter.com/i/broadcasts/1...](#)



01:24 PM - Apr 20, 2023



### Andrew Baglino

Senior Vice President, Powertrain And Energy Engineering

[@baglino](#)

Our next Megafactory will be in Shanghai  
—capable of producing 10k Megapacks per year  
[https://t.co/KIVGq5gYOg](#)



05:52 PM - Apr 09, 2023

## VIDEOS



### 2023 Investor Day

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### Stanford Energy Solutions Week 2022 | Firside Chat...

[View More](#)



### The Rise And Fall Of Tesla Stock

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# C-SUITE INSIGHTS



**Zach Kirkhorn**  
Chief Financial Officer  
**Tesla, Inc.**  
Austin, Texas, United States

Designer

## EXPERIENCE

CFO

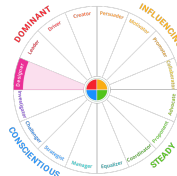
Tesla | Mar 2019 - Present

## EDUCATION

**University of Pennsylvania**

BSE, Mechanical Engineering and Applied Mechanics  
2002 – 2006

## INSIGHTS



Zach is straightforward, appreciates quick turn arounds, and is motivated by success.

## QUALITIES

- Ambitious
- Energetic
- Dedicated
- Concentrated
- Straightforward

## SELLING

Zach wants to come out on top in any discussion, so it is best to appeal to Zach's rationale in order to be convincing. Concentrate on how you can assist Zach and utilize Zach's efforts and assets most effectively.

### Tips

- Be confident and decisive.
- Avoid banter at get right to the topic at hand.
- Be ready to progress rapidly.
- Share all pertinent information.
- Concentrate on guiding the discussion towards an objective.

## COMMUNICATION

Zach is a driven problem solver. Zach prefers short, to-the-point communications, therefore, be succinct, unemotional, and to the point giving only essential information.

### Tips

- Inquire about Zach's goals
- Use definitive words like "done" and "absolutely"
- Concentrate on the matter at hand
- Be concise
- Be straightforward when you do not agree



# ZACH KIRKHORN

## NEWS

APR 27, 2023 | aol.com

### Why Tesla Stock Has Tanked Over the Past 5 Days

Tesla's (TSLA) stock has gone downhill in the wake of a shaky earnings release last week. The EV player has seen its stock tank about 1... [Read More](#)



APR 23, 2023 | msn.com

### Elon Musk Sends a Much Needed Message to Tesla Investors

The electric vehicle maker is one of the companies with a large number of retail investors. This year, Tesla's stock has been volatile,... [Read More](#)



APR 21, 2023 | msn.com

### Elon Musk Loses Billions and Suffers a Major Blow in 24 Hours

Tesla published disappointing quarterly results on April 19, while, the next day, the first SpaceX orbital flight of Starship, the rock... [Read More](#)







# C-SUITE INSIGHTS



**Vaibhav Taneja**  
Chief Accounting  
Officer  
**Tesla, Inc.**  
Austin, Texas, United  
States

Strategist

## EXPERIENCE

**Chief Accounting Officer (CAO)**

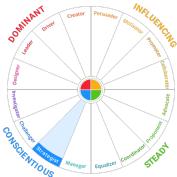
Tesla | Mar 2019 - Present

## EDUCATION

**Certified Public Accountant**

Certified Public Accountant, 2006 – 2006

## INSIGHTS



Vaibhav is fueled by sound reasoning and is precise, careful, and rational.

## QUALITIES

- Precise
- Logical
- Private
- Practical
- Attentive

## SELLING

Vaibhav is a natural problem solver. Provide detailed information on how your product/service will address specific challenges Vaibhav is facing.

### Tips

- Give a thorough analysis of fundamental matters.
- Be patient and discuss matters in a comprehensive manner.
- Give precise and detailed explanations.
- Be thorough and patient in conversation.
- Be ready to provide comprehensive responses to inquiries.

## COMMUNICATION

Vaibhav places a premium on precision and accuracy. Vaibhav is professional, takes things verbatim, and does not appreciate derision.

### Tips

- Give a clear rationale up front
- Get to the matter at hand
- Engage Vaibhav with relevant questions
- Stay rational and unbiased
- Be succinct

# VAIBHAV TANEJA



## NEWS

MAR 08, 2023 | [msn.com](#)

### Three Tesla Insiders Shown Selling Shares Amid 70% YTD Run-up

With Tesla Inc (US:TSLA) stock off to a strong start, disclosure filings made after Tuesday's market close revealed three company insid...

[Read More](#)



JAN 31, 2023 | [beststocks.com](#)

### Analysts at Oppenheimer Research Have Reduced Their Earnings Estimates for Tesla, Inc. (NASDAQ:TSLA)

(NYSE: TSLA) Oppenheimer Research analysts lowered their projections for Tesla's earnings per share (EPS) for the fiscal year 2024 in a... [Read More](#)



JAN 30, 2023 | [marketbeat.com](#)

### Oppenheimer Research Analysts Reduce Earnings Estimates for Tesla, Inc. (NASDAQ:TSLA)

→ Is This The End of Capitalism? (From Porter & Company) Tesla, Inc. (NASDAQ:TSLA - Get Rating) - Research analysts at Oppenheimer c... [Read More](#)



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Redwood City, CA 94065, USA

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