Tesla

**Overview**

-Tesla is named after the electrical engineer and physicist Nikola Tesla.

-Nikola was best known for his contribution to the design of the modern alternating curect (AC) electricity supply system.

-Tesla is an American company that designs, manufacters and sell electric cars and electric behicle powertrain components.

**History**

-founded in 2003 by Elon Musk, Martin Eberhard, and Marc Tarpenning in Silicon Valley

-March 2008- Tesla beging production of Roadster and sells about 200 of them.

-Jan 2010- Tesla register for an IPO

-May 2010- Tesla buy former GM factory in Fremont, CA and Toyota signs deal to cooperate in EV development

**Why Tesla?**

-Biggest opportunity for growth

-Elon Musk’s proven leadership( Paypal and SpaceX)

-Appleizing the car industry

-New form of selling cars with no dealerships

-Prove to transform the market, first to produce electric cars relatively cheaply