



Tesla Crisis Communication Plan

Challenges: Ban of Auto-Drive in New Cars

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Introduction

Dear Tesla Crisis Team,

I want to thank you for the time and effort you have put thus far into keeping Tesla a safe and crisis-free environment. Moving forward we must maintain the same intensity to solve and prevent crises from happening in the future. As one of the first fully electric car companies, all eyes are on us and our every move. This plan lays out all the information necessary to contain and manage ????. In case of this extreme emergency, it is essential that each member of Tesla read and understand the steps that are set in place, It is crucial that each member can respond accordingly in a crisis. We trust you to take each step seriously and thoroughly in order to keep peace and prevent chaos. By being prepared in advance, we can prevent this crisis and ensure the safety of everyone involved.

Elon Musk
CEO, Tesla

Acknowledgements

To Employees of Tesla,

It is imperative that all who read this have a full understanding of this crisis plan. It is important that we keep our products top quality so that our consumers are safe from unfortunate events.

Please, make sure you read through this thoroughly so that we may be fully prepared for possible disasters. After you have fully read this crisis plan, please make sure that you sign to confirm that you have a full understanding. Please, turn this sheet signed to your administrator as proof of your understanding and readiness to perform accordingly. Rehearsal dates are set on page {...}, and you will be informed two weeks in advance of any changes. If you have any questions or concerns, please do not hesitate to contact your administrator.

Elon Musk
CEO, Tesla

Name (Print)

Signature

Date

Date

Rehearsal Dates

The crisis communication plan for a ban on self-driving cars will be practiced annually. The dates for the next 5 years are recorded below:

2022

Tuesday, June 5th

2023

Tuesday, June 4th

2024

Tuesday, June 3rd

2025

Tuesday, June 2nd

2026

Tuesday, June 1st

Threat Analysis - Tesla

Threats	Likelihood	Stakeholder Impact	Organizational Impact	Crisis Threat Score
Technological-Error Accidents: Malfunction of auto-drive causing crashes and deaths	6	5	8	240
Workplace Violence: Coworkers start fighting over pay	1	7	4	28

Faux Pas: Elon Musk says something he thinks is positive but receives major backlash	10	2	2	40
Rumors: Elon Musk supposedly plants cameras in all cars to watch people	6	5	7	210
Challenges: New law bans the use of auto-drive systems in all cars	4	8	10	320
Collateral Damage: Hate group endorses Elon Musk's wrongdoings on social media platforms	4	7	2	56
Operational Disruptions from Disasters: Large scale earthquake decimates Tesla's main	3	10	10	300

manufacturing plant in California. Halts all major production				
Unexpected loss of key leadership: Elon Musk dies	4	10	7	280
Malevolence: Opposing company hires a major hacker to tamper with most if not all Tesla vehicles.	2	10	10	200
Technological-error product-harm: Major recalls on Tesla vehicles due to faulty engine	1	10	10	100
Human-error product-harm: Miscoding of cars causing major multiple accidents	3	10	10	300

Scansis: Elon Musk gets hit with sexual harassment lawsuit	8	7	3	168
Data breach: Hacker somehow gets past Tesla firewall and causes major damage to all Tesla functions	2	10	10	200

Purpose and Objectives

Purpose:

- To handle the crises in a way to shift a different way to bring Tesla back to reality.
- To relay all information to the public and media accurately and openly.
- To respond to the public to avoid a crisis on two different fronts.

Objectives:

- To provide the right information to both the internal parties as well as the external parties within a reasonable time frame.
- To show sympathy to all of those who have to return their product.
- To shift onto a different mode to where the public will trust Tesla again.
- To continue to broaden our retail.

Crisis Management Team

	Work Phone	Cell Phone	Email
CEO Elon Musk	1-888-518-3752	1-888-518-3752	press@tesla.com
Senior Vice President Andrew Baglino	1-650-681-5100	1-650-681-5100	press@tesla.com
Head of Legal Department Dinna Eskin	1-512-516-8177	1-512-516-8177	press@tesla.com
Health and Safety Laurie Shelby	1-512-516-8177	1-512-516-8177	press@tesla.com

Key Publics

- Tesla Board Members
- Tesla Employees
- Executive team
- Federal Government
- Citizens
- Shareholders
- Financial Partners
- Media
- News Outlets

Notifying Key Publics

It is very important to notify the key publics as soon as humanly possible, ideally right after the crisis had occurred. Publics must be notified as soon as the law was passed and must be updated with a new plan of action going forward.

Internal Publics:

- Executive team
- Federal Government
- Tesla Employees
- Tesla Board Members

These internal publics must be notified first and immediately after the crisis had happened. The reason behind this is the publics have a direct impact on keeping the crisis under control and preventing internal chaos from imploding.

External Publics:

- Media
- News Outlets
- Financial Partners
- Citizens
- Shareholders

Media Spokesperson

In case of the new banned laws, the media spokesperson is knowledgeable about how Tesla is going to shift directions to still being able to be the outstanding superior company that they are. The acting administrator and owner of Tesla will be the head media spokesperson due to the fact that he is the owner and the main producer when it comes to new and advanced technology. One of Musk's trusted advisors will be joining him by the name of Zach Kirkhorn. Kirkhorn is the CFO of Tesla and has many different responsibilities due to this ranking.

Emergency Personnel

Below is a list of emergency personnel who should be contacted in case of an emergency.

Elon Musk

CEO and Owner of Tesla

Work Phone: 1-888-518-3752

Email: press@tesla.com

Address: 13101 Harold Green Road, Austin, Texas 78725

Dinna Eskin

Head of legal Department

Work Phone: 1-512-516-8177

Cell Phone: 1-512-516-8177

Email: press@tesla.com

Address: 13101 Harold Green Road, Austin, Texas 78725

Laurie Shelby

Health and Safety Advisor

Work Phone:1-512-516-8177

Cell Phone:1-512-516-8177

Email:press@tesla.com

Address:13101 Harold Green Road, Austin, Texas 78725

Key Media

News Station	News Location	Contact	Address
NBC4	Washington DC	202-885-4000	WRC-TV 4001 Nebraska Ave. NW Washington
KVUE	Austin, Texas	214-977-6001	3201 Steck Ave, Austin, TX
FOX KTVU	Palo alto, California	(650) 326-8210	450 Cambridge Ave., Palo Alto

Sampling Press Briefing

Good afternoon, my name is Elon Musk. I am the CEO and Owner of Tesla. It is unfortunate and with great frustration that I have to inform you that a new law has been passed, which bans all self-driving cars. I regret to inform you that all early indications estimate that this includes assisted driving, as well. As a result, all Tesla vehicles must be recalled immediately.

This law was pushed through by the Supreme Court with a shocking 7-2 decision. Supreme court justice John Roberts led the charge to ban self-driving automobiles.

When this bill was sent to the Supreme Court it was predicted that they were going to deny the bill. There have only been a few malfunctions with our self-driving cars, so when the bill was drafted it caught us off-guard. We were feeling very confident during the decision; unfortunately, the court ultimately decided to pass the bill and ban all self-driving cars.

In response to this decision, I am assembling a team to not only fight the bill itself, but to also ensure that no false information about the bill being directed at Tesla comes out.

I am aware that this looks like the worst thing that could happen to Tesla, but I assure you that we will bounce back in the pursuit of having the most efficient and environmentally friendly cars on the market. Until we can prove to the Supreme Court that self-driving cars are not harmful, we will continue to move forward and strive to be the best car company in the world. Thank you.

FOR IMMEDIATE RELEASE

November 16, 2022

CONTACT: Scott Ellis

Scott Ellis 661.827.7634 Sellis11@tesla.org

BAN OF AUTO-DRIVING CARS

New law Passed Stating the Ban of Self-Driving Cars

Austin, Texas- November 12, 2022- During the new stage of environmentalists within the government, they decided to pass a new law banning self-driving cars. Their reasoning behind the new law being passed was the fact that it is dangerous for someone to fall asleep and still be in a moving vehicle. This was very unexpected due to the amount of production that has been flooding the market with self-driving cars.

Since this new law has been passed, we will be recalling every self-driving Tesla on the market. While the owner's car is being rearranged to have no autopilot, we will send them information on how to receive their own tesla back to their own home.

This law has forced us to move into a new atmosphere when producing new and innovative trinkets and gadgets within the Tesla automobiles. As Elon Musk states, "This new ban on auto drive upsets us deeply at Tesla, but with the help of our brilliant staff, we will make sure we come out with something new and improved than before."

Tesla was founded in July 2003 by Martin Eberhard and Marc Tarpenning. The company was named after Nikola Tesla himself.

FOR IMMEDIATE RELEASE
CONTACT: Bryce Bozeman

November 16, 2022

Bryce Bozeman, 940.521.8393, bcb4242001@gmail.com

AUTO-DRIVING CARS COMES TO A HALTING STOP Government Ban on Self-Driving Cars

AUSTIN, TEXAS - November 12, 2022- This past weekend the supreme court voted in Washington DC banning all auto-driving cars. This law caught us off guard considering the progress we have made with auto-driving cars and the safety measures we have installed in them.

Since this law was passed Tesla will be recalling all models with this feature immediately. We will communicate with everyone with a Tesla on the steps they need to take in this process. This law was passed because of a few accidents that had happened recently. However, no death occurred which is why this law caught us off guard.

According to Elon Musk, "While this is a huge hit to Telsa we will continue to move forward and continue to invate the next generation of vehicles."

Tesla was incorporated in July 2003 by Martin Eberhard and Marc Tarpenning as Tesla Motors. The company's name is a tribute to inventor and electrical engineer Nikola Tesla.

<https://tesla.com> press@tesla.com

FOR IMMEDIATE RELEASE
CONTACT: David Orozco

November 16, 2022

David Orozco 254-392-8060 dorozco2@tesla.org

OUTLAWING OF AUTO-DRIVING CARS

Government Law Bans Auto-Drive

AUSTIN, TX - November 12, 2022 - Last weekend a law was passed that effectively banned all auto-drive systems in automobile vehicles. It was declared in the law that auto-drive systems have been proven dangerous and an immediate threat to the common people. We are heavily impacted from this law, as a majority of our automobile vehicles have an auto-drive system implemented into them.

Due to this new law, we will be recalling all Tesla models that have auto-drive systems effective immediately. If you have one of the Tesla models that happen to have an auto-drive system. Please, take your vehicle to the nearest Tesla dealership so that it can be taken in. We will also be sending out emails as well with more detailed information about further steps. We will also keep frequent updates.

Elon Musk says, "We are deeply saddened by the law here at Tesla. We will continue to keep all stakeholders informed and frequently updated on our steps going forward. This is a huge step backward for Tesla, but it is not the end". Tesla will continue to strive to make the best

vehicles going forward. This will be our biggest challenge yet. Any further questions should be forwarded to the email provided above.

Tesla was incorporated in July 2003 by Martin Eberhard and Marc Tarpenning as Tesla Motors. The company's name is a tribute to inventor and electrical engineer Nikola Tesla.

<https://tesla.com> press@tesla.com

Crisis Control Center Description

We have two set designated locations for our crisis communication control center dependant on where the crisis is originating.

Tesla Headquarters

The first place for a meeting of information due to the recent ban on auto-pilot, will be at the Tesla headquarters in Austin, Texas. All members of the Tesla executive team will be attending this meeting.

- 13101 Harold Green Road, Austin, Texas 78725

The second location will be designated in California due to the lack of being able to attend this meeting in Austin. They will attend this meeting on some sort of video form.

- 3500 Deer Creek Rd, Palo Alto, CA 94304

Post-Crisis Evaluation Form

The following is an evaluation form to provide feedback about the effectiveness of this crisis communication plan. Thank you for your feedback and continued support.

Do you believe this crisis communication plan was thorough with ample explanation?

Yes

No

Do you believe that Tesla recalled all cars effectively in an ample amount of time?

Yes

No

Do you feel well prepared to face a crisis of this nature?

Yes

No

Please describe and question or concerns you have regarding this crisis communication plan:

Please describe the effectiveness of this crisis communication plan:
