

# Tesla - Company Profile

## Tesla

## Tesla, Inc. Company Profile ### 1. Basic Information \* \*\*Founded Year:\*\* 2003 \* \*\*Founders:\*\* Martin Eberhard, Marc Tarpenning (Elon Musk joined as Chairman in 2004 and subsequently became CEO) \* \*\*Current CEO:\*\* Elon Musk \* \*\*Headquarters Location:\*\* Austin, Texas, USA \* \*\*Number of Employees:\*\* Approximately 140,473 (as of December 31, 2023, reported in latest annual report) \* \*\*Website:\*\* tesla.com \* \*\*Contact:\*\* For support, customers typically use their Tesla account, the Tesla app, or visit the official support page at tesla.com/support. Specific general contact emails or direct phone numbers like `support@tesla.com` or `+1-888-518-3752` are not widely published as a general contact, with regional and product-specific numbers preferred. ### 2. Company Overview Tesla, Inc. designs, develops, manufactures, sells, and leases high-performance fully electric vehicles, as well as energy generation and storage systems. The company also offers vehicle service centers, Supercharger stations, and self-driving technology. Its mission is to accelerate the world's transition to sustainable energy. Key historical milestones include the launch of the Roadster (2008), the Model S (2012), and the acquisition of SolarCity (2016) to expand into energy solutions. ### 3. Key Products and Services \* \*\*Electric Vehicles:\*\* Model S, Model 3, Model X, Model Y, Cybertruck, Roadster \* \*\*Energy Storage:\*\* Powerwall (home battery storage), Megapack (utility-scale storage), Powerpack (commercial & industrial storage) \* \*\*Solar Energy:\*\* Solar Panels, Solar Roof \* \*\*Charging Infrastructure:\*\* Supercharger Network \* \*\*Software & Services:\*\* Full Self-Driving (FSD) capability, vehicle maintenance, over-the-air software updates ### 4. Leadership Team \* \*\*CEO:\*\* Elon Musk \* \*\*CFO:\*\* Vaibhav Taneja \* \*\*Board Chair:\*\* Robyn Denholm ### 5. Market Position \* \*\*Market Capitalization:\*\* Varies, but typically in the range of \$500 billion to \$700 billion USD (as of early-mid 2024, subject to daily fluctuations). \* \*\*Main Competitors:\*\* \* \*\*EV Market:\*\* BYD, Volkswagen, General Motors, Ford, Mercedes-Benz, Hyundai-Kia \* \*\*Energy Storage:\*\* LG Energy Solution, Fluence, Enphase Energy \* \*\*Industry Standing:\*\* Tesla is a global leader in electric vehicle sales and innovation, particularly known for its battery technology, performance, and charging infrastructure. It holds a significant market share in the premium EV segment and is a major player in stationary energy storage. \* \*\*Geographic Presence:\*\* Operates globally with significant presence in North America, Europe, and Asia (especially China). Manufacturing facilities are located in the USA (Fremont, Austin), Germany (Berlin), and China (Shanghai). ### 6. Recent Achievements (2023-2025) \* \*\*Cybertruck Launch:\*\* Began deliveries of the highly anticipated Cybertruck in late 2023. \* \*\*Charging Standard Adoption:\*\* Numerous major automakers, including GM, Ford, and Rivian, announced adoption of Tesla's North American Charging Standard (NACS) for their EVs, making NACS a de facto standard in North America. \* \*\*Production Growth:\*\* Continued expansion of global production capacity at its Gigafactories, reaching record vehicle deliveries in 2023 despite increasing competition. \* \*\*AI and Robotics Advancement:\*\* Ongoing development in AI, particularly for Full Self-Driving (FSD) software, and progress with its humanoid robot, Optimus.