















100% eléctricos

Piloto automático

Baterías grandes

Lindos*

Miedo > Éxito

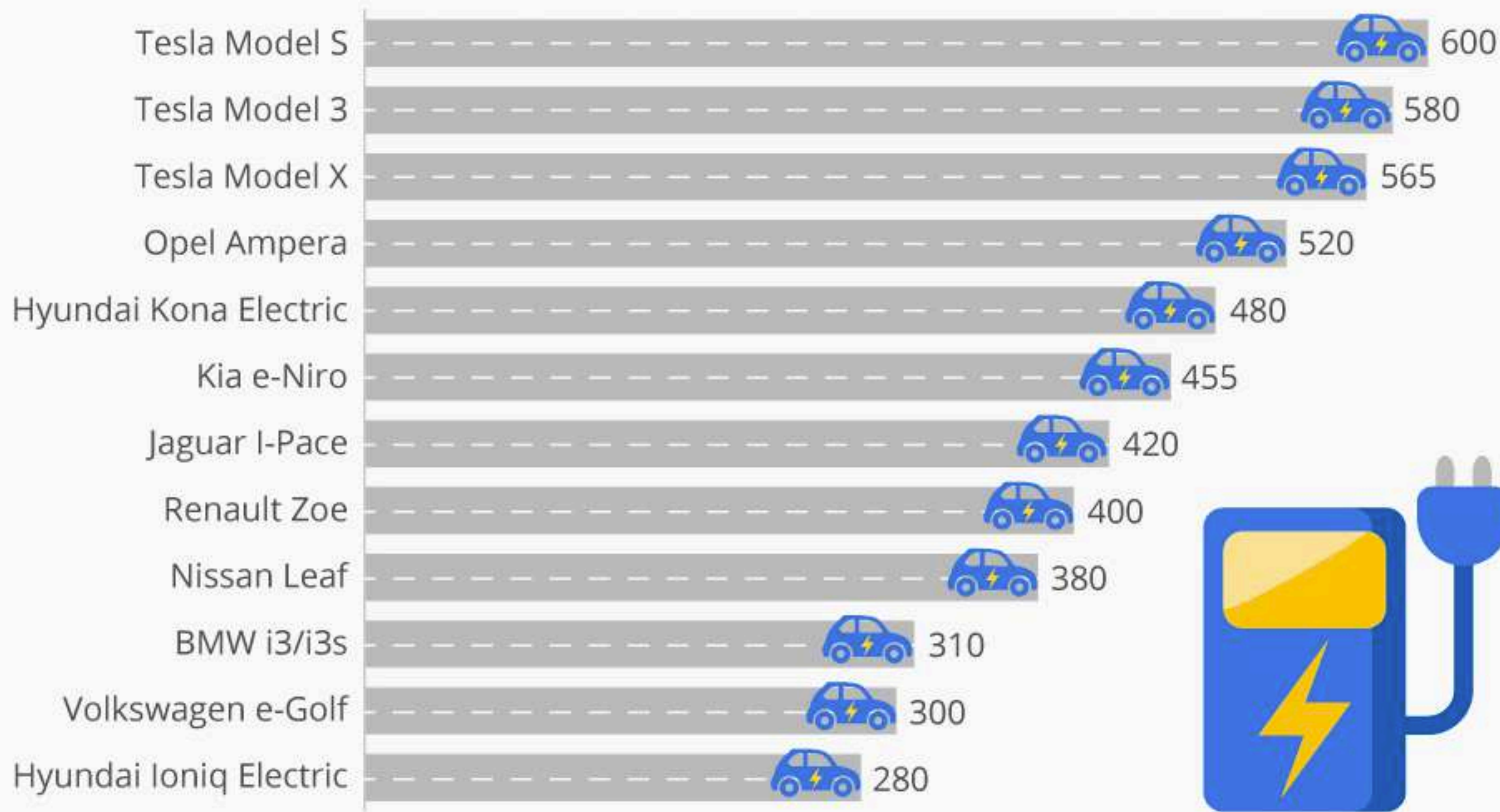
“Range anxiety”

Seguridad vehicular

Sexy

The Electric Cars That Will Get You the Furthest

Electric cars ranked by range in 2019 (in km)





CARS

Tesla Model 3 earns top safety honor from IIHS: It's 'a very safe car'

Nathan Bomey USA TODAY

Published 12:01 a.m. ET Sep. 19, 2019



Notice our new look? As you get used to things, please let us know what you think!







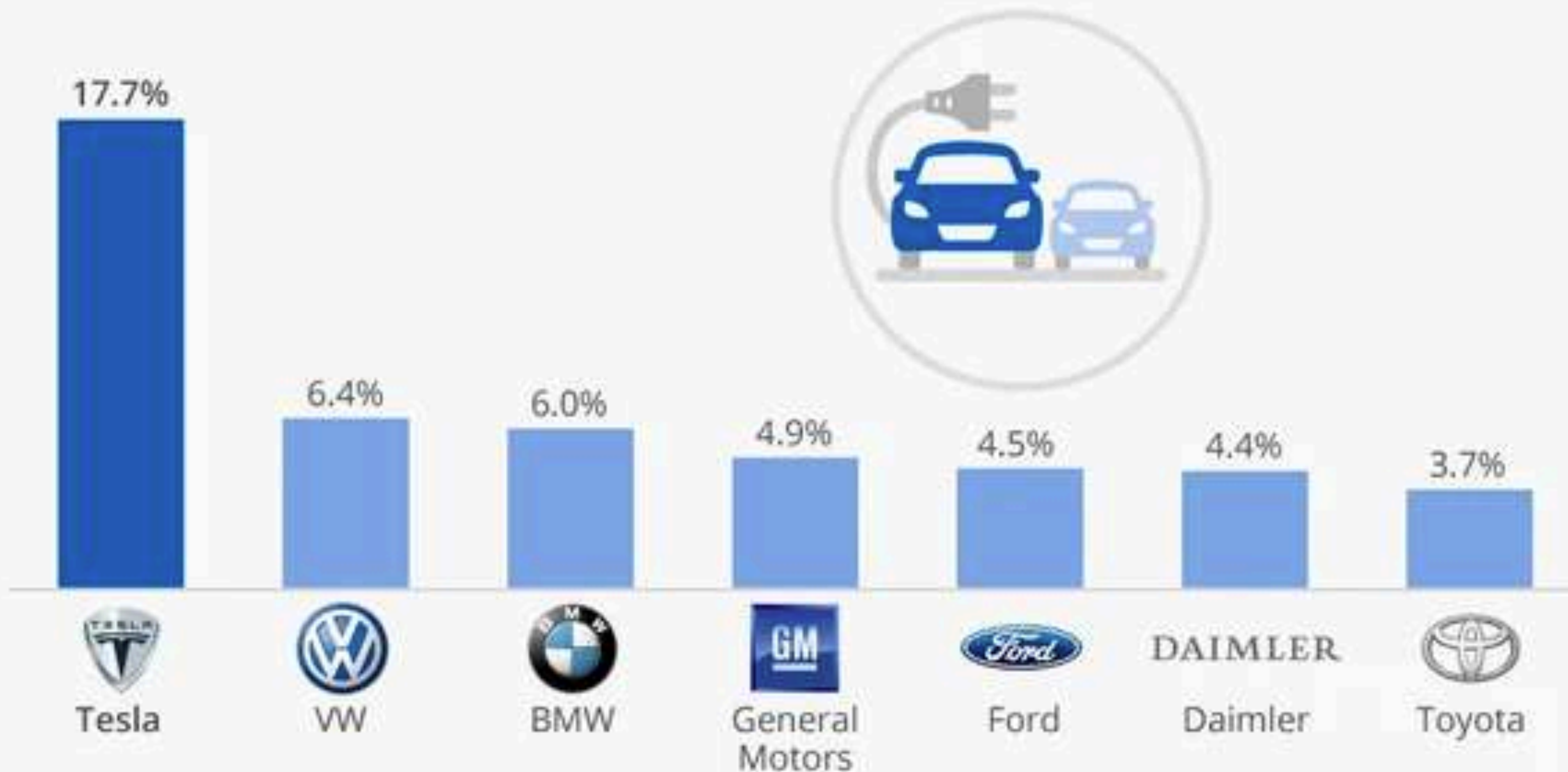


Piloto automático

over-the-air

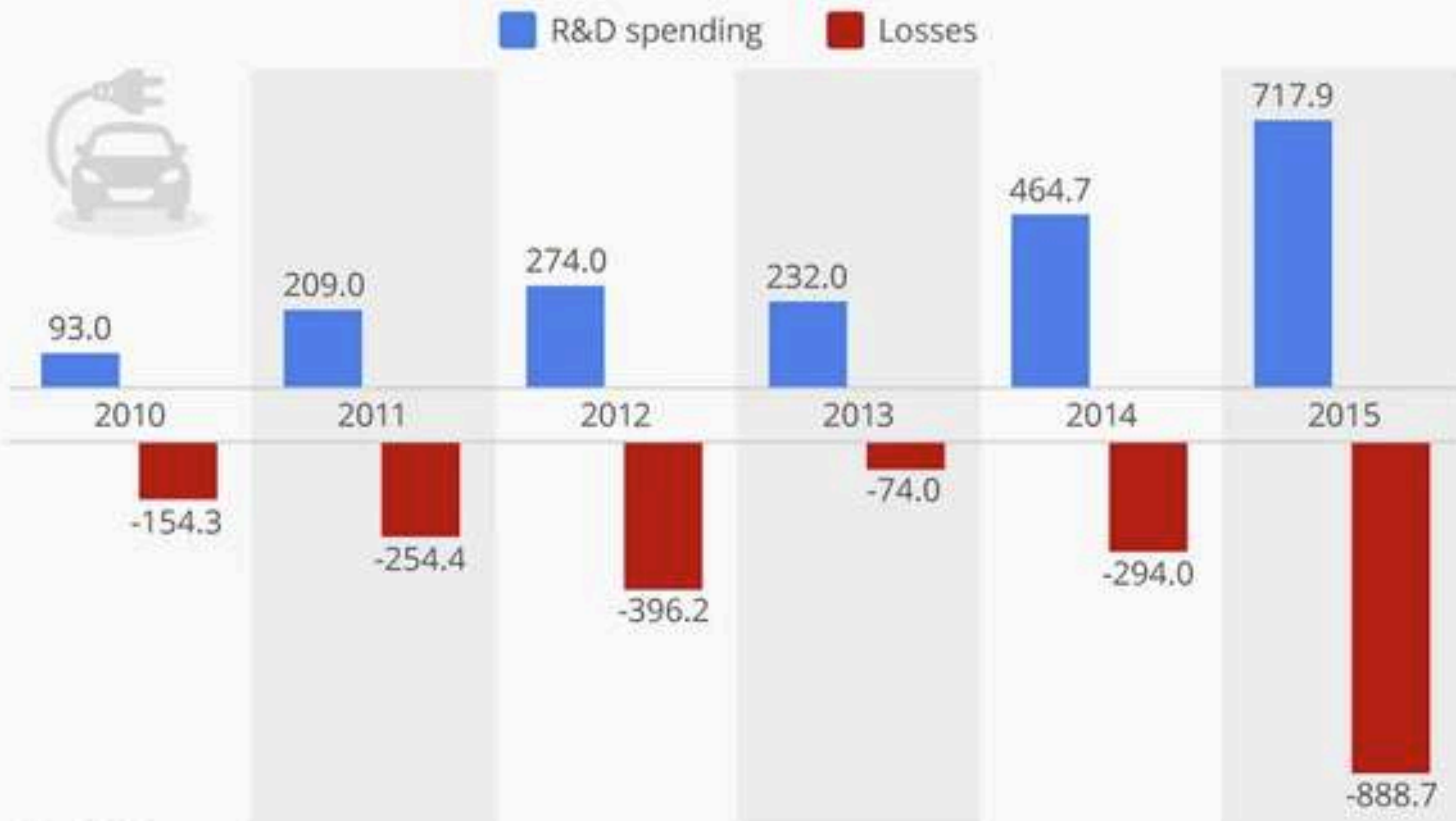
How Tesla Out-Innovates Traditional Carmakers

R&D intensity of Tesla and selected car manufacturers in 2015*



Tesla Is Playing The Long Game

R&D spending and losses made from 2010 to 2015 (in million U.S. dollars)



Tenure at Tesla:

10-15 years

5-10 years

1-5 years

Less than 1 year

Elon Musk is Tesla's **CEO** and largest shareholder

Tesla's major leadership team consists of **three people**

Zach Kirkhorn

CFO

(Previous employer:
McKinsey & Co.)

Jerome Guillen

President, Automotive
(Daimler)

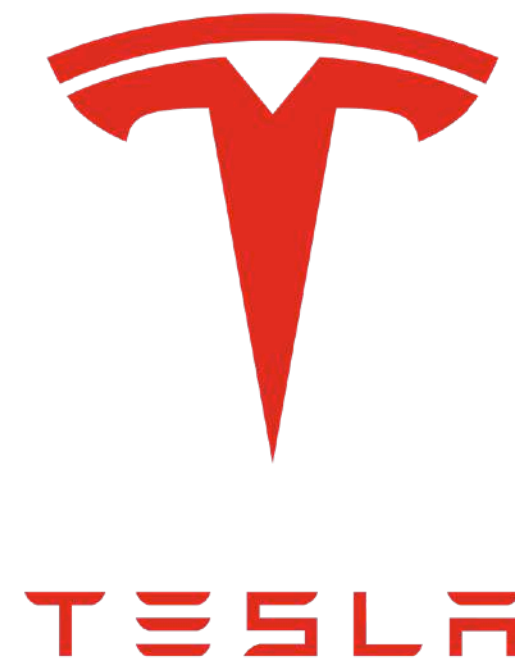
JB Straubel

CTO
(Volacom)

High ranks include a **chief designer**

Franz von Holzhausen

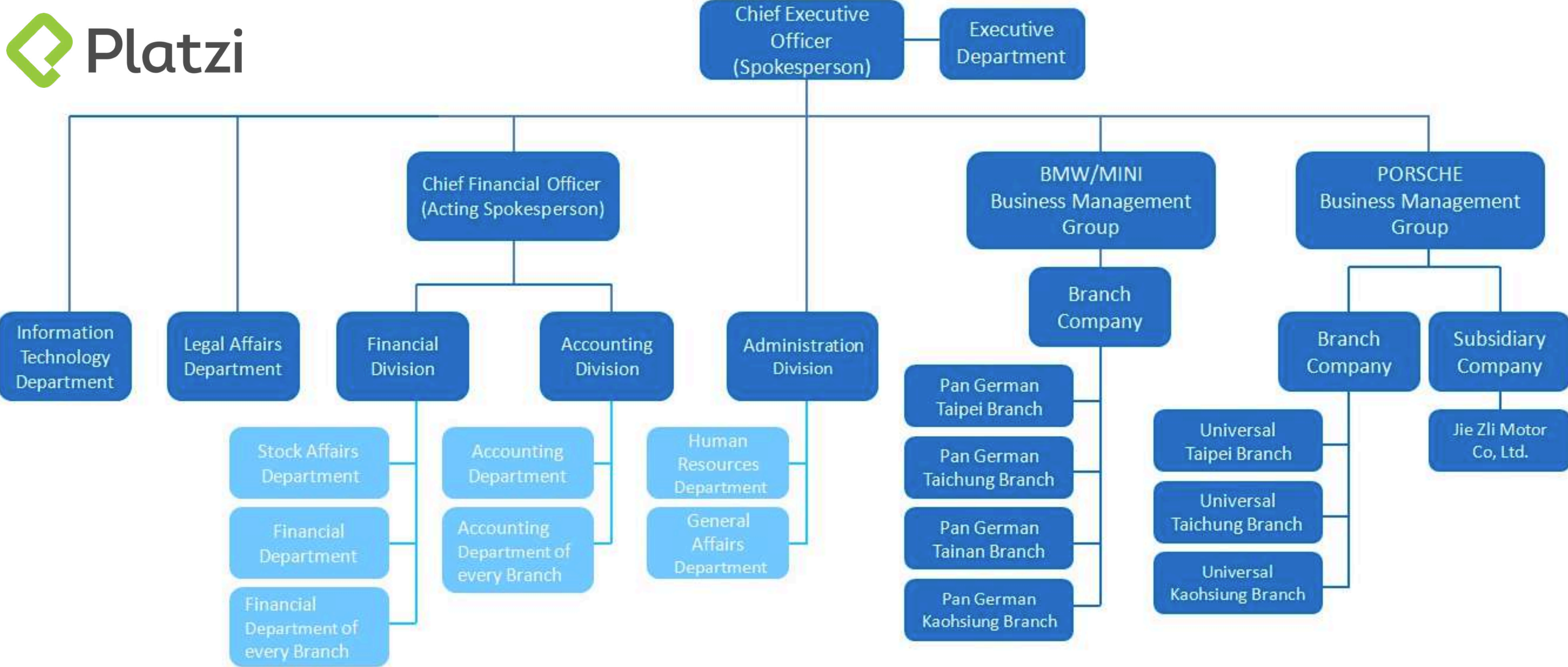
Chief Designer
(Mazda)





Energy	Engineering & Production	HR & Safety	Legal & Finance	Sales	Software
Drew Baglino VP, Technology (Resources for the Future)	Bert Bruggeman VP, Production, Fremont Plant (Gefira Solutions)	Kevin Kassekert VP, People & Places (SVTC Technologies)	Jonathan Chang General Counsel (Lithium Technologies)	Robin Ren VP, Worldwide Sales (EMC)	Nagesh Saldi CIO (HP)
Sanjay Shah SVP, Energy Operations (Amazon)	Peter Hochholdinger VP, Production (Audi)	Laurie Shelby VP, Environmental, Health & Safety (Alcoa)	Ron Klein VP, Treasurer (SolarCity)	Jan Oehmicke VP, Tesla Europe (BMW)	David Lau VP, Software Engineering (Altera)
Chris Lister VP, Gigafactory Operations (Pepsico)	Charles Kuehmann VP, Materials Engineering (Apple)	Felicia Mayo VP, HR, Diversity & Inclusion (Juniper Networks)	Adam Laponis VP, Finance Worldwide (Cardinal Health)	Tom Zhu VP, APAC & Gigafactory 3 (Kaibo Engineering Group)	Andrej Karpathy Senior Director, Artificial Intelligence (Open AI)
	Steve MacManus VP, Interior & Exterior Engineering (Aston Martin)				
	Dr. Michael Schwekutsch VP, Drive Systems (Borg Warner)				
	Sascha Zahnd VP, Global Supply Chain (Swatch)				





Current	New (Effective April 1, 2020)
<div data-bbox="109 525 476 877"> Automobile </div> <div data-bbox="503 525 1536 877"> <div> Automobile Operations IT Operations Honda R&D Co., Ltd. </div> <div> Connected/mobility services (MaaS) </div> </div> <div data-bbox="109 900 476 1151"> Motorcycle </div> <div data-bbox="109 1174 476 1440"> Life Creation </div> <div data-bbox="503 900 1536 1440"> <p>Various types of projects are being pursued individually</p> </div>	<div data-bbox="1765 525 2142 727"> Automobile </div> <div data-bbox="1765 750 2142 953"> Motorcycle </div> <div data-bbox="1765 975 2142 1178"> Life Creation </div> <div data-bbox="2165 525 3198 1178"> <div> MaaS Operations </div> <div> <div>Strategy planning & business implementation</div> <div>Planning & development of services</div> <div>Development & operation of global platform</div> </div> </div> <div data-bbox="1765 1200 3198 1440"> <p>New company responsible for mobility service (MaaS) business in Japan (Honda Mobility Solutions Co., Ltd.)</p> </div>

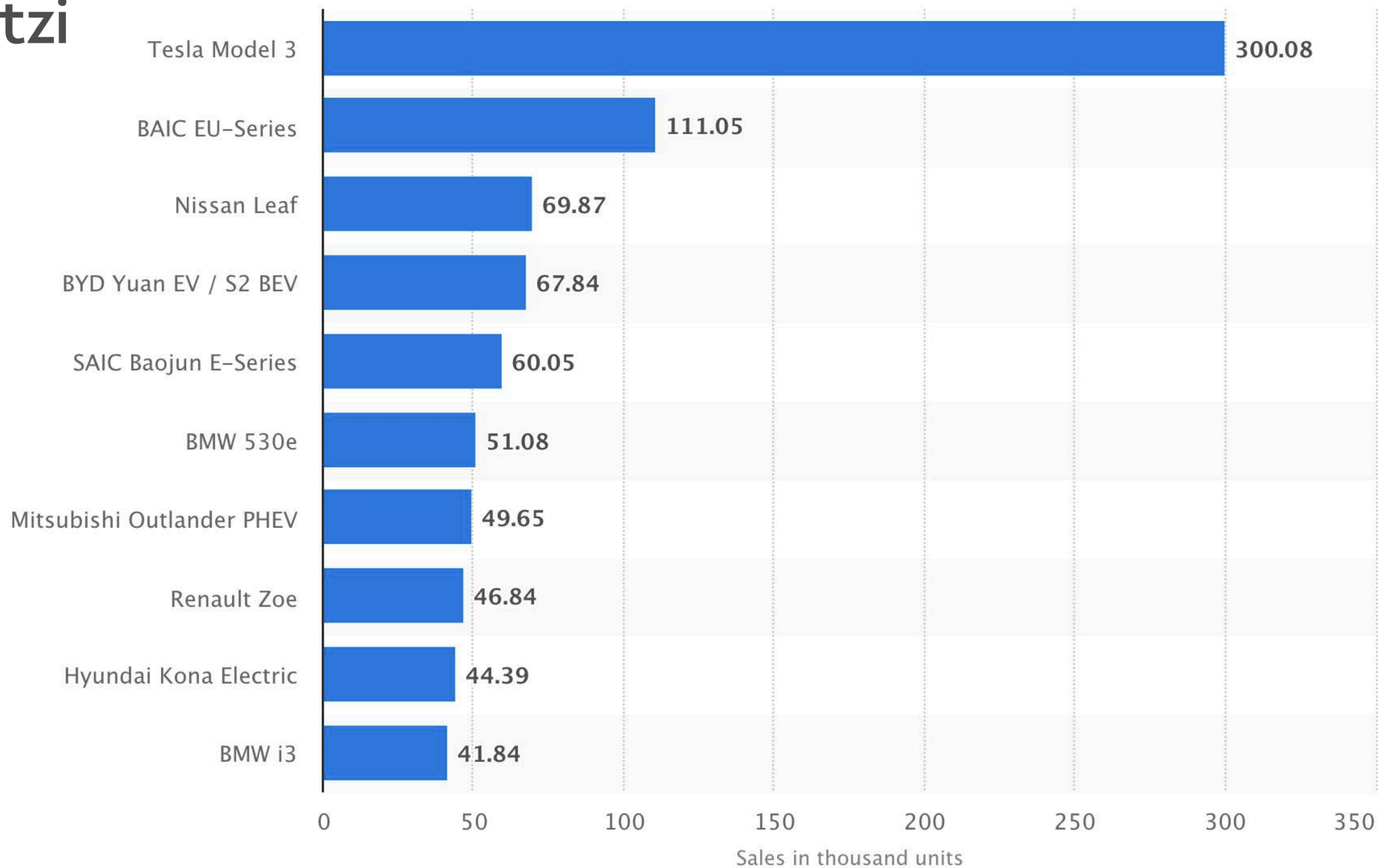




BAIC EU-Series



北汽集团
BAIC Group



No fue una estrategia de
tecnología e innovación

Tecnología e innovación
es **toda** la estrategia

Ciclo del software

Seguridad informática

Infraestructura tecnológica

Recursos humanos técnicos

Ciclo del software

Seguridad informática

Infraestructura tecnológica

Recursos humanos técnicos

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