

An aerial photograph of the Tesla Gigafactory Berlin-Brandenburg at sunset. The large, rectangular industrial building is covered with solar panels. In the foreground, there is a modern building with a glass facade and a green roof, with the Tesla logo on its side. The surrounding area is lush with trees, and the sky is a warm orange color from the setting sun.

Gigafactory
Berlin-Brandenburg

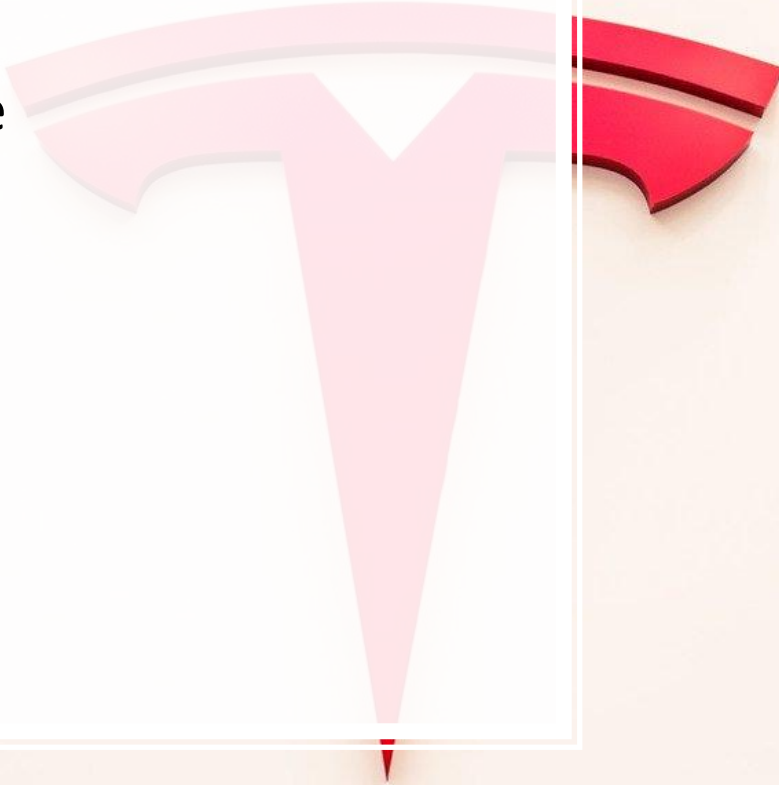
Tesla in Berlin-Brandenburg

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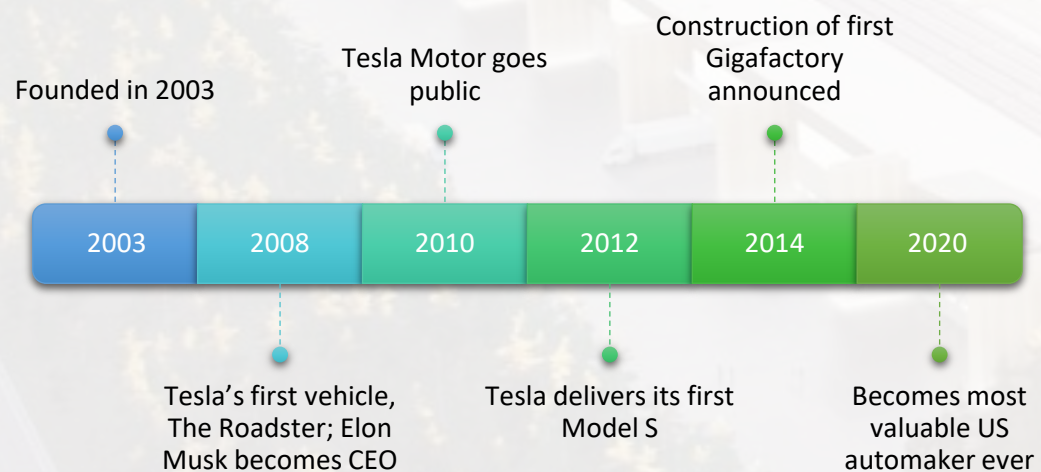


Introduction

- Tesla was founded by Martin Eberhard and Marc Tarpenning in July 2003.
- Tesla stands for a mission: Accelerating the transition to sustainable energy.
- Tesla believes the faster the world stops relying on fossil fuels and moves towards a zero-emission future, the better.
- The Tesla vehicles are manufactured in Tesla's main plant in Fremont, California, USA, as well as in the Gigafactory in Shanghai, China.

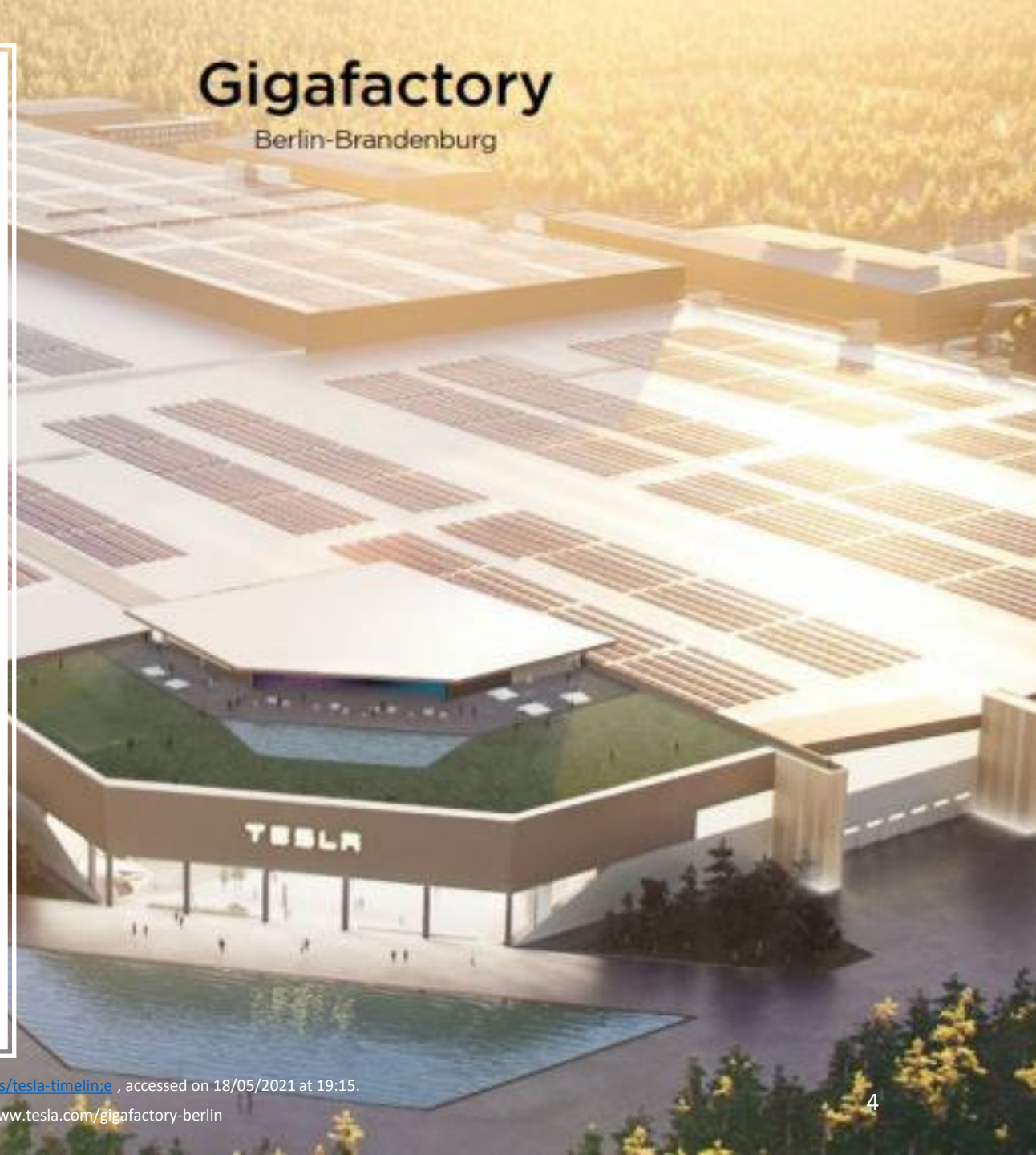


Timeline



Gigafactory

Berlin-Brandenburg



Source: <https://howmuch.net/articles/tesla-timeline>, accessed on 18/05/2021 at 19:15.

Image source : www.tesla.com/gigafactory-berlin





Tesla factories around the globe





North America

-  Tesla Factory
-  Gigafactory 1 (Giga Nevada)
-  Gigafactory 2 (Giga NY)
-  Gigafactory 5 (Giga Texas)

Asia

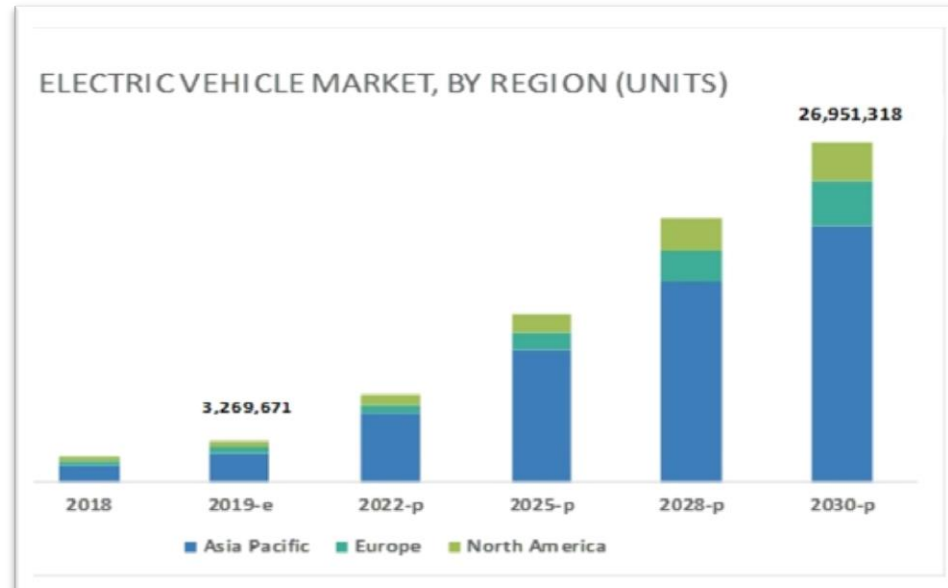
-  Giga Asia - Japan (Rumored)
-  Giga Asia - South Korea (Rumored)
-  Gigafactory 3 (Giga Shanghai)
-  Giga India (Rumored)

Europe

-  Gigafactory 4 (Giga Berlin)
-  Giga U.K. (Rumored)

Why Berlin-Brandenburg?

- “Everyone knows that German engineering is outstanding, for sure. That’s part of the reason why we are locating our Gigafactory Europe in Germany.” – Elon Musk
- The European market is expected to witness the fastest growth, after Asia Pacific market for Electric vehicles.
- "It's strategic to ***lure German automotive talent*** to Tesla, and it's a statement that Elon wants ***to one-up auto companies from that region.***“ – said Gene Munster, a managing partner at venture capital firm Loup Ventures.



Source: <https://www.forbes.com/sites/alanohnsman/2019/11/12/willkommen-elon-musk-says-next-tesla-gigafactory-will-be-in-germany/?sh=59160cda8b03> , accessed on 18/05/2021, at 20:10.

<https://www.marketsandmarkets.com/Market-Reports/electric-vehicle-market-209371461.html> , accessed on 18/05/2021, at 20:18.

<https://europe.autonews.com/automakers/why-tesla-chose-germany-its-new-plant> , accessed on 18/05/2021, at 20:35.

Why Berlin-Brandenburg?



Challenges



High labor & energy costs.



German labor laws:

investigation against workers working extra-time, earning less than minimum wage.



Sustainability & environmental regulations:

plant's high-water usage, the clearing of a local forest, Issues related to sewage pipes.



Suppliers are bottleneck.



Final permit:

Authorities still have not granted Tesla final permit, delay in approval.
Tesla is facing many regulatory challenges.

Conclusion

- Global Data predicts that European EV production will double from 0.8 million units in 2020 to 1.7 million by 2023 and to then reach five million by 2034.
- ‘Made in Germany’ tag still carries significant weight in the premium car market.
- Unexploded World War II bombs, protests over trees, water and animal habitats, union scrutiny and a labor review have hindered Tesla’s Berlin Gigafactory plans—but the biggest hurdle may come in the form of strict German regulations.

Sources: <https://www.forbes.com/sites/alanohnsman/2021/05/18/the-rules-even-tesla-berlin-gigafactory-elon-musk-cant-break/?sh=1da33f764756>, accessed on 21/05/2021 at 20:08 pm.
<https://www.nenergybusiness.com/features/tesla-berlin-gigafactory-europe/>, accessed on 21.05.2021 at 19:00 pm.

The background of the slide is a photograph of a modern office building's interior. It features multiple levels with glass railings and walls, revealing office furniture and people working. A large, semi-transparent white rectangle is centered over the image. Inside this rectangle, the text "Thank you!" is written in a black, sans-serif font. Below the text, a large red arrow points downwards, starting from the text and extending towards the bottom of the slide.

Thank you!