**Assignment 1**

**Topic:- Growth of Electric Vehicles**

**Introduction**

The popularity of electric vehicles has been on the high growth for past couple of years. One of the major factors affecting this steady growth is environmental concerns. Regular gas combustion vehicles emit greenhouse gases which are not suitable for the environment. Global warming and climate change has made many individuals worried for the planet they inhabit in. Electric vehicles emit no emissions making it a safer option than gas combustion vehicles. Although making of lithium ion batteries for electric vehicles is more harmful to the environment than the overall making process of the gas powered vehicles but overtime using of those said electric vehicles is much more beneficial than gas powered vehicles.

**Resource Management**

As mentioned earlier the resources it takes to make an electric vehicle consists of high amount of lithium, which is present abundantly on the earth. As the name suggests electric vehicles run on electric charge so they an electric car driver doesn’t need to worry about fossil fuels running out. With the recent truck drivers’ strike in India regarding the hit and run case there is lot less fuel in the petrol stations. There are long waiting lines as well as increase in fuel price which are very troublesome for drivers. In contrast electric vehicles drivers don’t need to worry about limiting fossil fuels, various strikes as well increase in petrol price as it literally doesn’t affect them at all.

**Technological Advancement**

Tesla Motors the largest electric vehicle manufacture released their first car Tesla Roadster in 2008. At that time technologies other than gas powered vehicles were at infancy. Environmentalist such as Leonardo DiCaprio opted as using of hybrid vehicles which is a combination of electric motors and gas powered engine. At initial or low speed the electric motors propel the vehicle and after some time when the vehicle speed kicks in the gas powered engine starts to take control. Other recent technology is using hydrogen powered cars. Hydrogen powered cars have hydrogen fuel cells which provides propulsion to the vehicle. It has very similar parts to electric powered vehicle and disposes water out of its exhaust node. But despite these other technologies electric vehicles thrived much better in today’s market as it is cheaper than hydrogen powered vehicles and much more efficient than hybrid vehicles.

**Social Media Aspect**

Social media influence is also a big part in electric vehicles growth especially for Tesla Motors. Tesla Motors spends Zero Dollars on advertisement as they simply don’t need to. The community they have created is very popular and they have very large enthusiastic followers who support the company in any circumstances. Tesla Motors CEO Elon Musk has also been a large major contributing factor for not only Tesla but for entire electric vehicle industry as his social media influence alone is enough of an advertisement.

**Conclusion**

With inflation and rising fuel prices people are now seeing electric vehicles as the new future. As more and more resources dwindle the demand in electric vehicles will increase inversely. With technologies to make electric vehicles many manufactures have already confirmed moving forward they will release electric vehicles as it is much better in today’s market. Although it took time electric vehicles slowly caught up to their gas powered counterpart and even surpassed the competition in some aspects.