

Homework on Bass Model

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1) The Innovation that I decided to choose is Lucid Air,

2) Look-alike innovation is Tesla Model S

The Tesla Model S was a groundbreaking electric vehicle when it was introduced In 2012 . It was one of the first EVs to combine long-range with high performance, luxury, and a practical sedan form factor. The Model S set new standards for EV battery range, charging infrastructure, and over-the-air software updates. Its introduction pushed other automakers to accelerate their EV development and consider electric propulsion as a viable alternative to internal combustion engines.

Similarly, the Lucid Air, introduced a decade later, aims to push the boundaries of what's possible in the EV space. While both vehicles are electric sedans targeting the luxury market, the Lucid Air builds upon the foundation set by the Model S, offering advancements in range, performance, and luxury features. The comparison between the two highlights the rapid evolution of electric vehicle technology and design over a relatively short period. The Lucid Air, like the Model S in its time, represents the cutting edge of EV innovation, setting new benchmarks for the industry to follow.

3) In 2022, there was a notable uptick in sales, which could be linked to a myriad of reasons. These might encompass advancements in the product, a heightened public understanding of electric vehicles, and perhaps some astute marketing and sales maneuvers by Tesla. The Model S, as a trailblazing luxury electric sedan, has been instrumental in establishing standards in terms of performance, distance capabilities, and cutting-edge tech in the electric car domain. The sales trajectory of this model over time doesn't just mirror its own triumphs but also offers insights into shifting consumer tastes and the escalating embrace of electric cars in the conventional market.

References

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