

# Summary

## **\*\*MISSION AND VISION\*\***

### **\*Brand Mission:\***

Tesla's mission is to expedite the global transition to sustainable energy. Tesla believes the faster the world adopts sustainable energy, the better. We design and manufacture advanced electric vehicles and renewable energy storage.

### **\*Brand Vision:\***

Tesla envisions a future where all transport and energy needs are fulfilled with pure, renewable sources. A world with zero emissions, low carbon footprint, and a healthier environment achieved via cutting-edge technology and innovative solutions to generate, store, and utilize sustainable energy.

## **\*\*BRAND VALUES\*\***

### **\*Innovative:\***

Tesla's innovation is the backbone of our identity. We strive to make significant strides in electric vehicles and renewable energy solutions, transforming the way the world understands and uses energy.

### **\*Sustainability:\***

As pioneers in electric vehicles, we are deeply committed to creating a sustainable future. Our cars and energy solutions are designed to help lessen reliance on non-renewable energy sources and reduce carbon emissions.

**\*Quality:\***

Our commitment to quality is enduring. From the initial design to final production, we work tirelessly to ensure our products meet the highest standards of quality, performance, and safety.

**\*Customer Oriented:\***

We prioritise customer satisfaction, listening to our clients' needs, feedback, and

