

Homework 1
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The innovation is Luxeed S7 - a coupe-like electric vehicle (EV).

2. Think about look-alike innovation from the past. When you pick one, give your justifications with 3-4 paragraphs.

Luxeed is a marque developed by state-owned Chery Automobile and telecoms equipment giant Huawei Technologies. One look-alike product is Tesla vehicles. Being a rising contender in the electric vehicle (EV) market, Luxeed is gearing up to challenge Tesla, Inc., with a strong emphasis on technological innovation and advanced product offerings. Both companies share a commitment to EV technology and innovation, aiming to reduce greenhouse gas emissions through electric car production while prioritizing cutting-edge digital features like autonomous driving capabilities and connectivity.

However, Luxeed's product offerings are marked by an array of distinctive innovations. The company's pioneering edge becomes strikingly apparent through its strategic alliance with Huawei, a telecommunications behemoth renowned for its trailblazing technology solutions. This collaboration underscores Luxeed's unwavering commitment to seamlessly integrate cutting-edge connectivity and digital features into its vehicles, potentially posing a formidable challenge to Tesla's Autopilot and Full Self-Driving capabilities. By harnessing Huawei's unparalleled expertise in computing systems, advanced 4D imaging radar, state-of-the-art autonomous driving platforms, and intelligent thermal management systems, Luxeed aspires to craft an unparalleled, high-tech driving experience that could surpass Tesla's Model S in multiple facets, from safety to performance and beyond. In contrast, Tesla boasts a well-established global presence with a strong brand reputation and a proprietary Supercharger network, offering convenient and fast charging options for its customers. While both Luxeed and Tesla produce electric vehicles, Luxeed's focus on innovation, backed by its partnership with Huawei, promises to introduce unique and advanced features that could disrupt the status quo and offer consumers a compelling alternative in the rapidly evolving EV market. The interplay of their distinct product strategies will shape the trajectory of these two dynamic players in the automotive industry.

3. Go to statista.com (University provides access to it) and find time series that approximates the lookalike innovation. Give your justification by 1-3 paragraphs. You can use any other available resource for the data as well, just don't forget to give a reference.

The data is taken from <https://tridenstechnology.com/> . It contains annual total sales of Tesla.

Tesla has achieved remarkable effectiveness and innovation in the automotive industry through a combination of factors. Firstly, its focus on vertically integrating its manufacturing processes, from battery cell production to vehicle assembly, has allowed for tighter control over quality and cost efficiency. This approach, coupled with its Giga factories strategically located around the

world, has enabled Tesla to scale production rapidly and meet increasing demand, a key driver of its sales growth.

Secondly, Tesla's constant drive for innovation is exemplified by its groundbreaking advancements in electric vehicle technology, such as long-range batteries, autonomous driving capabilities, and a vast network of Supercharger stations. These innovations make Tesla's vehicles not only environmentally friendly but also highly attractive to consumers who appreciate cutting-edge technology. Furthermore, Tesla's commitment to over-the-air software updates ensures that its vehicles continue to improve even after purchase, enhancing customer satisfaction and loyalty. Combined, these factors have contributed to Tesla's meteoric rise in sales, as it has positioned itself as a leader in the electric vehicle market and a symbol of sustainable transportation for the future.

References:

1. [Medium.com](#)
2. [Firstpost.com](#)