

## Ethical Matrix: Tesla Car's

Many cars now have features that allow the car to work without human help. For example, modern cars have cruise control which help the driver by accelerating or slowing down the vehicle by breaking without the drivers pushing those pedals. There are a variety of levels in automation. Tesla cars are an example of a fully automated car. Meaning, the car itself can perform all driving tasks on its own. Therefore, the car is self-driving and/or autonomous. Tesla cars can be self-driven by enabling the Autopilot feature they come equipped with. People can drive the car manually, but this feature is one of the main reasons individuals buy Tesla cars. With this new technology, many are fascinated with the ability of Tesla car's. The ethics matrix will determine whether or not autonomous vehicles are good to have around.

Matrix:

Stockholders	Autonomy	Wellbeing	Justice
Company (Tesla)	-p: free reign make and sell cars -c: competitors will similar or better tech	-p: make money -c: ceo reputation online (elon musk)	-p: making unique cars -c: focus on sales and not improving tech
Consumer	-p: can purchase car -c: unable to afford tesla cars tech	-p: lower maintenance car -c: no tech, reports of teslas exploding/ catching fire	-p: finance options to buy car -c: no dealer, harder to fix car problems
Environment	-p: more tesla cars equal less gas efficient cars on road -c: charging stations are still using energy	-p: electric car, good for environment -c: average 20hrs to charge a tesla	-p: power to charge teslas can be renewable energy -c: despite smaller carbon footprints, manufacturing/charging teslas still emit greenhouse gases
Future generations	-p: tech can be used for public transportation -c: less driver-orientated jobs	-p: more accessible tech -c: too much reliance on tech	-p: stop gas emissions in air -c:

Tesla's company itself has the power to make and sell whatever products they please. Their main products are their vehicles. Although they are known for selling self-driving cars, they do have competitors that also sell cars with self-driving features. Tesla is known for having new and advanced technology than other companies. On the consumer's side, many are drawn to Tesla's cars because of the technology but their price is hard to bargain. Tesla does offer finance options which allows a larger pool of consumers to purchase. One benefit of having a Tesla vehicle, aside from it being a self-driving car, it requires little maintenance since the car is fully electric. There have been some instances where Tesla's car has caught flames but not many explosions have been reported. Another upside to automatus cars is lifts restrains on the environment. For

example, more electric cars on the street would mean less gas in the air. Tesla's cars are charged through charging stations. Many would assume these charging stations take up a lot of energy but in reality, the power used can be renewable energy. Some Tesla cars take up to 20 hours or more to completely charge the car. Although overall the car itself, may be helping the environment but having manufacturers and installations of the chargers can emit greenhouse gases. Today, there are many that are on the fence about Tesla's car and their abilities. Future generations may have easier access to this type of technology. This can lead to further eliminating gas emissions into the air since this technology can be used for other purposes such as public transportation. This technology is very advanced and very useful but it may cause people to rely too much on technology. An example of this is parallel parking today. Many modern cars have back up cameras which is useful when parking but without it, many drivers struggle to park. Overall Tesla cars are not only extremely advanced but can also help the environment. This type of technology should be kept around and continue being sold.