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Professor’s Name

Course

Due Date

JWI: Week 5 Discussion

Tesla’s Electric Vehicles (EVs) are a hybrid of regular and luxury goods, mostly because of their high price and cutting-edge features. Higher-end variants like the Model S and Model X are sometimes seen as luxury automobiles because of their sophisticated technology, performance, and price point, while base ones like the Model 3 may more closely fit into the typical category.

Traditional internal combustion engine cars, hybrid cars, and other electric vehicle brands including Nissan Leaf, Chevrolet Bolt, and future models from Ford and Volkswagen are alternatives to Tesla's electric automobiles. Solar panels, home charging stations, superchargers, and software for autonomous driving are examples of compliments for Tesla electric vehicles (Han 579). Customers can benefit from many features of Tesla electric vehicles (EVs), including environmental friendliness, modern technology (autopilot, over-the-air updates), lower operating costs because of the reduced gasoline and maintenance charges, and svelte design.

Since Tesla EVs have zero tailpipe emissions, they are more environmentally friendly than standard cars in terms of pollution and greenhouse gas emissions. This is one of their many useful features. Customers who want to lessen their carbon impact and who care about the environment will find the feature appealing. The comparatively high initial cost of Tesla EVs in comparison to conventional cars, however, may be a drawback that discourages budget-conscious buyers from buying them.

The demand for Tesla's electric vehicles has been greatly impacted by the accessibility of charging infrastructure. Customers find EVs more appealing since range anxiety decreases with the expansion and accessibility of charging stations. This change is being accelerated by investments made by utilities, businesses, and governments in the construction of charging infrastructure. On the other hand, worries about range and accessibility to charging may cause EV adoption rates in areas with inadequate infrastructure to be slower. Thus, the dynamics of supply and demand for Tesla's EVs are greatly influenced by the accessibility of charging infrastructure.

**Work Cited**

Han, Joohee. “How does Tesla Motors achieve competitive advantage in the global automobile industry?” *Journal of Next-generation Convergence Information Services Technology* vol. 10, no. 5, 2021, pp. 573-582.