



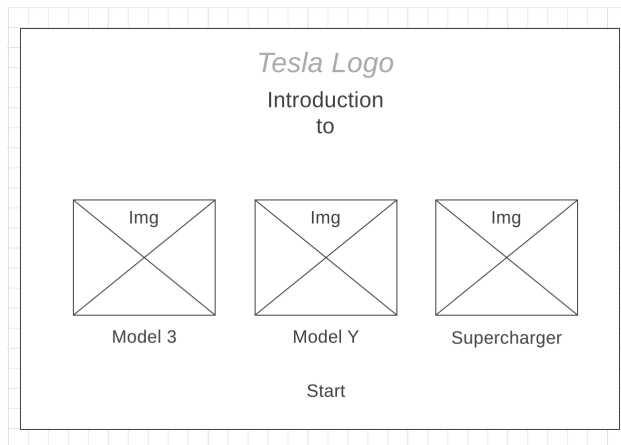
Storyboard + Script

Introduction to Model 3, Model Y and Supercharger

Learning Goal

Learners will gain high-level knowledge of the Tesla company, Model 3, Model Y and Supercharger products.

Slide 1 - Title



Notes

Tesla logo and headline text fade in followed by imagery of the Model 3, Model Y and Supercharger products synced with audio narration. The "Start" button appears shortly afterwards.

Assets

- Tesla logo image file.
- Image files of Model 3, Model Y and Supercharger products.

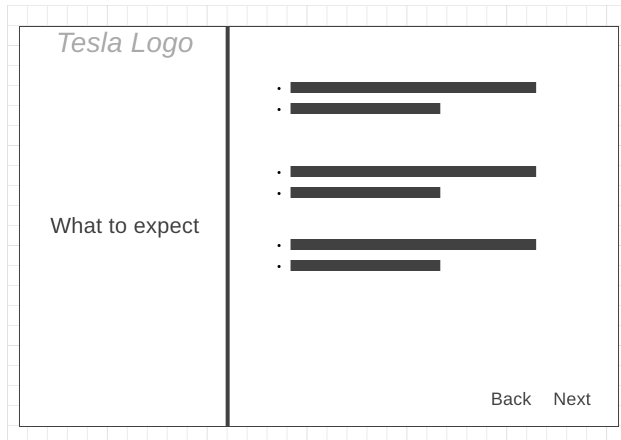
Duration

Persists until "Start" is clicked.

Script

"Welcome to this introductory training on the Model 3, Model Y and Supercharger. Each of these products represent a pinnacle moment in automotive history, and as an Engineer here at Tesla, you should be well-versed on the details of each one."

Slide 2 - What To Expect



Notes

Breakdown of the topics that the training will cover. Each bullet will appear after the audio narration. Each bullet point will detail modules for the Model 3 and Model Y products with content categories. No audio narration of bullet text as this would be redundant.

Assets

Tesla logo image file.

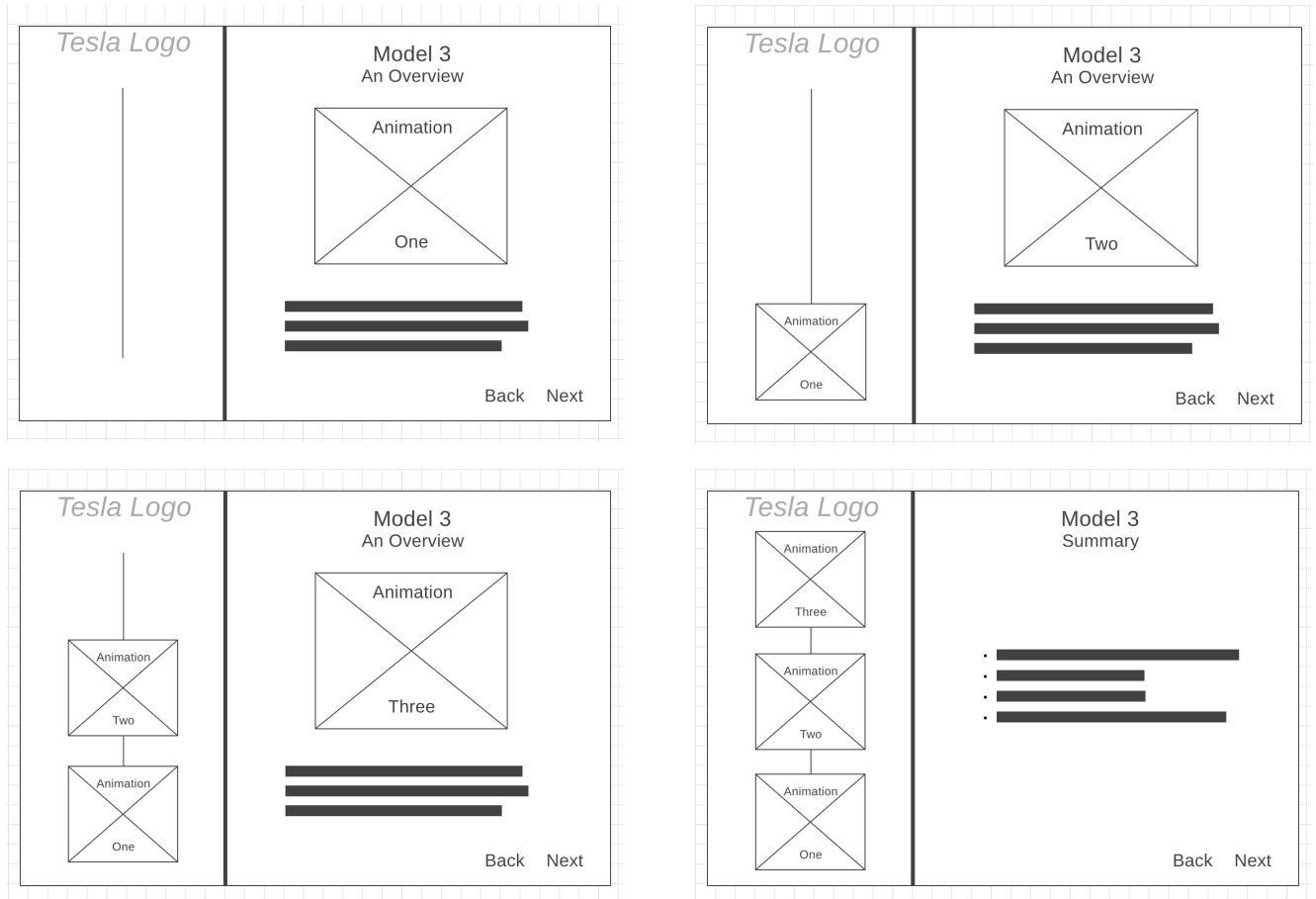
Duration

Persists until "back" or "next" buttons are clicked.

Script

"Here's what you can expect to learn over the next several minutes."

Slides 3.1 to 3.4 - Model 3 Overview



Notes

We kick off the core training with an overview of the Model 3. The slide will feature two panels, the left side is a timeline of assets that will propagate with the items from the right side panel as the learner moves through the training. A summary slide is used to wrap up the overview information.

Assets

Tesla logo image file. Looping animation files of Model 3 vehicle.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (3.4).

Script

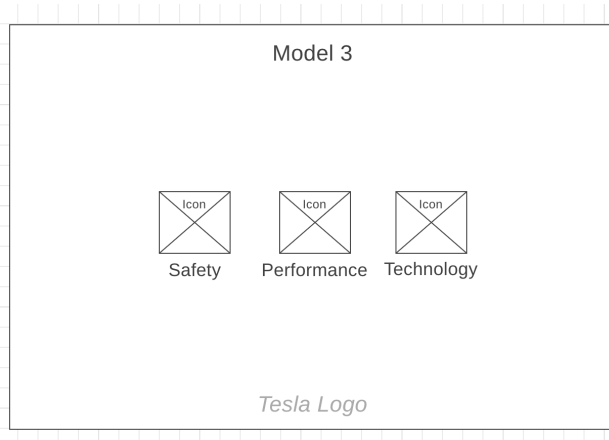
(3.1) "The Model 3, which debuted in 2016 and began hitting the roads in 2017, was a massive achievement, showing the world that a compelling and low-priced electric sedan could be engineered on a large scale."

(3.2) "While the Model 3 is our smallest and most cost-effective vehicle, it doesn't lack in any of its categories. Safety, technology, performance and styling are superior to all its competitors, and even some vehicles far outside of its class."

(3.3) "In 2020, the Model 3 became the most sold EV, surpassing the Nissan Leaf and as of June 2021, one million Model 3s have been sold around the world. To put that into some context, after the introduction of the Model T in 1908, which was also a low-cost, mass produced industry changer of its time, it took Ford Motors 7 years to sell its one-millionth vehicle."

(3.4) "Let's take a quick look back at the details of our Model 3 overview."

Slide 4 - Model 3 Main Menu



Notes

After the overview is completed, learners will have an interactive menu with clickable icons related to each of the remaining content categories.

Assets

Tesla logo image file. SVG icon files for Safety, Performance, Technology.

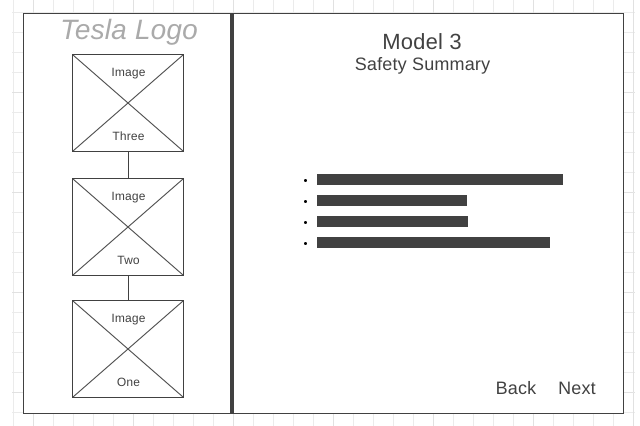
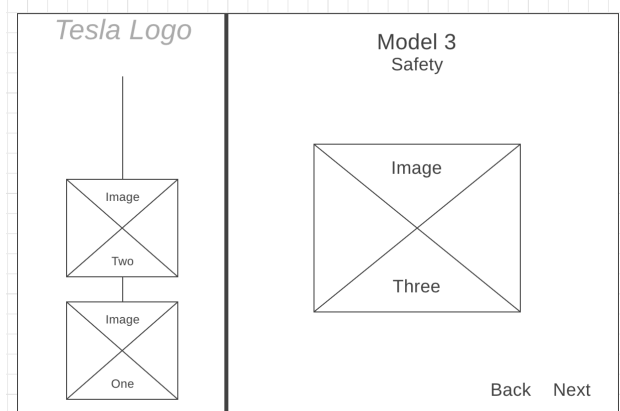
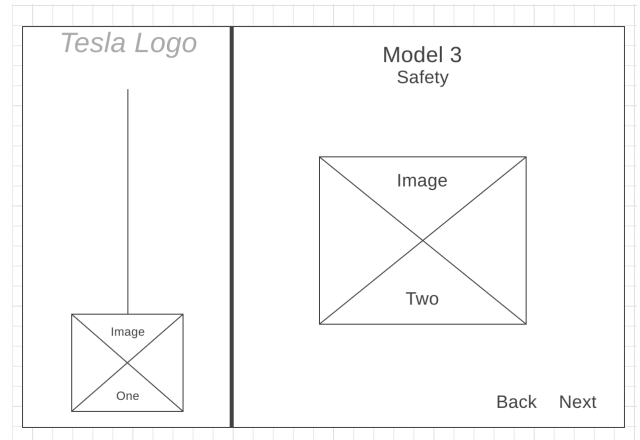
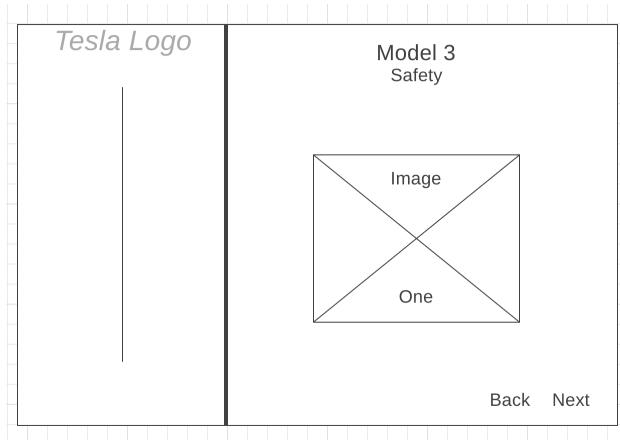
Duration

Persists until the learner selects an item.

Script

"Select one of the categories to continue your training."

Slides 5.1 to 5.4 - Model 3 Safety



Notes

Using the same design layout as the overview, we take the learner through details of the Model 3 safety features and engineering. The important, high-level safety features are laid out across 3 slides. A summary slide is used to wrap up the safety information.

Assets

Tesla logo image file. PNG Image files of Model 3 safety features.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (5.4).

Script

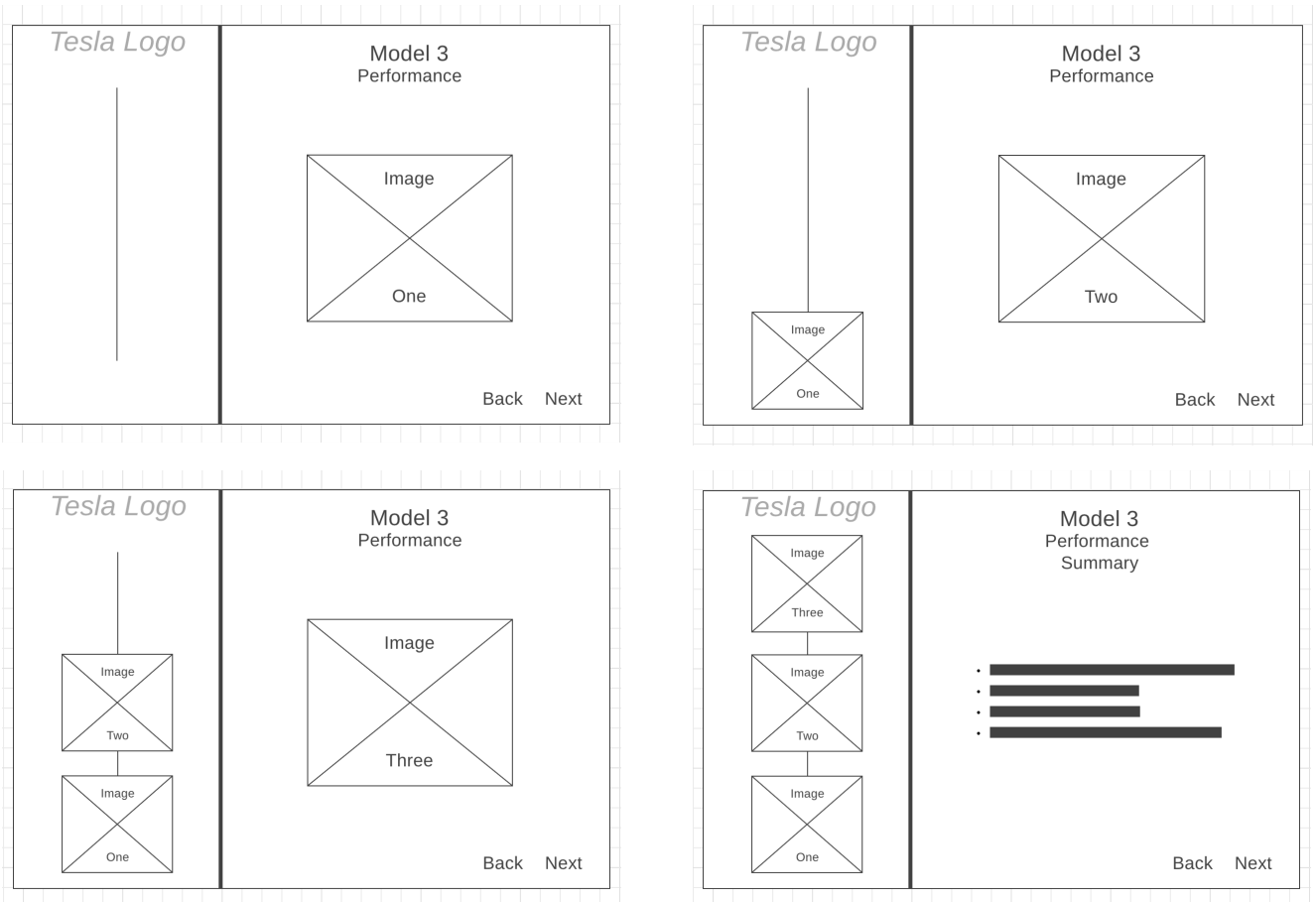
(5.1) "At this point you're already somewhat familiar with the Model 3's unparalleled safety, but did you know that even with a glass roof, the Model 3 withstands crush tests in excess of 4-times its weight? Pretty heavy, right?"

(5.2) "Unlike traditional vehicles, laden by their heavy engine blocks, transmissions and fuel tanks, the Model 3 enjoys a very low center of gravity. That's because the battery pack is engineered into the floorpan between the front and rear axles. This design exceeds the physics of most cars and has garnered the model 3 a 5-star rollover safety rating from the NHTSA."

(5.3) "Speaking of the NHTSA, they've been running safety tests on all vehicles in the US for a long time, one of the groups of tests they perform looks at the likelihood that occupants will sustain a serious injury in the event of a crash. In 2018, the Model 3 took the number 1 spot. Teslas continue to be the safest vehicles ever designed."

(5.4) "That does it for our Safety category. Let's take a moment to review everything we just looked at."

Slides 6.1 to 6.4 - Model 3 Performance



Notes

Following the same aesthetic, we take the learner through details of the Model 3 performance features and specs. The important, high-level performance features are laid out across 3 slides. A summary slide is used to wrap up the performance information.

Assets

Tesla logo image file. PNG Image files of Model 3 performance features.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (6.4).

Script

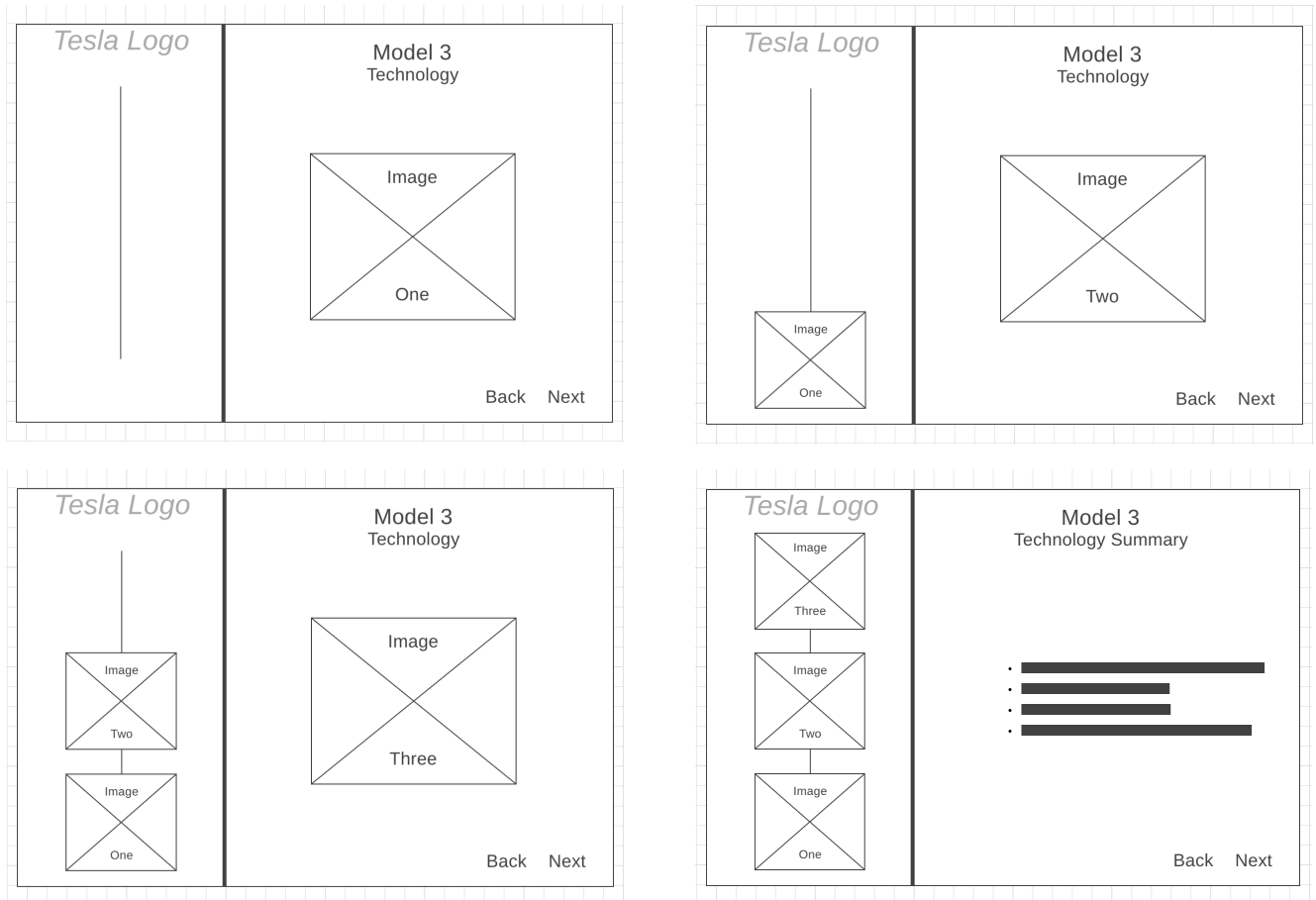
(6.1) "The Model 3 is fast, really fast. While electric powertrains provide a lot of overall power when compared to combustion systems, the model 3 goes beyond many others offering a single-motor rear-wheel drive, as well as both Long Range and Performance configurations in all-wheel drive provided by two motors mounted front and rear. "

(6.2) "The numbers on the Model 3 really tell the story of its incredible capabilities. The Performance configuration boasts a zero to sixty time of just 3.1 seconds and will reach top-speeds of 163 miles per hour. The Performance powertrain with its dual-motor all wheel drive design generates 460 horsepower."

(6.3) "While the Model 3 is the most economical Tesla vehicle available, it doesn't lack on range. The single-motor configuration gets up to 272 miles of travel with the Long Range configuration able to carry drivers up to 358 miles."

(6.4) "We're pretty sure you love specs. just as much as we do so here's a quick wrap-up of the Model 3 performance details we just looked at."

Slides 7.1 to 7.4 - Model 3 Technology



Notes

Following the same aesthetic, we take the learner through details of the Model 3 technology and hardware/software experiences. The important, high-level technology features are laid out across 3 slides. A summary slide is used to wrap up the technology information.

Assets

Tesla logo image file. PNG Image files of Model 3 technology features.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (7.4).

Script

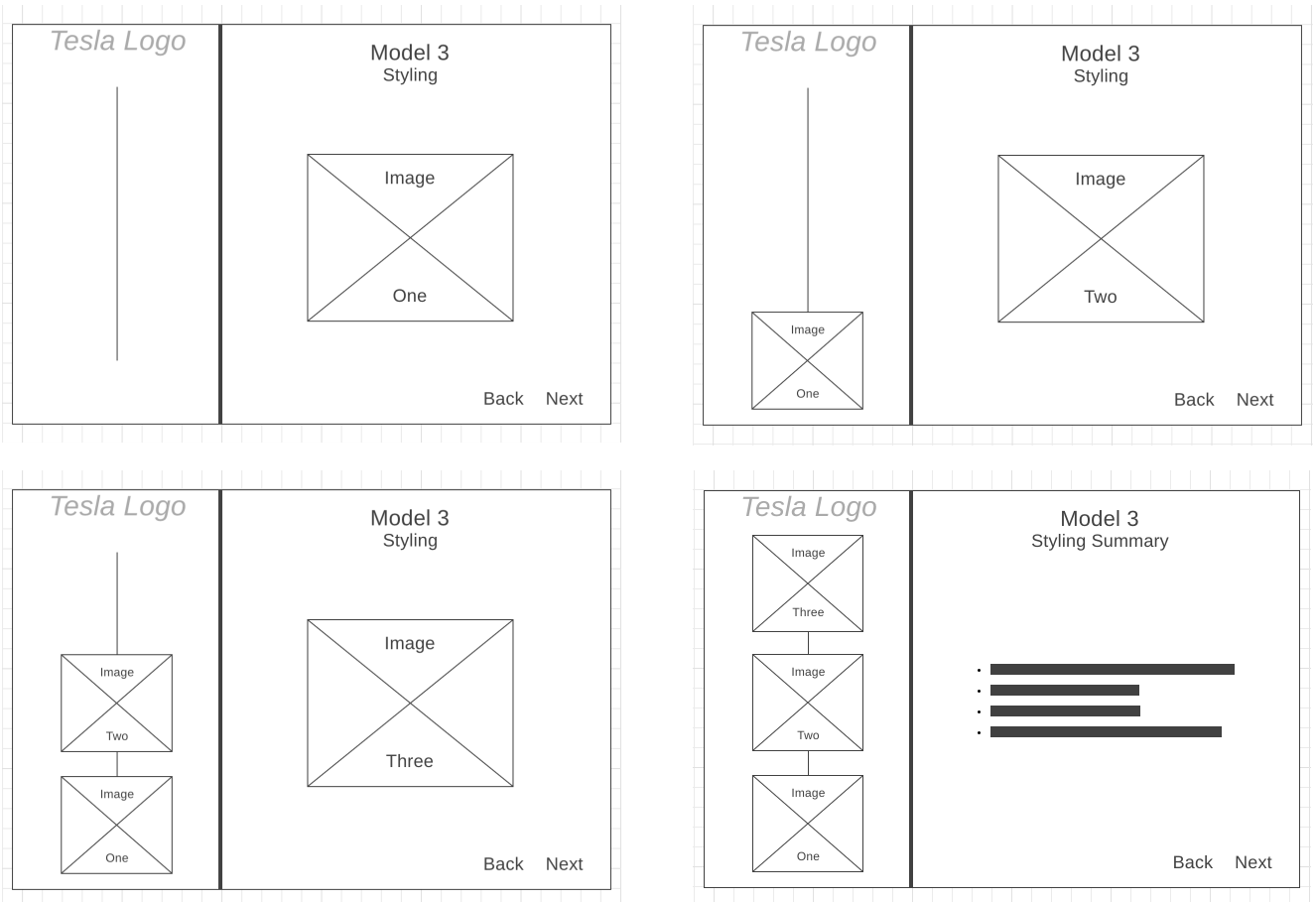
(7.1) "The Model 3 is built from the ground up which means we've been able to incorporate some amazing technology, including breakthrough computer vision systems and neural network algorithms. The combination of sensors and software allow the Model 3 to see and understand the world around it, in real time, up to 250 meters away. "

(7.2) "The Autopilot technology developed at Tesla enables the Model 3 to navigate itself during highway travel. The system recognizes traffic, adjusts its speed and change lanes automatically. Updates to the Autopilot software happen wirelessly and the foundation laid with these revolutionary systems will enable completely autonomous driving in the near future."

(7.3) "The Model 3 packs a few more awesome technology features that leverage the robust camera and sensor systems. Using the Tesla Mobile App, it's possible to "Summon" the Model 3. The sensors will also automate parallel or perpendicular parking."

(7.4) "Tesla's in-car technology is truly incredible. Let's review."

Slides 8.1 to 8.4 – Model 3 Styling



Notes

— In our last module, we take the learner through details of the Model 3 styling and designs. The important, high-level styling features are laid out across 3 slides. A summary slide is used to wrap up the styling information. Once the learner completes the series of slides, they'll be taken to the Model Y training.

Assets

— Tesla logo image file. PNG Image files of Model 3 styling features.

Duration

— When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (8.4).

Script

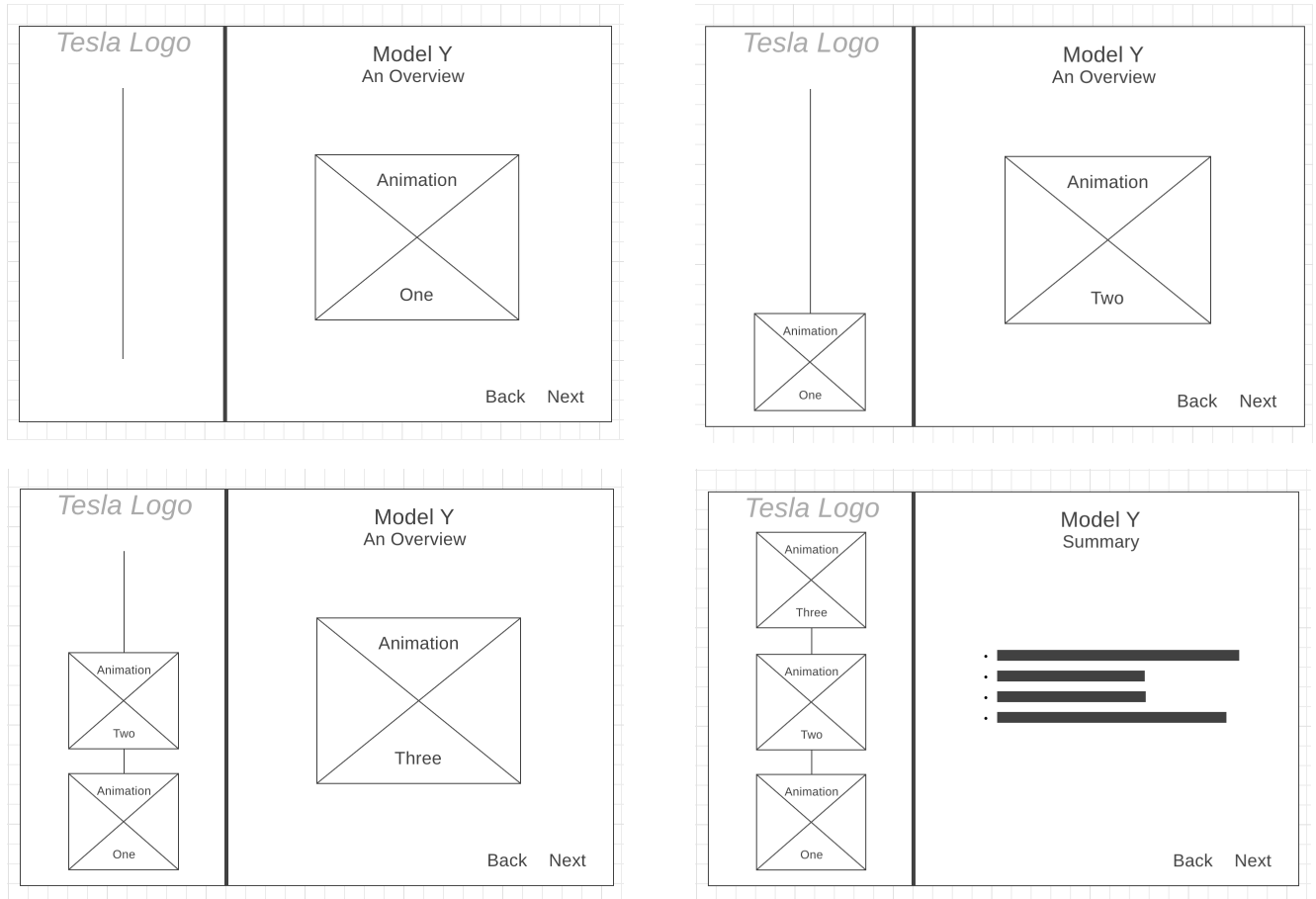
— (8.1) "The Model 3 takes a highly minimalist, yet utilitarian approach to its design and style. This is especially the case in the cabin where control of the entire vehicle centers around a single 15" touch display and the steering wheel. The exterior is streamlined and highly aerodynamic which improves range and reduces cabin noise."

———(8.2) “One of the distinct characteristics of the Model 3 is the all-glass roof which provides incredible skyward visibility giving the cabin a much more open ambiance. The innate quietness of EV driving, aerodynamics and purpose built interior components, coupled with the 15-speaker sound system provides a truly one-of-a-kind audio experience too.”

———(8.3) “On the outside, the Model 3 is designed to be as slippery as possible. Another massive benefit of an EV platform is you don’t need to keep a motor cool which requires lots of frontal air flow. The Model 3 has a solid wedge-shaped nose that gently shifts air around the the vehicle while the turbine-shaped wheels pull air underneath the vehicle, further reducing drag.”

———(8.4) “Nice work making it this far! Let’s review some of the Model 3’s Styling and Design details before we conclude the module.”

Slide 9.1 to 9.4 - Model Y Overview



Notes

Using the same flow format as our Model 3 Module, we'll take the learner through a brief overview of the main differences the Model Y incorporates, as well as the shared realities with the Model 3.

Assets

Tesla logo image file. Looping animation files of Model Y vehicle.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (9.4).

Script

(9.1) "In 2019, we expanded on the tremendous success of the Model 3 by introducing its more utility-focused colleague, the Model Y. The Model Y is a mid-sized SUV platform that includes exclusive features and designs, while also integrating many of the proven innovations already in use across the Tesla range."

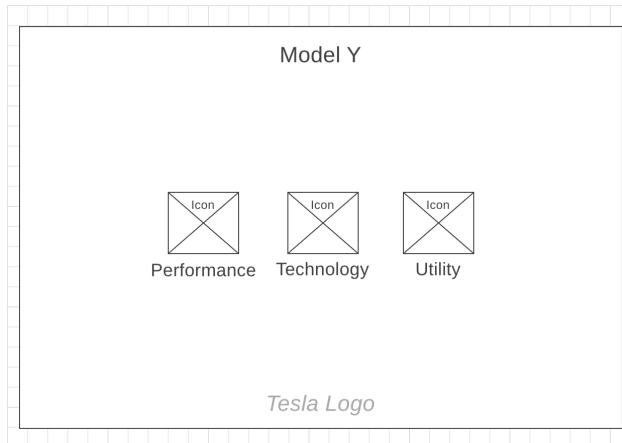
(9.2) "Raw performance is integral in everything we engineer and the Model Y, while larger than the Model 3, packs in tremendous power, battery life, and

aerodynamic efficiency. This is done without compromising on providing the same world-class safety offered by every Tesla vehicle. "

(9.3) "The Model Y comes with standard all-wheel drive and is stable in off-road and on-road driving conditions. The digitally controlled torque intelligently focuses traction at the front or rear motors, depending on the terrain. The Model Y also provides a huge amount of cargo potential and an optional third-row seat making it able to carry 7 people."

(9.4) "You've learned some important facts about Tesla's newest production vehicle, the Model Y, let's review before we dive deeper."

Slide 10 - Model Y Main Menu



Notes

After the overview is completed, learners will have an interactive menu with clickable icons related to each of the remaining content categories.

Assets

Tesla logo image file. SVG icon files for Performance, Technology and Utility.

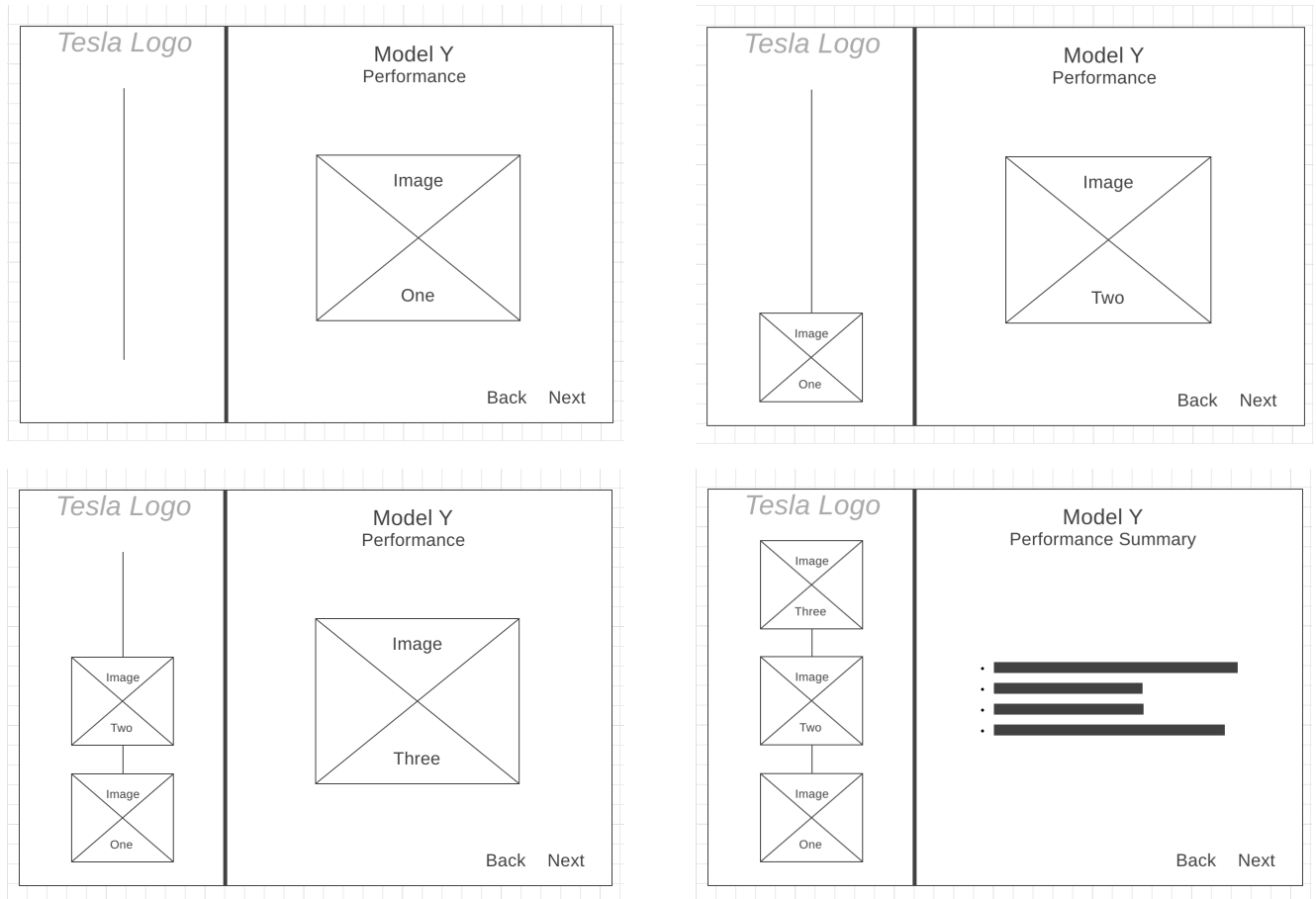
Duration

Persists until the learner selects an item.

Script

"Select one of the categories to continue your training."

Slides 11.1 to 11.4 - Model Y Performance



Notes

The first content category for the Model Y will be Performance. We again use a 3-slide approach with breadcrumbs in the left panel. The 4th slide of the series will summarize the information as bullet points.

Assets

Tesla logo image file. PNG Image files of Model Y Performance features.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (11.4).

Script

(11.1) "With all-wheel drive as standard, the Model Y is very capable on the street and off it. In fact, the Model Y includes an Offroad Mode feature that when enabled, helps to better control power and traction for situations where the terrain is uneven or rocky."

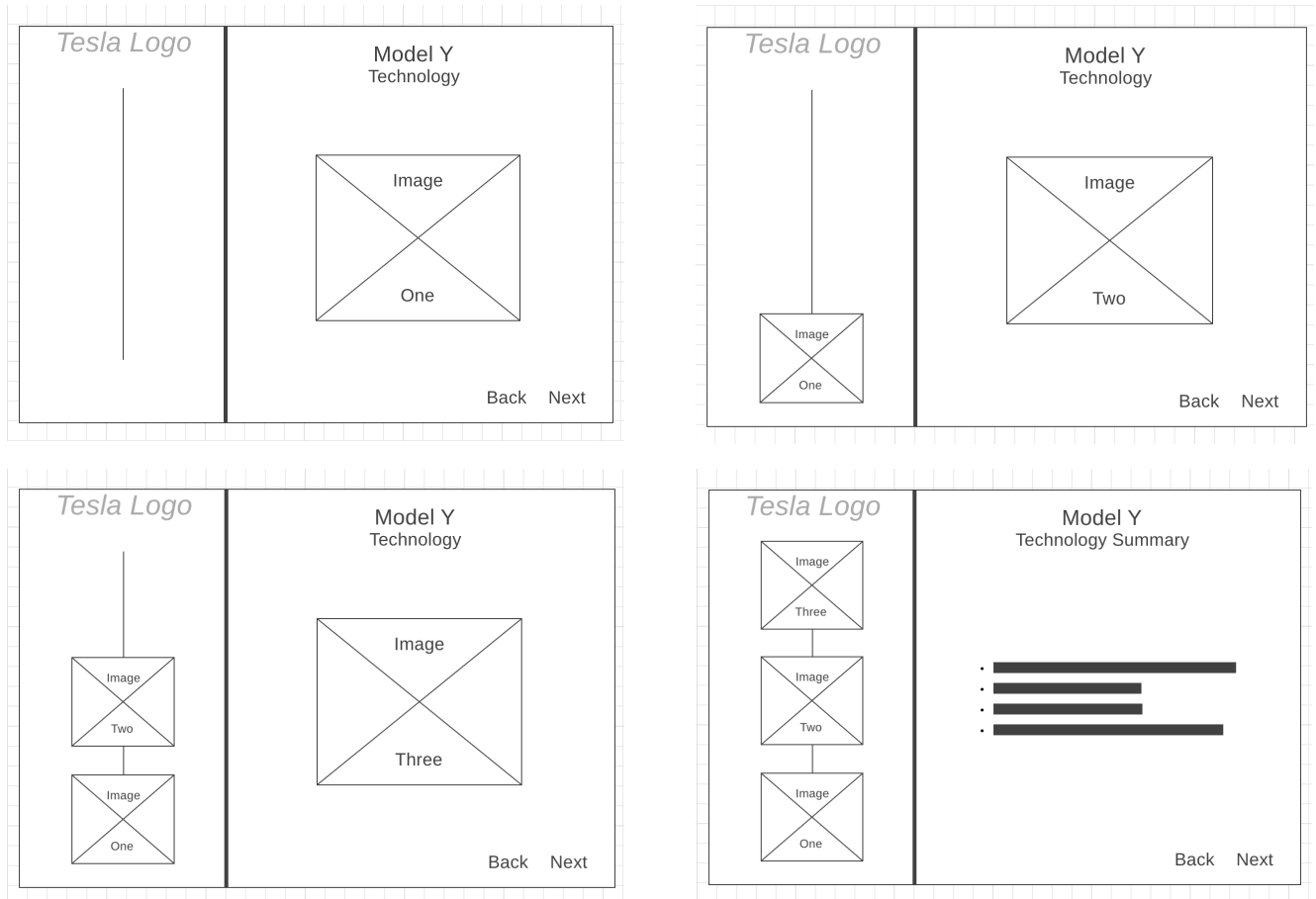
(11.2) "Hitting top speeds on a dusty trail is not the main goal of most offroading enthusiasts, but when it comes to on-road performance, the Model Y can

still get drivers from 0 to 60 in under 4 seconds and have them doing a top speed of 155 miles per hour."

(11.3) "SUVs are great for long trips and like many other Tesla vehicles, the Model Y comes in a Long Range version for just such occasions. Drivers get 330 miles of range with the Performance configuration delivering 303 miles of range."

(11.4) "You just learned how performant the Model Y can be. Let's summarize everything real quick."

Slides 12.1 to 12.4 - Model Y Technology



Notes

Next category is Model Y Technology. We again use a 3-slide approach with breadcrumbs in the left panel. The 4th slide of the series will summarize the information as bullet points.

Assets

Tesla logo image file. PNG Image files of Model Y Technology features.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (12.4).

Script

(12.1) "The Model Y packs many of the same amazing technologies found in the Model 3, including Autopilot with its automated highway navigation, auto parking and summoning features. These features are made possible by the advanced camera and sensor systems placed all over the vehicle."

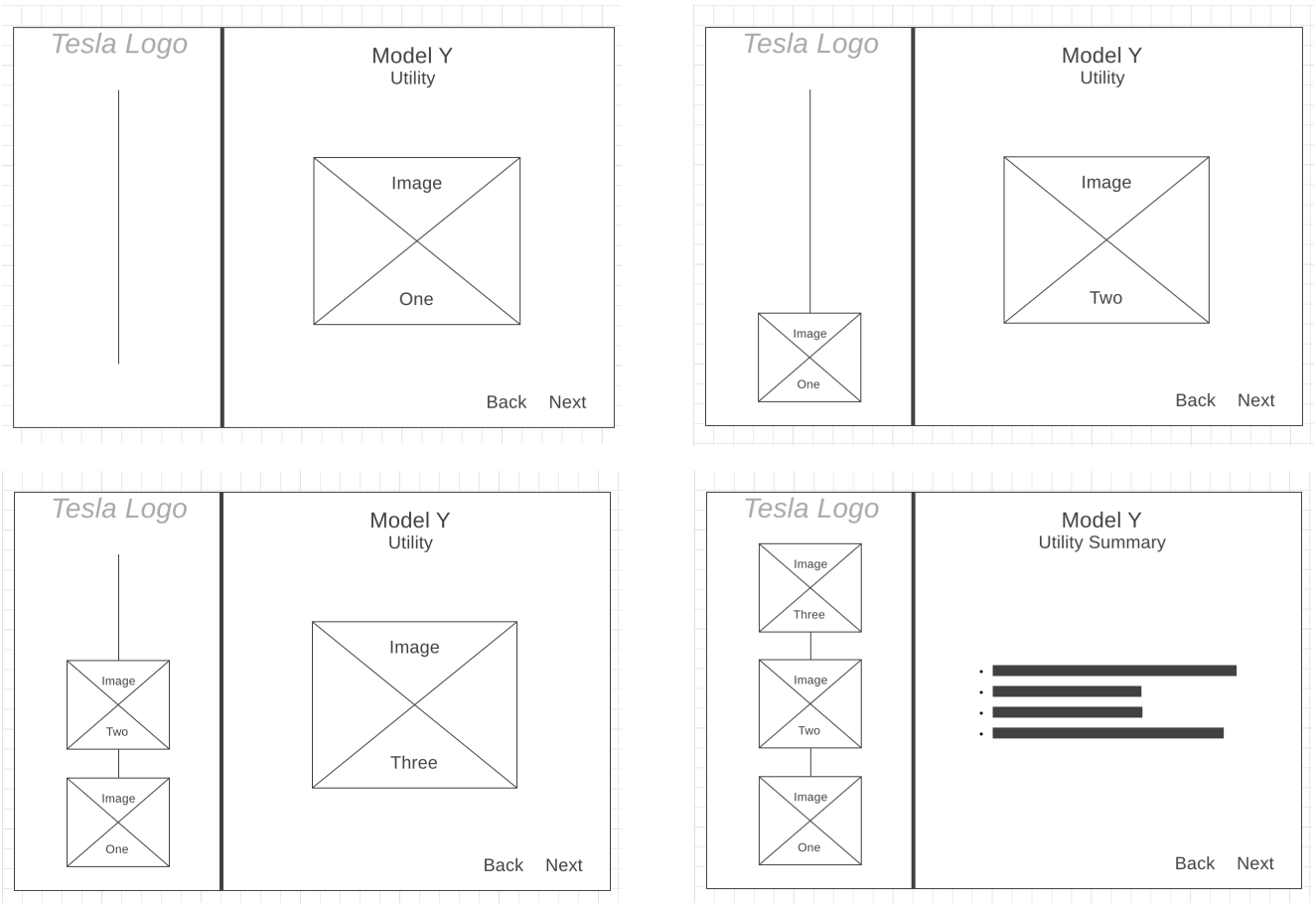
(12.2) "The Model Y also includes Sentry Mode which utilizes the exterior cameras to monitor your vehicle. If someone leans against the vehicle, the "Alert"

mode engages and the display will warn that the vehicle cameras are now recording. If a window is broken the Model Y enters an "Alarm" state which engages the alarm, brightens the center display and plays music at maximum volume. The Model Y does a pretty good job looking after itself."

(12.3) "Some of the handy additional tech of the Model Y include its premium sound system, HEPA air filtration, heated front and rear seats, and LED fog lamps."

(12.4) "It's time to review what you just learned about the Model Y's technology."

Slides 13.1 to 13.4 - Model Y Utility



Notes

The last category is Model Y Utility. We again use a 3-slide approach with breadcrumbs in the left panel. The 4th slide of the series will summarize the information as bullet points.

Assets

Tesla logo image file. PNG Image files of Model Y Utility features.

Duration

When the learner clicks "next" subsequent animations propagate to the right panel until reaching the summary slide (13.4).

Script

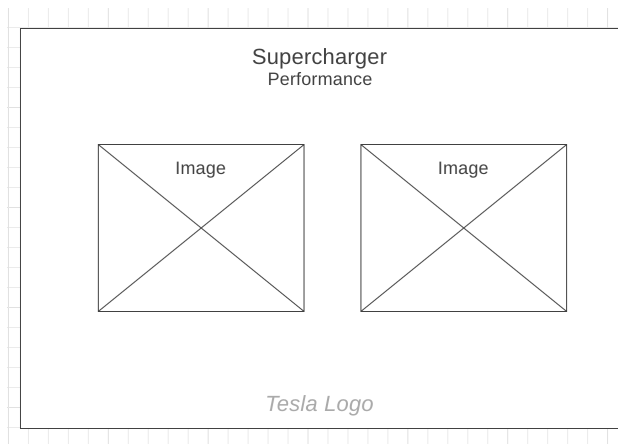
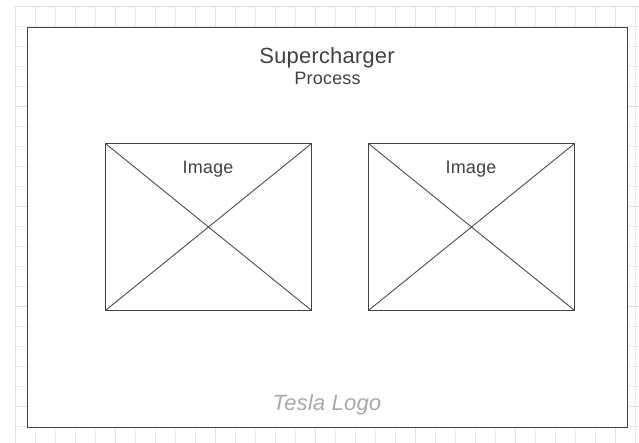
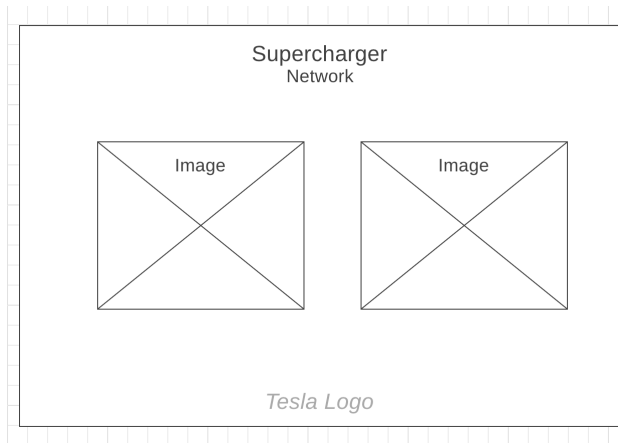
(13.1) "Last but certainly not least, is the Model Y's utility. You already know the Model Y is comfortable with off-road situations. It's also pretty spacious measuring 7.2 inches taller than the Model 3 and 2.8 inches wider. A more up-right driving position adds to the utilitarian feel."

(13.2) "The Model Y's Long Range configuration has an optional 3rd row seat enabling 7 people to travel comfortably. This is revolutionary for a mid-size SUV and is really only feasible with an EV platform."

(13.3) "If carrying a lot of cargo is required, owners can fold all rear seats flat gaining them an impressive 76 cubic-feet of storage capacity. The Model Y can also Tow up to 3500 pounds with an optional tow hitch."

(13.4) "That concludes our Model Y's training module, let's review before we head to our next destination."

Slides 14.1 to 14.3 - Supercharger



Notes

We'll cover the Supercharger product in 3 slides with imagery and narration. Content categories include: Network, Process and Performance.

Assets

Tesla logo image file. PNG Image files of Supercharger network, usage, tech specs and integration.

Duration

Each slide will have 30-seconds or less content, slide will persist until user clicks to move forward or backwards.

Script

(14.1) "Making electric vehicles a viable option for the masses means providing a robust network of vehicle charging stations. We introduced the Supercharger in 2012, beginning with just 6 locations in California. The Supercharger network gives Tesla owners the ability to quickly recharge their vehicles, adding significant additional range in just a few minutes of plugging in. Today, the network is made up of more than

30,000 Superchargers all placed in convenient locations designed to get drivers on to their destinations in a very short amount of time.”

(14.2) “Use of the Supercharger is highly intuitive and starts by selecting the nearest supercharger location, or by selecting the final destination and letting trip planner determine which Superchargers a driver will need to visit along the way. It’s important that a Supercharger is selected using these two methods as the vehicle automatically enters a battery pre-conditioning state which enables optimized charging. Once drivers arrive, all that’s needed to begin charging is to grab the charge handle, press the button on top, and the Tesla’s charge door opens automatically, or it can be manually opened. Charging starts as soon as the handle is plugged into the vehicle. Charge progress can be monitored in-vehicle, or with the Tesla Mobile app.”

(14.3) “There are 3 versions of the Supercharger that have been developed over the years. The latest iteration of the Supercharger began popping up in 2019 and in ideal circumstances provides 15 miles of range for each minute of charge time. Older versions of the Supercharger generally took 20 to 30 minutes to recoup 50% of the battery. Drivers do incur “idle” fees when leaving their Tesla vehicles connected to a Supercharger for more than 5 minutes past the set charge limit. Idle fees help to ensure that drivers always have an available Supercharger wherever they travel.”