

Timotius Sitorus

CSE 300

Prof. Suver

Tesla Model 3 Set to Revolutionize the Automotive Industry

Tesla Motors debuts new Model 3 with a starting cost of \$35,000

Hawthorne, CA – March 31, 2016 – CEO Elon Musk unveiled Tesla's newest electric vehicle, the Model 3, the most affordable Tesla thus far. The Model 3 will do 0 to 60 mph in less than 6 seconds and achieves 215 miles of range per charge. In addition, the Model 3 is designed with safety as one of its primary focus, being able to achieve 5-star rating in all categories of safety ratings. The Model 3 is truly a step forward in bringing the electric car to the masses.

Every Model 3 will come standard with Autopilot, the same feature found currently in the Model S. Autopilot allows the Model 3 to use a combination of cameras, radar, ultrasonic sensors, and other data to automatically steer down a highway, change lanes, and adjust speed in response to traffic. It also allows the Model automatic emergency steering if it detects collisions in order to safer driving experience. Lastly, Autopilot allows the Model 3 to parallel park itself, eliminating the hassle for drivers to do so.

The Model 3 is designed to seat five adults comfortable. In order to achieve this, the instrument panel and front seats are being moved forward in order to make more room throughout the entire vehicle. In addition, the rear roof areas consist of one continuous pane of glass which gives the vehicle tremendous headroom and creates the feeling of openness. The Model 3 will also come with front and rear trunks, creating more storage space than any other vehicle of this size.

Beginning with the release of the Tesla Roadster, Tesla aimed to provide the best quality electric vehicle in the form of the modern sports car and succeeded, sparking the interests of other brands and manufacturers in electric vehicles. With the next iteration, the Model S and Model X, Tesla shifted focus towards building vehicles people would use everyday. The latest iteration, the Model 3, is the culmination of Tesla's strategy of revolutionizing the automotive industry by providing a top-of-the-line but affordable electric vehicle for mass consumers.

Price and Availability

Reservations for orders are available today through Tesla.com for \$1000. Deliveries for the Model 3 will begin late 2017. The base model 3 will start at \$35,000 and with further options available to increase the speed and range of the vehicle.

“Even if you buy it with no options at all, this will still be amazing car. You will not be able to buy a better car at \$35,000 or even close even if you get no options.” Tesla CEO Elon Musk emphasized at the reveal event.

About Tesla Motors

Founded in 2003, Tesla Motors was started by a group of Silicon Valley engineers who wanted to revolutionize the automotive industry by proving that electric cars could perform better than gasoline-powered cars. Now with more than 50,000 vehicles on the road worldwide, Tesla is finally bringing electric vehicles to the mass market. With each new generation, Tesla's products have become increasingly affordable, helping the company work towards its mission of accelerating the world's transition to sustainable transport. Tesla is not just an automaker. It is

also a technology and design company with a focus on energy innovation. For more information visit <https://www.teslamotors.com/>.

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