Naughton, Keith. “An Electric Dream THE $98,000 Tesla Roadster aims to be the ultimate green

car. Will it succeed?” Newsweek, 27 Oct. 2007, <http://www.newsweek.com/id/55405>. Accessed 16 July 2019.

The small Silicon Valley start-up, Tesla Motors, is working on what may be the solution to the world’s crude oil issues. The vehicle currently costs around $98,000 and has received high praise, positive reinforcement, and funding from celebrities and big tech firms alike. Despite this, progress on the Roadster’s delivery has slowed down. This snag has earned Tesla Motors both pity and criticism from other close watchers. Regardless, Tesla continues to slowly work towards their goal.

Tesla is not the first organization to have attempted to perfect electric automobiles, as many in the industry have failed before. The reason for why Tesla’s vehicle is getting more attention may be due to developing fears about climate change. Tesla’s new cars promise to offer high performance while swapping out harmful gasoline for a clean lithium-ion power bank, which Tesla claims can reach well over 200 miles on a single charge. The origin of this effort begins with joint frustrations of Martin Eberhard and Elon Musk, who agreed to pitch Tesla automobiles as luxury electric transportation until the company could afford to market to budget-minded buyers. They eventually approached Lotus, who currently manufactures the Roadster, to redesign their Elise model and solve the major problem of lithium-ion batteries dangerously overheating. To this end, engineer J.B. Straubel developed a fire-retardant casing for lithium-ion cells that prevents a chain reaction when a single cell overheats.

Tesla has plans to mass market this new technology. After the Roadster, a luxury sports sedan code-named White Star will be in the works with a target price of $50,000, and an eventual goal of distributing a $30,000 model called Blue Star for those with closer-to-average budgets. Competition approaches, as larger automakers develop their own contributions to the electric car market. To help the company grow, Musk is looking to fill Eberhard’s former position as CEO in order to quickly increase the company’s talent. Some still doubt that Tesla will be able to deliver, but the market that they have excavated promises a legacy that will spur much more research and development toward green transportation.

Federal Trade Commission, *Protecting Personal Information: A Guide for Business*

Washington, DC: GPO, 2008.

Businesses must enact tight security to protect sensitive information about its employees and customers. To prevent security breaches, safeguards should be installed around any workflows that move this data, as well as around any points of entry for acquiring this data. Data centers and services should be carefully guarded both physically and electronically. Employees must also be carefully informed of the consequences of excessively nonchalant password use and the ever-changing landscape of vulnerabilities both in technology and in personal communications.