

**PERFORMANCE
CARS WITHOUT
THE GUILT**

Everyday heroes.



**THE
COMBUSTIBLE
WORLD**

Ordinary world.



**THE CLOCK IS
TICKING**

Compelling villain.



**MAKING
ELECTRIC CARS
EXCITING AND
COST EFFECTIVE**

Call to adventure.



**CAR
SHOWROOMS
AS COOL AS AN
APPLE STORE**

Crossing the threshold.



**THE REAL LIFE
TONY STARK**

Mentor, allies and gifts.



**BELIEVING IN
BETTER**

Challenge.



**EXPERIENCING
BETTER**

Challenge.



**BUYING INTO
BETTER**

Challenge.



**PERFORMANCE
CARS WITH
PURPOSE**

Better world.





Everyday heroes.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



COMMUNITY DETAILS



359k

Supercharging

1.6k

Navigating on Autopilot

The original Reddit community of fans and enthusiasts of the Tesla mission. To accelerate the world's transition to sustainable energy. Vertically integrating energy solutions with solar, battery storage, and an electric vehicle fleet.

Mentor, allies and gifts.



Challenge.



Challenge.



Challenge.



Better world.





EVERYDAY HERO

The group or individual to be inspired to do things differently

People who want to drive a desirable and exciting car; but are worried about their environmental impact.

The founders wanted to prove that people didn't need to compromise to drive electric, and that EVs can be cleaner, faster, safer and more fun to drive than petrol cars.



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

The common knowledge that cars powered by internal combustion engines are a major contributor to climate breakdown and poor air quality.



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

From believing in Elon Musk and wanting to be part of his vision of a movement of Tesla consumers that ushered in a new dawn for EVs, to owning a high-performance EV for \$35k.



BETTER WORLD

The positive change to the hero and the difference the hero has made

Owning an exciting car that is accelerating the world's transition to sustainable energy.

The normal everyday but adjusted for the world we want to see, including a cut in CO2 emissions. Tesla's mission is to accelerate the world's transition to sustainable energy.



CROSSING THE THRESHOLD

The first step and point of no return

Going to a Tesla showroom and buying a car.



ALLIES AND GIFTS

The people and help that is needed for change to happen

Eco and style conscious consumers, initially from the California elite, and communities of Tesla fans.



MENTORS AND GIFTS

Giver of wisdom and support

If anyone could make electric vehicles cool, Elon Musk could. Great marketer as well as great engineer, and his personal investments and ability to fundraise all combined to give the customers the story they wanted about a real-life Tony Stark.



COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Time. The faster the world stops relying on fossil fuels and moves towards a zero-emission future, the better.



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Seeing Teslas outperform high-end sports cars, then as new models rolled off the production line, outperforming the most popular and successful sedans.
2. Seeing or sitting in a Tesla – touchscreens, falcon-wing doors and recording studio sound. A redefinition of luxury and driving experience.
3. Eco and style conscious consumers, initially from the California elite, and communities of Tesla fans.