
Analysis of Tesla Motors for the Past 3 Years

Since the late 2000s, the firm has forged partnerships with other automakers as an original equipment manufacturer. As well as working collaboratively, the company continued to work on their own vehicles. Tesla continues to change the world of automobile industry through its relentless innovation.

In 2015, Tesla Model S became the world's best-selling EV for 2 years (2015-2016). At the same year, Tesla has first announced "autopilot" version 7.0 of the Model S software, a big, widely anticipated new build that finally enables the car's self-driving feature. The primary feature of autopilot was what they called Autosteer which keeps the car on its current lane and regulates speed and distance from the cars ahead of it.

Though Tesla didn't fall short on its warnings to Tesla drivers to keep their hands in the steering wheel, some people just don't follow. It only shows that humans are totally amazed if there are supremely high-technology being introduced.

In July 2016, Musk announced the availability of semi-autonomy, stating the advantages for safety to the public. Later that year, all models began to be built with full autonomy. Despite characteristic confidence, the company suffered a hit when a malfunction led to the death of a test driver. Evidently, that didn't do too much damage to their image. At the same year, Tesla stepped into the energy sector and acquired SolarCity as part of a commitment to developing renewable battery technology. In all its projects and partnerships, the firm has consistently encouraged technological development that doesn't negatively impact the environment, contributing to a positive company image.

The company's developments in solar energy (namely Tesla Powerwall batteries and solar panelled roofs) have accelerated the adoption of renewables, and stuck another nail in the coffin of fossil fuel providers. Tesla's recognition of the importance of advancing battery technology was further confirmed by their acquisition of SolarCity last year. Since then, Tesla has disrupted the way we think about energy storage. By installing 272 power packs on the island of Kauai, Hawaii, solar power can now be reliably stored for overnight use.

In 2017, Tesla Model 3 was first released to customers: \$35,000 electric car that could make the company accessible to many more consumers. The car was first unveiled in 2016 and mass production began in mid 2017. As promised by Tesla, their EVs will be more affordable to public, to reach wider customer segment. As of 2018, Tesla's model range includes the Tesla Model S, Tesla Model X, Tesla Model 3, as well as future planned Tesla Semi and Roadster

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models. Tesla Motor's success is a clear demonstration of the importance of innovation in business, as well as a CEO who isn't afraid to take risks and make big promises. The company has ultimately progressed from a niche car manufacturer to the driving force behind advances in renewables, energy storage and sustainable technology.

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