



TESLA

IAN GOBRON



TESLA



01

INTRODUCTION

Tesla Mission! Why bikes? What does Elon have up his sleeve?

02

ENVIRONMENTALLY FRIENDLY TRANSPORTATION

How can you get around while reducing your environmental impact on the earth?

03

MODEL B

How fast does it go? Battery life? Why B?

04

E-BIKE MARKET

What are the competitors doing?

05

CONCLUSION

Why Tesla would knock this out of the park!



TESLA

We design sustainable systems that are massively scalable—resulting in the greatest environmental benefit possible. Our energy generation and storage products work together with our electric vehicles to amplify their impact

-Tesla “About Us” Page.





**CAR
TRUCK
SEMI**

CURRENT OFFERINGS



MODEL B



APPEARANCE

Classic Tesla appearance
with a twist!

Three Colorways:

- Radiant Red
- Artic White
- STRIPE Edition

COST

\$4,990

Includes:
Bike
Detachable Pedals

CHARGING

Standard Tesla charging
stations
(in home or on the go)

15 minutes-Super Charge
1.5 hrs-Standard Charge



ALTERNATIVES

STANDARD MANUAL BIKE



SCOOTER



ONE WHEEL



ELECTRIC SKATEBOARD





MARKET

Other Car Companies E Bikes

- Porsche
- Audi
- Rivian
- Mercedes

Existing Cycling Companies

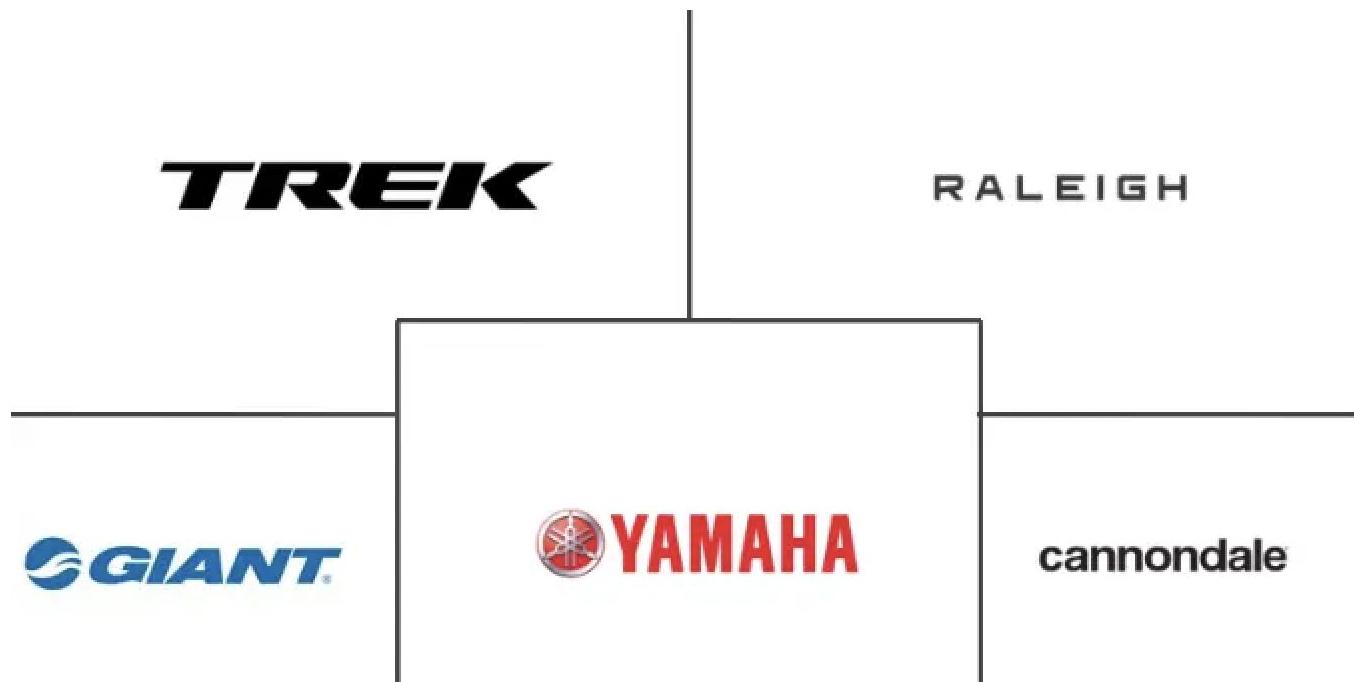
Mordor Intelligence

North America E-Bike Market Trends, COVID-19

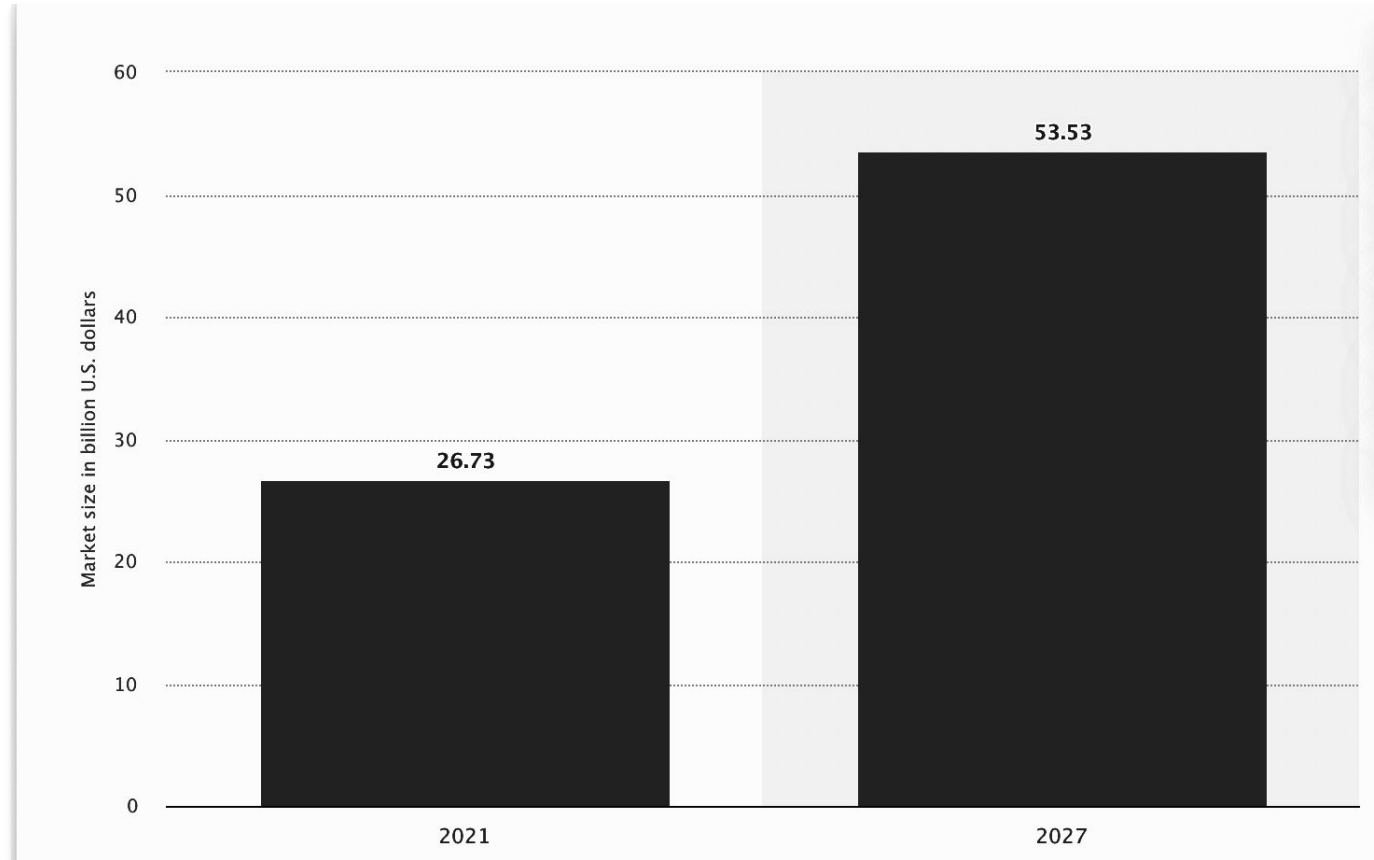
Impact, and Forecasts (2022 - 2027)



MARKET SHARE

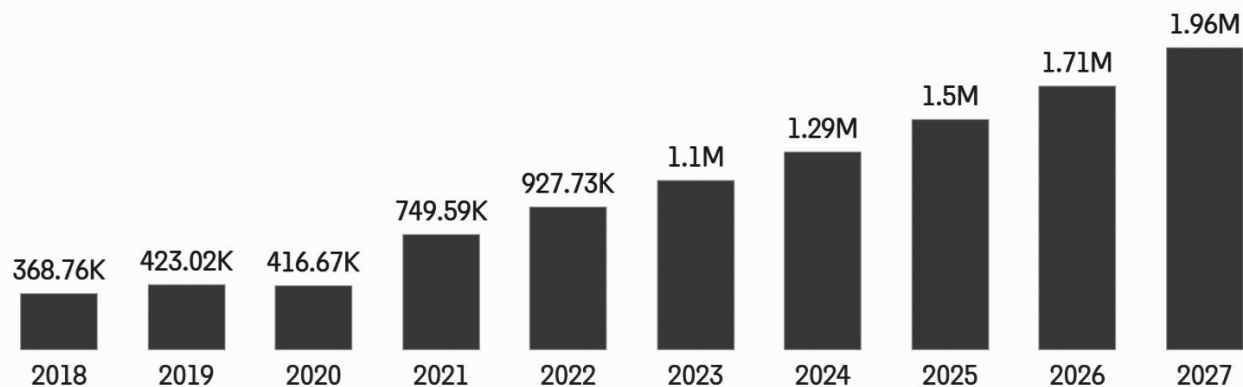


SIZE OF THE GLOBAL MARKET FOR ELECTRIC BIKES



SALES PROJECTION

United States and Canada Pedal- Assisted E-bike Sales Volume in Units, 2018 - 2027





BRAND LOYALTY

Automotive.com-Tesla Customer Ranked #1 Most Loyal Customers (67.% score)

MODEL B Owners Would be Added to the Existing Tesla Loyalty Program

If Owned for More Than Two Year, 15% Off Tesla Products (With Trade In of MODEL B)



WHY WOULD THIS WORK?



CLOSING NUMBERS

12.47%

Average Growth
Projection (2017-2027)

1,100,000

Projected E-Bikes Sold
2023

51,000,000

Biking Participants
2021





**THANK
YOU**



Resources

<https://www.autonews.com/retail/tesla-ford-lead-brand-loyalty-sp-global-says>
[https://www.mordorintelligence.com/industry-reports/north-america-e-bike-market#:~:text=Market%20Overview,over%20the%20next%20five%20years.](https://www.mordorintelligence.com/industry-reports/north-america-e-bike-market#:~:text=Market%20Overview,over%20the%20next%20five%20years)
<https://www.statista.com/statistics/674381/size-global-market-electric-bicycles/>
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