



Tesla Motors

FTC WORKSHOP – Auto Distribution

Todd Maron, General Counsel

Tesla's Mission

Accelerate the world's transition **to sustainable transport**

U.S. Auto Manufacturers



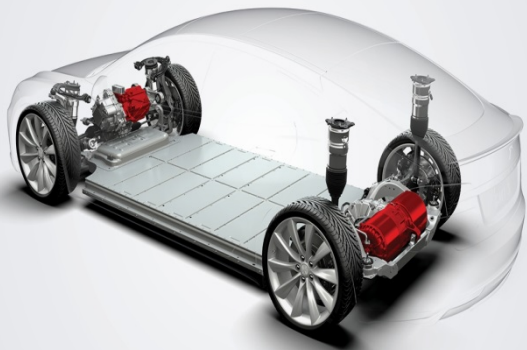
CHRYSLER



TESLA



Tesla is Fundamentally Different



Technology



Stores



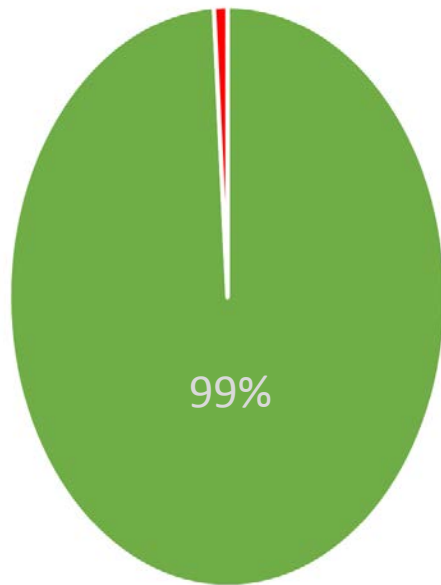
Service

The World Without Tesla

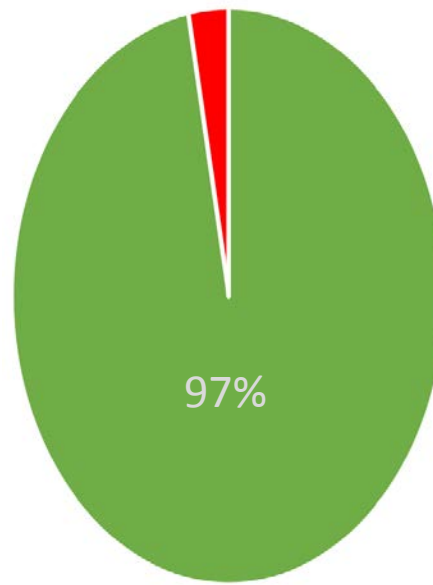
- No Local Sales & Service
- Inconvenience
- No Vehicle Financing
- Limited Choices
- Higher Prices
- Stifling Technology & Innovation



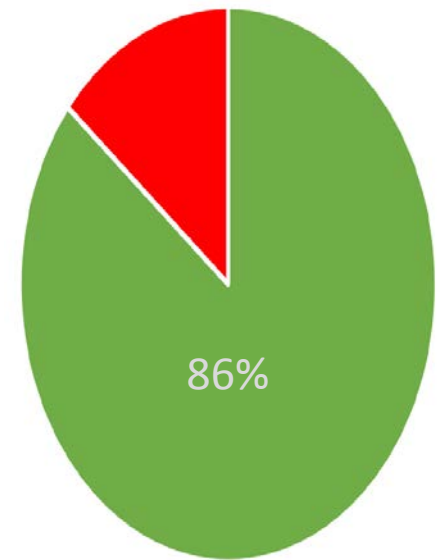
Consumers Want Direct Sales



Los Angeles Times

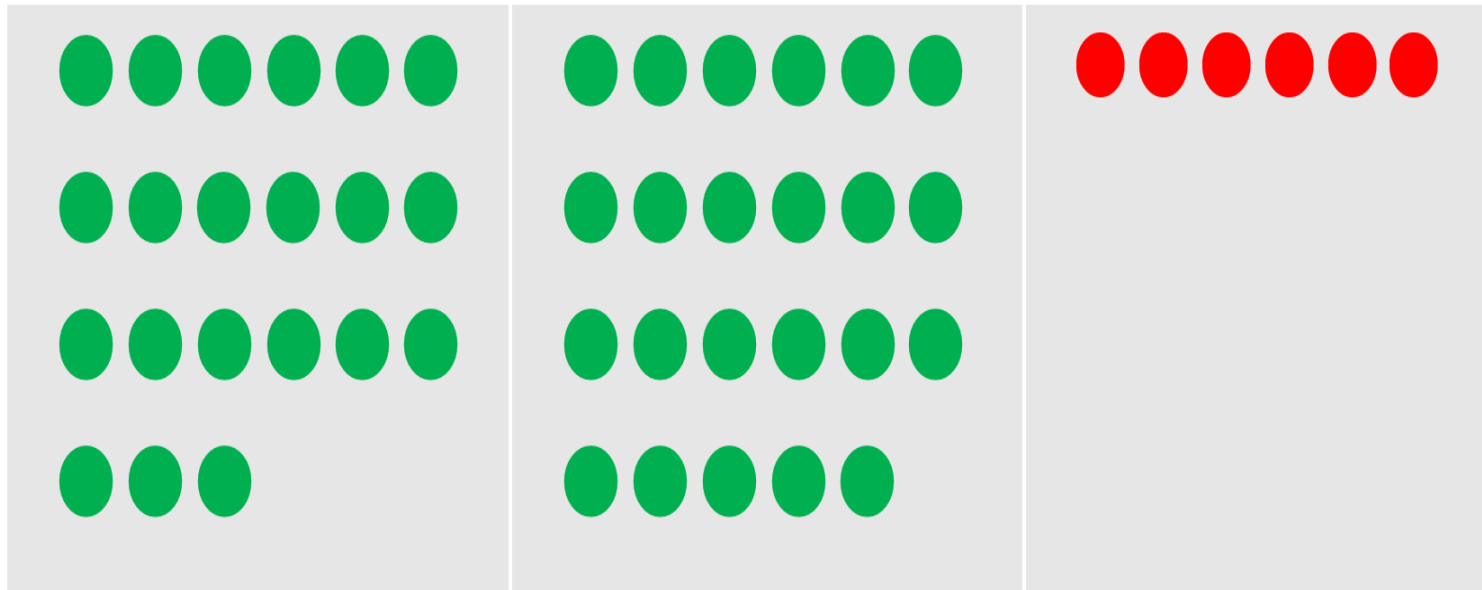


Triangle Business Journal



Austin Business Journal

State Laws – Direct Distribution



States with Tesla Stores

Other Permissive States

States Not Allowing Tesla

Rest of World



Opposition is Purely Competitive

- Franchised Dealers
- General Motors



General Motors

“Unlike some EV customers, Bolt EV customers never have to worry about driving to another state to buy, service or support their vehicles.”

– Mary Barra @ CES

Supporters of Direct Sales

- Consumers
- Economists
- Legal Experts
- Academics
- Policy Think Tanks
- FTC

Sign-on Statement to State Government Leaders About the Anti-Consumer Effects of Laws Prohibiting Direct Distribution of Automobiles

We, the signatories of this letter, represent a broad range of public interest

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March 26, 2014

Governor
Office of t
PO Box 00
Trenton, N

Dear Gove

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Office of Policy Planning
Bureau of Competition
Bureau of Economics

UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

May 15, 2014

Rep. Michael J. Colona
Missouri House of Representatives
State Capitol
201 West Capitol Avenue
Jefferson City, MO 65101-6806

Conclusions



Consumer Protection

Competition/Free Market

Innovation