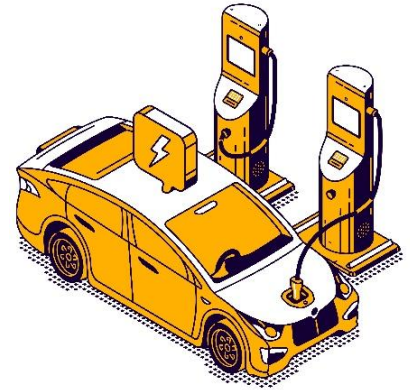


## Business Study: Tesla



### Warm up:

- Do you think electric vehicles (EVs) will completely replace petrol vehicles in the future? Why or why not?
- Have you ever driven or been a passenger in an EV? What was it like?
- Do you think the EV market is more about branding or technology? Why?
- What do you know about Tesla as a company, and what do you think about it?
- How many of Tesla's competitors can you name? What do you know about them?
- What do you know about Elon Musk? Does he affect how you see Tesla?



1. With a partner, come up with as many pros and cons as you can for electric vehicles.

Pros	Cons
<p><i>E.g. - Better for the environment</i>  <i>-Quieter</i></p>	<p><i>- Can't drive far before needing to be recharged</i>  <i>Sounds less satisfying than a regular car.</i></p>



2. Now present your ideas to the class.

 3. Read the text and choose the correct word from the options below for each gap.

Tesla has been facing significant challenges in the European market this year. Sales have *dropped* (a) sharply, and many industry analysts have noticed that the company has been losing *market share* (b) to competitors like BYD and VW.

Tesla's sales have been falling for several months, *despite* (c) overall demand for electric vehicles rising. Many customers are avoiding the brand *due to* (d) the controversies surrounding Elon Musk and his connections to Donald Trump. However, although this is certainly the most publicized problem Tesla has been facing, it is far from its only issue. Tesla has had more than 1 million cars recalled in China due to safety concerns, and is being *sued* (e) in the United States regarding misleading claims about its cars "self-driving" capabilities.

However, Tesla has been working hard to win back European *consumers* (f). The company has introduced the new Model Y Performance, and it has been promoting its Full Self-Driving system more aggressively. However, despite these efforts, Tesla has not managed to regain the strong market *position*(g) it once had.

In short, Tesla has experienced major *setbacks* (h) in Europe, and it has been working hard to change the trend, but so far, success has remained out of reach.

- |                   |                 |                     |                |
|-------------------|-----------------|---------------------|----------------|
| (a) 1. fared      | 2. dropped      | 3. jumped           | 4. delivered   |
| (b) 1. confidence | 2. market share | 3. headwinds        | 4. face        |
| (c) 1. despite    | 2. due to       | 3. in comparison to | 4. even though |
| (d) 1. despite    | 2. due to       | 3. in comparison to | 4. even though |
| (e) 1. downsized  | 2. streamlined  | 3. sued             | 4. clapped     |
| (f) 1. tariffs    | 2. milestones   | 3. consumers        | 4. strategies  |
| (g) 1. position   | 2. hold         | 3. management       | 4. investment  |
| (h) 1. delays     | 2. funds        | 3. coincidences     | 4. setbacks    |



What is your prediction for the future of Tesla? Do you think they will continue to be a market leader in electric vehicles?

### Present Perfect vs Present Perfect Progressive

Present perfect is used to talk about events that started in the past, and still continue in the present.

E.g. *Tesla has experienced major setbacks in Europe.*

Present perfect can also be used to talk about things that happened in the past, but still directly affect a current situation.

E.g. *Tesla has introduced the new Model Y Performance in an attempt to increase their sales.*

Present perfect progressive is more focused on the process than the results.

E.g. *Tesla has been working hard to change the trend.*

Present perfect is often focused on *how much*, and present perfect progressive is often focused on *how long*.

E.g. *Tesla's sales have been falling for several months (how long). Vs. Tesla has only sold 1600 cars in Europe this year (how much).*

Note: There are many situations in which both tenses are correct.

E.g. *Tesla has experienced major setbacks in Europe.* ✓

E.g. *Tesla has been experiencing major setbacks in Europe.* ✓



4. Read the sentences below and choose the correct tense. Three of the sentences can be put in either present perfect or present perfect progressive.

- Several start-ups *have entered* / *have been entering* the market this year.
- Our revenue *has grown* / *has been growing* by 8% since last year.
- We've negotiated* / *We've been negotiating* with suppliers for months.
- Some companies *have invested* / *have been investing* heavily in autonomous driving technology.
- The company *has broken* / *has been breaking* multiple contracts, so I don't think they're trustworthy.
- Researchers *have tested* / *have been testing* self-driving cars for years.
- Our competitors *have increased* / *have been increasing* their online presence recently.
- Regulators *have approved* / *have been approving* limited trials with self-driving taxis in some cities.
- Auto manufacturers *have collected* / *have been collecting* huge amounts of driving data.

### For vs Since

In either present perfect or present perfect progressive, *for* shows the duration (how long something has been happening).

E.g. *"Tesla has been testing self-driving cars for five years."*

*Since* shows the starting point (when the action began).

E.g. *"Tesla has been building Gigafactories since 2014."*



**5. Read the sentences and make one present perfect progressive sentence to say what the situation is, and how long it has been going on.**

a) The factory is producing electric cars. It started producing them in 2018.

E.g. *"The factory has been producing electric cars since 2018."*

b) The mechanics are repairing engines. They began this morning.

*The mechanics have been repairing engines since this morning.*

c) Tesla is selling cars in Europe. Sales began 17 years ago.

*Tesla has been selling cars in Europe for 17 years.*

d) They are waiting for new car deliveries. They requested a delivery 3 months ago.

*They've been waiting for new car deliveries for 3 months.*

e) The workers are assembling steering wheels. They started work at 7 a.m.

*The workers have been assembling steering wheels since 7am.*

f) Tesla is increasing production in Shanghai. They started this expansion in 2019.

*Tesla has been increasing production in Shanghai since 2019.*

g) BYD sells electric buses. It began selling them over a decade ago.


*BYD has been selling electric buses for more than a decade.*

h) Tesla is hiring more engineers. The company started recruiting last year.

*Tesla has been hiring engineers for a year.*

i) NIO is opening battery-swap stations. It started this project in 2018.

*NIH has been opening battery-swap stations since 2018.*

 **6. Pairwork: read through some of the current situations at Tesla and describe them to your partner in your own words. Try to use present perfect progressive and present perfect in your description.**

**Student A**

**Florida lawsuit**

In 2019 in a Tesla Model S on autopilot crashed into a parked car, killing the driver and severely injuring the passenger.

The driver's family sued Tesla, saying the company exaggerated and misrepresented how safe Autopilot was. Tesla claimed they didn't have any data from the Autopilot, which normally would be recorded, but a hacker dug through Tesla's files and found the 'missing' data, which became a key piece of evidence.

In August 2025, a jury found that Tesla was partly responsible for the accident. They said the driver carried most of the blame, but Tesla was still at fault. The jury awarded a massive \$243 million in damages, including \$200 million in punishment damages for attempting to hide the autopilot data.

Tesla is appealing the decision, saying the accident was solely the fault of the driver, and that no car in 2019 could have avoided the crash anyway.

**Student B**

**Asking for a Raise**

Tesla has proposed an enormous compensation package for CEO Elon Musk that could make him the world's first trillionaire. The plan would grant Musk up to \$1 trillion in stock if he meets a series of performance targets. These include raising Tesla's market value from about \$1.1 trillion to \$8.5 trillion, delivering 20 million vehicles, putting one million robotaxis on the road, and producing one million humanoid robots.

However, the plan seems to have divided Tesla's shareholders. On one side, there are big institutional investors such as Vanguard and BlackRock who seem inclined to approve the proposal. Their reasoning is pretty simple: Musk is the face of Tesla, and without him, the company could lose its edge in electric cars, but also in emerging technologies such as AI. However, many large individual investors are warning that the deal is far too generous and concentrates too much power in Musk's hands. Some smaller investors are echoing that, calling it "irresponsible" and arguing that money should be used to fund R&D or expansion rather than one person's pay.



7. You are going to watch a video about the history of Tesla which contains the words in the box. Use the words to complete the sentences below.

funeral	performance	economies of scale	on the verge of
appealing	recall	anxiety	naïve

- Young children can experience *anxiety* when separated from their parents.
- He called himself an optimist, but others called him *naïve*.
- You are supposed to wear black to a *funeral*.
- The company was *on the verge of* bankruptcy before he took over.
- Most consumers don't find loud cars *appealing* at all.
- Large supermarket chains can usually afford to have cheaper prices because of *economies of scale*.
- The company did a complete *recall* after discovering most of their cars had faulty brakes.
- It's a high *performance* car that can accelerate from 0-100 km/h in four seconds.



8. Watch 'The History of Tesla in 5 Minutes'<sup>1</sup> and answer the questions.

- Why did General Motors decide to discontinue the EV1?  
*They thought there was not enough demand*
- What did the founders of Tesla do before they started Tesla?  
*They had an ebook business*
- What was Tesla's prediction for lithium-ion batteries?  
*They thought the technology would become cheaper and more powerful*
- Why was it a problem that the Roadster and the Elise had very little in common?  
*Because it made it more expensive to produce, and meant costs went up*
- What was the main aim of Tesla's "gigafactory"?  
*To reduce the cost of lithium-ion battery production, and ultimately make EVs cheaper than petrol vehicles.*
- How long did it take Tesla to pass Ford in market value?  
*7 years*
- This video was made in 2019. How do you think the public's perception of Tesla has changed since then?

<sup>1</sup> <https://www.youtube.com/watch?v=pQiT2U5E9tI>