

# Final Project

## Case of Study: Tesla's Corporate Image

**Instructions:** Read carefully the Case mentioned above "Tesla's Corporate Image"

### Case of study: Tesla's Corporate Image

Tesla is a well-known electric vehicle and clean energy company founded in 2003 by Elon Musk. The company's corporate image and identity have played a significant role in its success. Tesla has positioned itself as an environmentally conscious and innovative company that is leading the way towards a sustainable future.

One of the key factors contributing to Tesla's corporate image is its focus on sustainability. The company's electric vehicles produce zero emissions, and Tesla is committed to using sustainable materials and energy sources in its operations. Tesla has also invested in clean energy solutions like solar panels and battery storage systems, further emphasizing its commitment to sustainability.

Tesla's marketing and branding efforts also contribute to its corporate image. The company has cultivated a sleek and futuristic image, positioning itself as a leader in innovation and technology. Tesla's brand messaging emphasizes its commitment to sustainability and its vision for a better, cleaner future.

In addition, Tesla's CEO Elon Musk plays a significant role in the company's corporate image. Musk is a well-known figure in the tech and innovation world, and his personal brand has become closely associated with Tesla. Musk's social media presence and public statements often reflect Tesla's corporate values and messaging, further reinforcing the company's identity and image.

Overall, Tesla's corporate image has been instrumental in its success. The company's focus on sustainability, innovative branding, and association with Elon Musk has helped to position it as a leader in the clean energy and electric vehicle industries.

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**Instructions:** After you carefully read the Case mentioned above "Tesla's Corporate Image" answer the following questions, choosing the best answer according to the following questions:

1. In what year was Tesla founded?

- A. 2003
- B. 2008
- C. 2012

2. Who is the CEO of Tesla?

- A. Jeff Bezos
- B. Elon Musk
- C. Tim Cook

3. What is the name of Tesla's flagship electric car?

- A. Model X
- B. Model Y
- C. Model S

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4. In what year did Tesla go public?

A. 2010

B. 2012

C. 2014

5. What is the name of Tesla's semi-autonomous driving system?

A. Autopilot

B. Cruise Control

C. Lane Departure Warning