

UNIT 4

LEVEL 2

TECH COMPANIES



READING 1

SKILLS:

- Details
- Vocabulary in context

GETTING STARTED:

Do you know
who Elon Musk
is?

A BRIEF HISTORY OF TESLA MOTORS

Tesla, Inc. was **set up** in July 2003 by Martin Eberhard and Marc Tarpenning as Tesla Motors. The company's name is a tribute to the well-known inventor Nikola Tesla. Eberhard said he wanted to create a car manufacturer that is also a technology company, with its core technologies as the battery, the computer software, and the engine. In 2004, businessman Elon Musk came to the company and provided much of the initial capital to run it. From the beginning, Musk maintained that Tesla's strategic goal was to create affordable mass market electric vehicles. **Furthermore**, Tesla's objective was to start with a premium sports car and then move into more mainstream vehicles, including sedans and affordable compacts.

However, the timeline for these events was a bit off. The first phase began with the Tesla Roadster, a model they began planning in 2004. The prototype was officially revealed to the public in 2006, and then it was released in 2008. This car was slightly more expensive than it had been anticipated (\$6,700 in fact). It was sold for about four years and has not been manufactured since. The Roadster was the first all-electric car to use lithium-ion battery cells and the first all-electric car to travel more than 320 kilometers (200 mi) per charge.



The Model S was the next car to be produced. It was originally released in 2012. There are a few varieties in this car like the battery size, power, built-in equipment, and other features. In general, it was the first practical electric vehicle mass marketed, although at a high price. Current prices for a Model S start at \$70,000. In this model, Tesla experimented with technology like autopilot, supercharging, and others. The car has been improved via hardware changes in the factory, as well as software changes.

The Model X was built to satisfy the SUV market. It was developed based on the platform of the Model S and was released in 2015. The car also comes with Tesla's Autopilot driver assistance system. Model X is one of the safest SUVs ever. Built from the ground up as an electric vehicle, the body, chassis, and battery technology provide a very low probability of occupant injury. Model X has the most storage room of any SUV in its class, comfortable seating for up to seven adults and the capability to load up to 5,000 pounds. Falcon Wing doors, doors that open upwards, are equipped with sensors to monitor the proximity of surroundings and can open in even the tightest parking spaces.

The Model 3 is one of the latest creations of Tesla. The production, as usual, is a bit slower, however, it is one of the most successful cars made in the US. In fact, in February 2019, the Model 3 passed the Chevrolet Volt to become the all-time best-selling plug-in electric car in the U.S. Model 3 sales also surpassed the Nissan Leaf in early 2020 to become the world's all-time top selling plug-in electric car.

**Adapted from <https://www.whereisroadster.com/tesla/>*



Answer the following questions:

1. What is stated about Tesla in paragraph 1?
 - a. Elon Musk was one of the cofounders of the company.
 - b. It was initially established as an engineering business.
 - c. Tesla, Inc. was named after a famous person.
 - d. It started back in 2004.
2. The phrase **set up** in paragraph 1 is closest in meaning to
 - a. put
 - b. found
 - c. arrange
 - d. prepare
3. The word **furthermore** in paragraph 1 is closest in meaning to
 - a. additionally
 - b. because
 - c. thus
 - d. but
4. What is stated about the Tesla Roadster in paragraph 2?
 - a. It is still produced.
 - b. It was released in 2006.
 - c. It can travel 200 kilometers per charge.
 - d. It took longer to sell it to the public than it'd been planned.
5. What is stated about the Model S in paragraph 3?
 - a. The vehicle has a feature that allows it to drive itself.
 - b. It had some problems with its software and hardware.
 - c. It was massively produced and was inexpensive.
 - d. Model S was released before the Roadster.
6. What is stated about the Model X in paragraph 4?
 - a. It is smaller than the Model S.
 - b. It does not include the autopilot feature.
 - c. It is a very spacious car.
 - d. It's not a safe car in case of an accident.



7. What picture represents the Falcon Wing doors mentioned in paragraph 4?



**WHAT DO YOU
THINK?**

Which of the
cars described
above would you
buy if you could?

