

The Footprint of a *Tesla Killer*

Tesla Killer Footprints

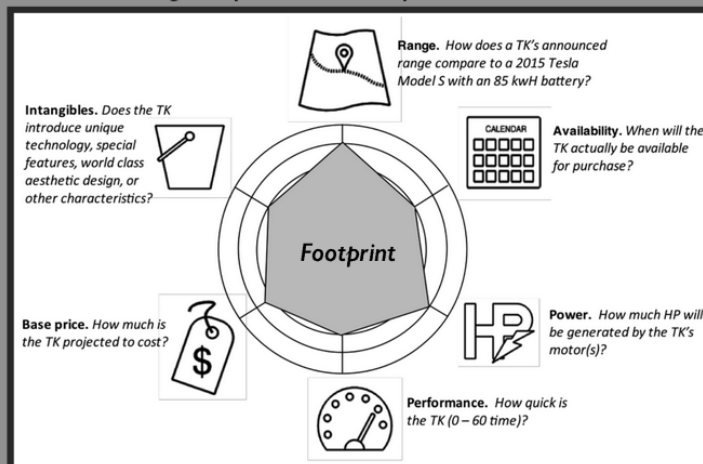
When the TK footprint in blue lies outside the Model S footprint in red, the TK has the edge, but when the TK boundary lies inside the red boundary, the Model S has the edge. A true Tesla Killer will fill up the red boundary with blue.

def. Tesla Killer (TK)
noun phrase

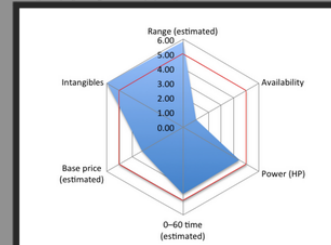
1. A battery electric vehicle (BEV) that exhibits range, availability, power, performance, base price, and other intangible characteristics that enable it to compete directly with the Tesla Model S or X.
2. A term used by the media to suggest that any announced BEV concept, no matter how nebulous its characteristics, will be a direct competitor for the Tesla Model S or X
3. An attempt by major automobile manufacturers to feign interest in BEVs.

A Generic Footprint

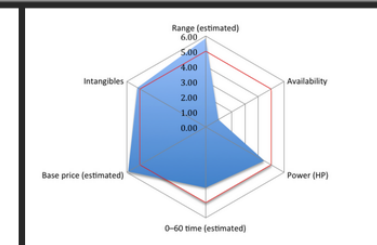
- Six characteristics of a TK are each represented on a separate axis, Each is normalized against the Model S.
- The resulting "footprint" can be compared to the Model S.



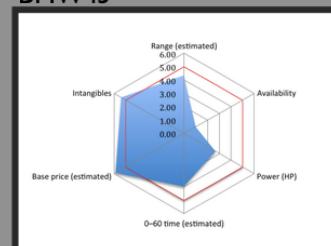
Porsche Mission E



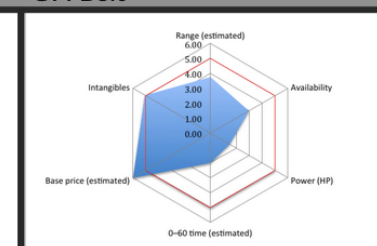
Audi eTron



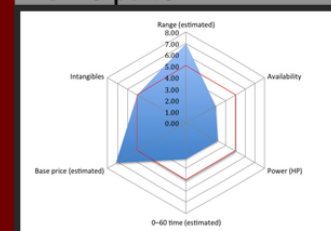
BMW i5



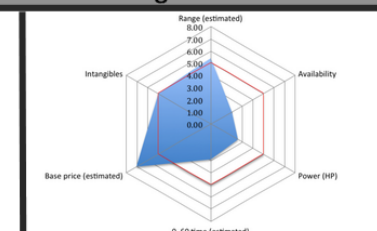
GM Bolt



Thunderpower



Youxia Ranger X



BEV Wildcards

A premium BEV TK may come out of left field. Companies to watch:



Apple



Faraday Future

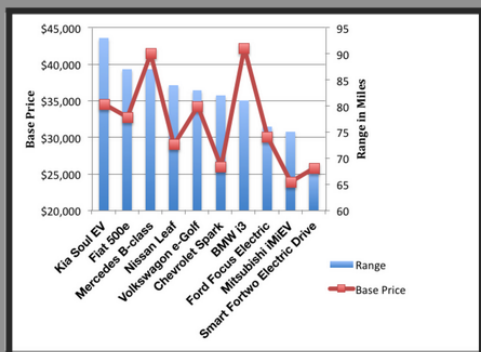
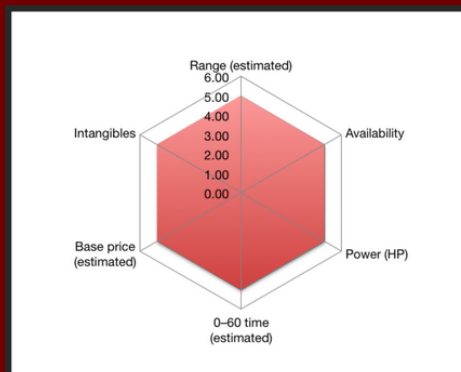


Clone Builders



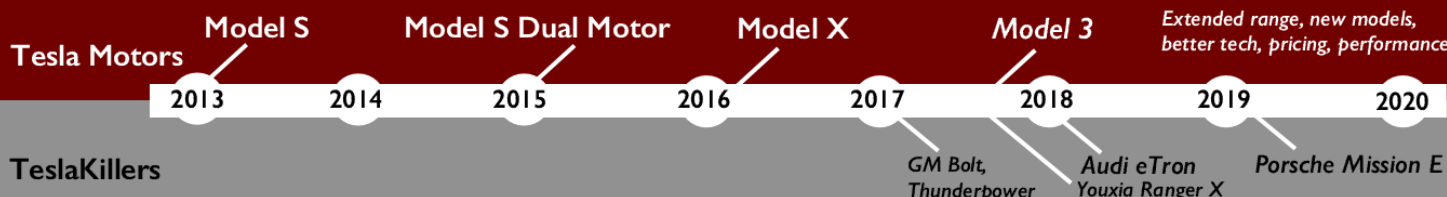
Google

The Tesla Model S Footprint



Tesla Killers? Porsche Mission E • Audi eTron • BMW i5 • GM Bolt • Thunderpower • Youxia Ranger X

Timeline



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