

Vanessa Cinel
Meghan Luft
Quentin Langlois Barbarin

TESLA

LOBBYING



THE COMPANY

- Created in 2003
- Nikola TESLA
- First quarter 2018 :
\$3.4 billion



ELON MUSK

- 48 years old
- Born in South Africa
- CEO of TESLA and SpaceX
- Founder of Paypal, SpaceX

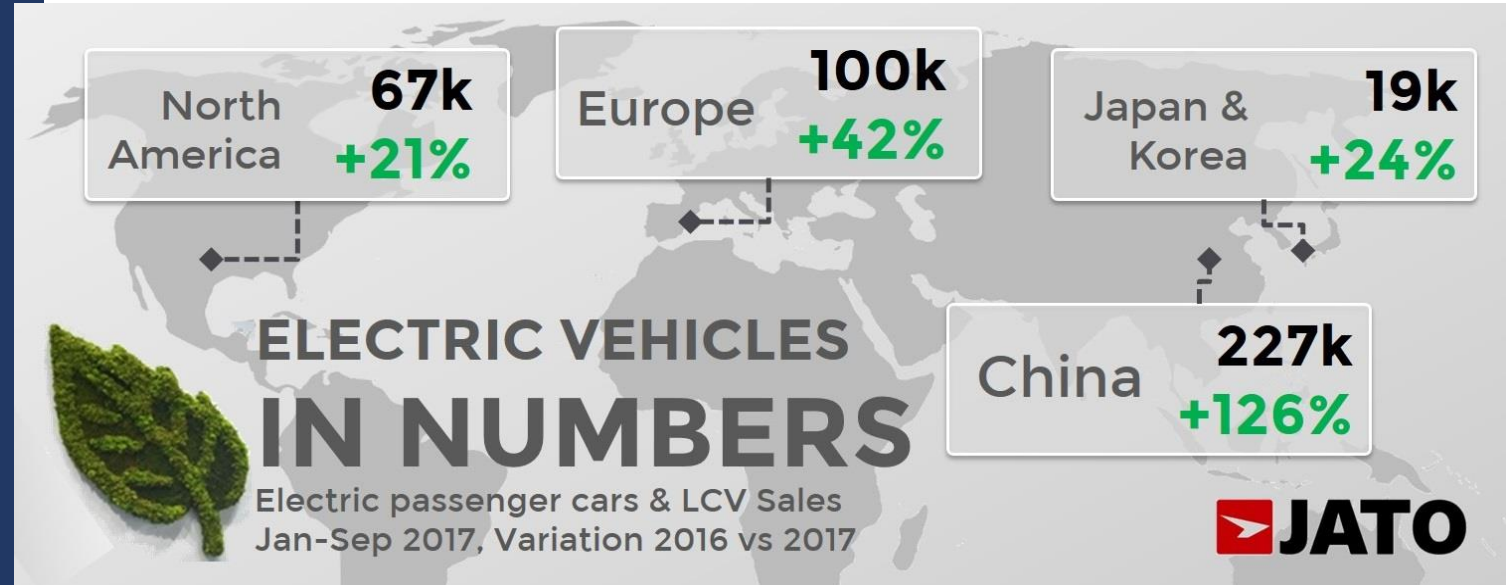
The SpaceX logo, featuring the word 'SPACEX' in a white, bold, sans-serif font, with a stylized grey 'X' that incorporates a swoosh.

PRODUCTS



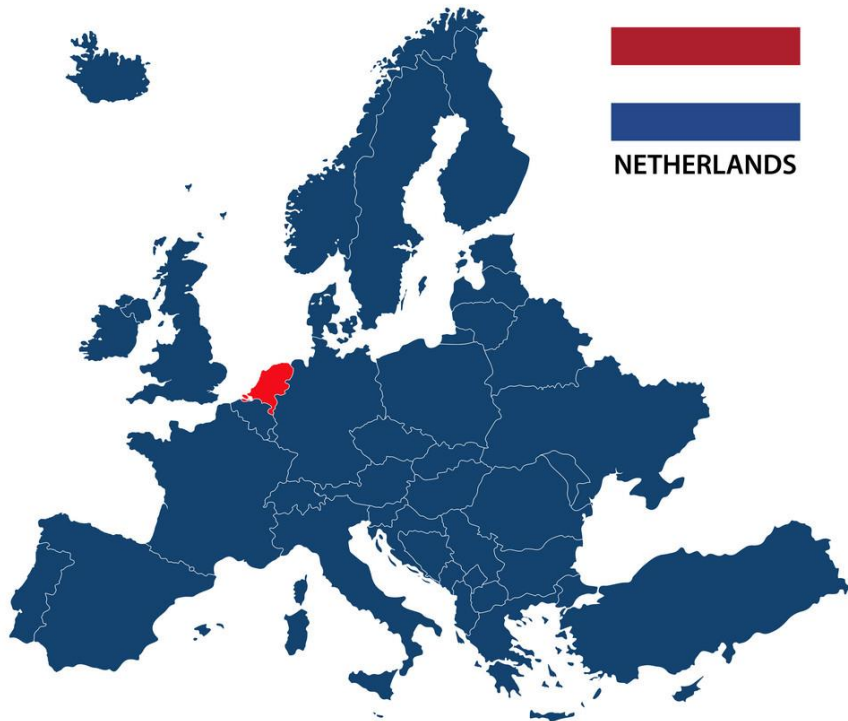
WORLD MARKETS

- 8% in the luxurious cars market
- The model 3 is the most important sell of electric cars
- Reference in electric innovation
- Free patterns



Tesla annual net income for 2018 was **\$-0.976B**, a **50.23% decline** from 2017.

TESLA IN THE EU MARKET



Tesla operates an assembly facility in Tilburg, the Netherlands, and Tesla Grohmann Automation in Prüm, Germany.



Tesla's European Headquarter is located in Amsterdam, Netherlands.



They have around 5,000 employees across Europe and over 100 sales and service centres.

TESLA IN THE EU MARKET – BREAKDOWN



Tesla started its European Model S sales in 2013, when it opened a factory in The Netherlands



Selling over 16.000 cars in Europe in 2017, it was the third best-selling EV in the continent



With Norway and The Netherlands leading in stimulating green transportation, Tesla's sales in Europe took off first in these two countries



The two countries have taken over 80% of Model S sales



In Norway, all-electric cars are exempt from all non-recurring vehicle fees, 25% VAT on purchases, exempt from the annual road tax, all public parking fees, and toll payments and can use bus lanes until 2018 or until the 50.000 EV target is achieved



In House Lobbying



Lobbying via Association



Lobbying via Consulting
Companies

TYPES OF LOBBYING

Person in charge of EU relations

Mr Jos Dings

Senior Manager Government Affairs, EU and
Netherlands

Associations/Consultancy Companies EU:

- Cambre
- Dröge & van Drimmelen

Lobbyists with EP accreditation

- Mr Jos Dings
- Mr Marc van Impe
- Marcus MUELLER
- Mr Mark Reijerkerk
- Mr Odd Even BUSTNES

LOBBYING BREAKDOWN: EU

LOBBYISTS WITH EP ACCREDITATION:

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Membership and affiliation

Member organisations:

Membership of any
associations/ (con)federations/networks or
other bodies:

www.solarpowereurope.org
www.smartenergydemand.eu
www.rechargebatteries.org
www.platformelectromobility.eu


LOBBYING BREAKDOWN: USA

Lobbyists representing Tesla Motors, 2018:

Year: 2018

Total number of lobbyists: 17

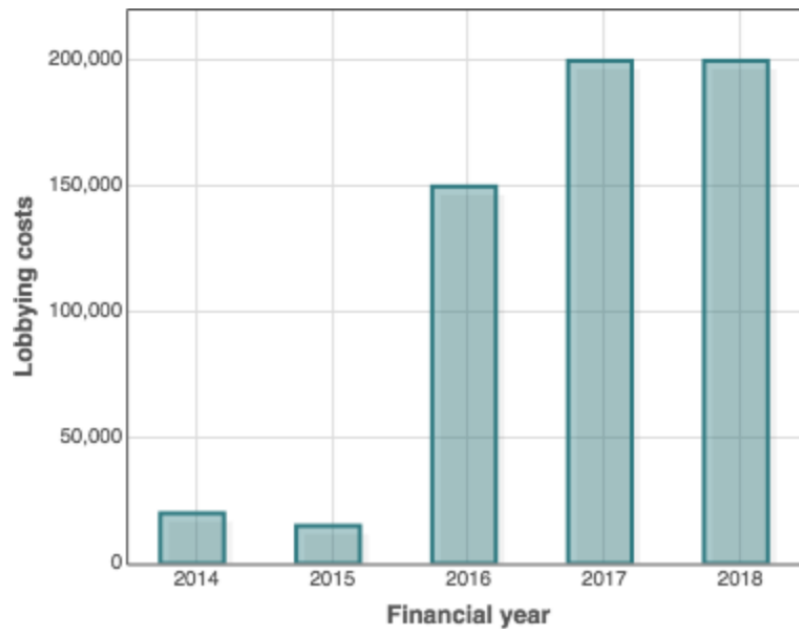
Total number of revolvers: 12 (70.6%)

 Revolving Door profile  Former Congressman

Lobbying Firm Hired	Amount	Subsidiary (Lobbied For)	Lobbyist
Burton Strategy Group	\$15,000	Tesla Motors	Burton, Jeff 
Holland & Knight	\$130,000	Tesla Motors	Dunham, Ben  Karakitsos, Dimitri  Mason, Scott D  Reynolds, Tom  
Tesla Motors	\$890,000	Tesla Motors	Hennessey, Scott Kintz, Brooke Frankenfield Nazar, Hasan Veitch, Alexandra Norris
Tia Ginsberg & Assoc	\$120,000	Tesla Motors	Ginsberg, Matt Pike, Madeleine  Tai, Jason 
West Front Strategies	\$200,000	Tesla Motors	Brown, Cindy S  Davis, Ashley E  Mcdaniel, Malloy  Remington, Kristi  Stein, Shimon 

LOBBYING BUDGET ESTIMATE

LOBBYING COSTS OVER THE YEARS:



- In 2018 Tesla spent approximately 200,000 € lobbying in the EU.
- Tesla also pays:
 - Cambre: 100,000 € - 199,999 € for lobbying
 - Dröge & van Drimmelen: < 9,999 € for lobbying

To encourage the use of sustainable energy within the automotive industry

- want to be a catalyst for larger and broader investments in sustainable energy options
- place stronger environmental regulation on gasoline fueled cars

To increase the availability of recharging infrastructure to create a no-compromise environmentally friendly experience

- The creation of “Supercharger Network” which enables customers to travel across Europe using the company’s vehicles

To promote vehicle safety

- all-round passive safety (crashworthiness)
- cutting-edge active safety features including vehicle cameras, ultrasonic sensors and radar
- use of this technology to create vehicle developments such as the self-driving feature

To expand the company’s workforce into the EU

- The company currently operates an assembly facility in Tilburg, the Netherlands, and Tesla Grohmann Automation in Prüm, Germany, develops technologies for advanced manufacturing processes
- Is also currently looking to expand and create a european production facility

LOBBYING OBJECTIVE

MEETINGS?

- 07 Dec 2018 - Kaius Kristian Hedberg - sustainable transport/energy, automated driving, batteries (DG Internal Market)
- 23 Nov 2018 - Director-General Dominique Ristori - trends and potential of e-mobility and the key role of batteries and storage technologies (DG Energy)
- 15 Dec 2017 - Silvia Bartolini - Trucks (DG Climate & Energy)
- 15 Dec 2017 - Ivo Schmidt - mobility policy, trucks (DG Energy Union)
- 03 Nov 2017 - Kaius Kristian Hedberg - Future of automotive industry (DG Internal Market)
- 13 Jul 2017 - Silvia Bartolini - Electrification of transport California experience (DG Climate & Energy)
- 13 Jul 2017 - Christian Linder - Electromobility in the U.S. and the E.U. (DG Energy Union)
- 03 Jul 2017 - Silvia Bartolini - Alternative Fuels Hydrogen Structure, Post-2020, cars/vans (DG Climate & Energy)
- 03 Jul 2017 - Christian Linder - Mobility package (DG Energy Union)
- 03 Jul 2017 - Vice-President Jyrki Katainen - e-mobility (DG Jobs & Growth)
- 03 Jul 2017 - Vice-President Maroš Šefčovič - Mobility package (DG Energy Union)
- 03 Jul 2017 - Grzegorz Radziejewski - e-mobility (DG Jobs & Growth)
- 27 Apr 2017 - Christian Linder - Road tolling (DG Energy Union)
- 07 Apr 2017 - Silvia Bartolini - Electromobility platform (DG Climate & Energy)

SUCCESS?

21 Jan. 2019

On January 21, 2019 Tesla received the okay to sell Tesla 3 in the EU from Dutch regulator RDW, who is the national vehicle and driving licence registration authority for the EU

- At the same time 14,000 Model S Tesla vehicles were recalled in Japan due to airbag malfunctions
- Although the two cars are different some consider the Tesla 3 “a baby version of the Model S”
- RDW also lobbied the European Commission spending 230,000,000 €

In December 2018 EU negotiators fixed an interim CO2-cut target for cars and vans of 15 percent by 2025 and 37.5 percent by 2030.

- Push for this came heavily from the Brussels-based green lobbying group Transport & Environment a research, debate and campaign organization that Tesla supports

2025

REFERENCES

- <http://carsalesbase.com/european-car-sales-data/tesla/>
- <https://www.opensecrets.org/lobby/clientlbs.php?id=D000057516&year=2018>
- <http://ec.europa.eu/transparencyregister/public/homePage.do?locale=en#en>
- <https://www.lobbyfacts.eu/reports/expenditure/companies>
- <https://corporateeurope.org/en>
- <https://novascotia.ca/sns/lobbyist/help/definit.htm>
- <https://www.tesla.com/>



THANK YOU