**Why Tesla Is More Than Just a Car Company**

**Changing technology, innovation**

Description: Elon Musk’s most famous creation, Tesla, is fast becoming a household name. Most of us have seen one, many of us aspire to own one, and some of us even drive one. The video talks about Tesla’s roadgoing cars, the Model 3, Model S, Model Y and Model X, not forgetting the Roadster and Cybertruck. This video explores what it is to own a Tesla, and why the company is about more than just selling cars.

*Use with*:<https://www.youtube.com/watch?v=2m8PhQ8IF8k>

1. What is Tesla and what types of products does it make?
2. Explain the significance of an app store for Tesla.
3. In your opinion, is Tesla just a car company?
4. How are Tesla’s solar roof panels and tile systems different from other solar roof products?
5. How could a gig market model make Tesla’s more affordable to car buyers?
6. Has innovation paid off for Tesla?