



Report from Tesla Owners UK President - Will Fealey

Date: 24th Feb 2020

A quick recap

When I was given the reins to look after Tesla Owners UK from the founder we primarily were a basic website, a few social media accounts and a small but very active Facebook group.

Over the years I've focused the majority of my energy and enthusiasm on making this community a useful and valuable resource for all whilst encouraging it to grow in line with the mission statement of helping to advance Tesla's mission to accelerate the world's transition to sustainable energy whilst also pushing Tesla to improve, change and react to our needs by empowering our members through active discussions, problem-solving and social events.

From the beginning, I didn't agonise over the minutiae of the constitutional foundations of forming a car club which was one of my failings, however, since then the interim officers and I have completed this task of formalising the club properly from the ground up with detailed rules and articles now in place, and a set of independently reviewed accounts up to the end of 2019.

Review of the last two years

The two most visible aspects of the club's activities are the website and the Facebook group. Over the last year membership of the main Facebook group has grown from 4,200 to over 6,500 people, and we've gained new features in the group like the Mentorship Programme, Post Topic Tags (just in the last week) and Learning Posts, all of which we hope will help members to get the most out of the group as the quantity of content shared inevitably continues to rise. In the last 12 months there have been over half a million posts and comments, and nearly 700,000 reactions! I am extremely grateful to the group's moderators who do a huge amount of largely thankless work behind the scenes.

We've continued to grow the website to the point now where some key parts have become a worldwide important resource for all owners, not just those in the UK. The website has gathered over 800,000 page views in the last 2 years from over 310,000 unique users.

In the period we saw a steady continual growth of supporters signing up which goes to show owners are keen to receive the benefits we've built into membership and owners are keen to support our work which is encouraging to see. We've also seen a growing number of

supplier supporters which is encouraging although there is a lot more scope for further future partnerships.

Donation wise we donated the price of 2 full-priced RadioFlyer Toy cars to the children's hospital/hospice appeal, a further £200 was donated to MIND the mental health charity after one of our members sadly took their own life and I stated we would run an event in aid of MIND at some point in the future (this is now to be Fully Charged Live 2020). We also sponsored a float (3 Tesla cars) in the Birmingham Pride event at a cost of £500 to celebrate Tesla being awarded a top score in the Human Rights Campaign (HRC) Foundation's Corporate Equality Index (CEI).

Our partnership with The Christian Blandford Fund and the toy RadioFlyer Tesla appeal has been superb. I'd like to thank every single person that has helped with this project but in particular Deryn Harvey for her simply amazing work on this, she's spoken with every single hospital and hospice to match cars to facilities and then arranged Tesla owners from across the country to collect, build and deliver the cars. To date we have delivered over 170 toy Teslas and in the coming weeks will start the delivery of a further 150 including 15 to other countries in Europe. For those unaware we've raised over £60,000 for this campaign to date including two donations from Elon Musk personally and we secured extremely favourable discounts from RadioFlyer as well thanks to Elon's help.

Whilst we've rolled out a network of CHAdeMO connectors and EU Charge Cable Sets for 'at cost' rental and the uptake has been OK (26 rentals of CHAdeMO and 18 of EU cables, generating a total of £1,092). The total number of rentals has been disappointing even after we've improved/increased their locations and updated the cable sets for use with the latest Universal Mobile Connector, further improvements in the next period is urgently needed to increase the awareness of this scheme, the removal of delivery options and the arrival of the CCS adapter may have also had a part to play in this, however CHAdeMO still currently remains the most prevalent rapid charging solution in the UK.

The one area I'm sad to have inadvertently allowed to deteriorate in its offerings is the local, regional and nationwide events for all owners across the UK. The club simply hasn't supported those running these smaller (but often superb) events enough and whilst we have had some great large scale events like Fully Charged Live and Silverstone Classic the more regional events or unique events have fallen by the wayside, or survived only because of the superb organisers involved spending countless hours organising without our help.

We have struggled to roll out a strong regional chapter offering for all members across the UK, however, I'd like to thank those leaders that have helped with this to date.

We started the process of creating a digital membership card for members, so instead of having to prove ownership by showing keys/lanyards/emails alongside printed vouchers (e.g. for VIP access at Bicester Village) supporters can show their digital membership card on their phone instead (e.g. within a wallet/passbook), this could also potentially be used for event check-in etc. Sadly due to other commitments and my lack of knowledge in this area we've not completed this which is extremely frustrating and completely my fault. I'd like to

thank and apologise to the owner/volunteer that helped on this project but was left without my full attention due to other commitments.

We developed an SMS text service for CanICharge.com but this hasn't completed, in this time other similar services have been launched with mixed success. Again I'd like to thank the web developer volunteers for this and hope the new web manager will help complete this.

In these two years I've been trying to streamline the production, sorting and packing of welcome packs. We've investigated various options to speed up this process including buying a dedicated printer so name badges can be distributed in the same week of ordering etc but whilst the plastic name badges are best for longevity we're still yet to find a suitable faster printing method for them. Currently this process is extremely labour intensive but also involves lots of personal data of our members so I've been reluctant to simply invite a large group of volunteers to come and help sort and pack the welcome packs which has resulted in large delays because I've personally packaged every one!

Our relationship with Tesla has remained strong throughout this period and in many ways has flourished. Although it's clear they take on a large chunk of our feedback it has been extremely frustrating at times especially in regard to major concerns including but not limited to the often lack of consistent and reliable communication to all owners, end of quarter bullshit, ChargeGate/Batterygate, eMMC chip failures, knowledge/training of staff, lack of middle management empowerment, security of the fleet, logistics with service/repair/parts and frustrating service failings (e.g. app service bookings not working for some). Tesla UK are generally great at responding to all forms of feedback and our quarterly meetings often lead to changes/satisfactory outcomes for all. The US team I deal with on a weekly basis are incredible at providing advice/feedback and passing on our urgent messages to the correct teams, however, at times pressure has sadly had to be placed higher up including where I've spoken directly with the EU Escalation Team, VP of EMEA, EU charging director, Senior VP of Powertrain & Energy, Chief Designer and Elon Musk himself.

When the interim officers were elected we hoped it would take no more than 6 months to get the formal side of the club set up. In fact it's taken a lot longer. During this period we have deliberately chosen not to spend large sums of the club's money, but instead to wait until a full elected committee and membership can make those decisions. This has meant that the club has built up healthy reserves which can now be put to use to better support our members and the wider EV and sustainable energy community.

My outlook on the next year

On 29th Feb 2020, we will have the final piece of the puzzle in place, the fully elected committee with defined roles and responsibilities taking on a large chunk of the workload which will ensure no part of the club gets left behind, something that over the past 2 years has sadly happened in several areas.

To solve part of this, a re-evaluation of all regional chapters will take place, ensuring the right people are leading these areas for the right reasons and that we get at minimum of 6 events per year per region and with some larger regions (e.g. 5 counties) split into 2 or 3 smaller and more local areas.

I'll be working with the new Events Coordinator to ensure we have a greater selection of events for all owners across the UK, that we better support regional leaders and other event organisers with the events they wish to run. That we're inclusive of all owners in the UK including those that aren't on social media.

To date we've not carbon offset any of the club's activities, other than some shipping via UPS. In the next period the sustainability and charity VP should ensure all previous years are properly carbon offset at the very least. I've previously approached some UK supercharger landowners alongside Tesla to request approval for planting trees nearby to these facilities (ensuring that roots couldn't interfere with the power), this could be a good match so all owners can see the direct impact we're making and could be a good opportunity to promote the club to others.

The membership VP and rest of the committee will solve the membership pack delays to ensure new members get their welcome packs far quicker than in 2019 and renewal gifts are sent out urgently to all, with new processes in place to ensure delays won't happen again.

The new web manager role will build upon the work we've done to date (alongside the existing superb web development volunteers) to help us provide better products and services to all owners and supporters of the club, alongside the Education & Community Outreach Coordinator we will expand our offerings to members, one part of this will be to focus on using the knowledge of the community to ensure the guides section of the website, mentorship programme and learning units becomes more of a Wiki document instead of 1 or 2 owners writing up the majority of the content. We will also roll out our school 'Show and Tell / Q&A sessions' across the UK. We will move to a new URL for the website.

Alongside the partnership and supplier lead and VP membership we will improve our offerings to supporters and members whilst also helping suppliers to get in front of the right owners at our future events.

We will continue to work with our EU and Global official club counterparts, many of which we speak with weekly to increase our knowledge, increase our offerings to owners and increase our strength as a club.

Tesla has shown us a new Tesla Owners Club forum area that they're working on which I'm told will have a dedicated area for Tesla Owners UK. It will also mimic some of what has made our community especially strong (e.g. it being for confirmed owners only) and there is scope for our moderator team to run this section. That said we may wish to roll out a new discussion platform this year that doesn't rely on anyone else's platform, especially given the concerns many owners have with Facebook. We also will continue to integrate and discuss how we will better work alongside Tesla to support them where appropriate.

We will continue to lobby Tesla for changes to policy, levels of service, improvements to build quality, what appears to be planned obsolescence on some components, a lack of consistent and preemptive communication, a lacking supercharger rollout and our continued concerns regarding all previously raised issues. Where required we will continue to escalate issues above the UK team, whether that's to the EMEA escalation team or higher.

The Executive Committee and I will evaluate and inline with the club rules decide the best course of action with regard to spending a portion of the healthy financial reserves we've built to date to better support our members/supporters and provide a more enjoyable experience for all, I'd like to investigate the funding (or co-funding) of the following items/services/events (subject to further investigations, pricing, available budget and approval of the Executive Committee):

- A selection of 3M x 3M Tesla Owners UK branded Pro Grade Gazebos for those regional chapters able to run at least 6 events per year.
- That we purchase and rollout longlasting signage to promote Tesla Owners UK to all non members.
- That we seek independent legal advice on some key concerns of our members.
- That we rent a motor racing track (e.g. Silverstone) to perform a once in a lifetime/newsworthy experience for our owners (e.g. Autopilot continual loop of cars around the circuit).
- That we put on one large scale event for all Tesla owners in the UK to gather (circa 300+ cars) - a location has been found for this.
- That we lay on at least one large scale social event for all supporters (e.g. a formal dinner with interesting speakers at a reduced cost per head or possibly with some key sponsors covering all/part of the costs).
- Purchase (ideally in bulk and at a discount) a selection of Tesla Hot Wheels cars to be provided to children as prizes for the Tesla Owners UK 'Show and Tell / Q&A Educational Outreach' scheme.

Finally I look forward to all owners from all walks of life continuing to treat each other with respect, continuing to bend over backwards to help one another and continuing to help Tesla Owners UK with the mission of advancing Tesla's mission to accelerate the world's transition to sustainable energy whilst also pushing Tesla to improve, change and react to our needs by empowering our members through active discussions, problem-solving and social events.

Regards,

Will Fealey

Tesla Owners UK President