



Tesla Owners UK 2022 President Report

2021 gave us a start towards some form of normality and I'd like to thank all of our volunteers (& their families) that have provided support at events, within the committee or elsewhere within the club this past year. We continue to set the gold standard across Tesla owners clubs globally and it's because of this superb team effort and shared mission. I'd also like to take the opportunity to pass on our thanks, best wishes and condolences to all Tesla owners and Tesla employees from our club and within Europe involved with providing humanitarian support for those unnecessarily suffering in or around Ukraine right now.

Memberships

In 2021/22, we've increased our membership on the website to now over 8,000 members with over 1,800 paid supporters (of which ~1400 are active) and we've worked hard to reach as many owners as possible across the UK with our social media platforms seeing a combined reach now of ~50,000 owners/enthusiasts (albeit some will be duplicates), this year I'd like to see us double this to continue to be inline with Tesla's superb UK growth and so we can continue to support at least 30% off owners in the UK.

Our Membership offerings as a club have continued to mature with [digital membership cards](#), an array of new events and even when some key offerings such as our mentorship scheme sadly ends other frankly incredible support such as our New Owner Orientation Events have flourished (with over 2,100 attendees to date).

Finances

We continue to have substantial financial reserves in the banks ~£130,000 (of which ~£12K is designated for website redevelopment) which will continue to keep us in safe territory as we carry on expanding our offerings to members this year and for the foreseeable future, whilst also providing funds for the employment of our first employee, who will relieve some key areas of the club which just aren't practical for the volunteer committee to be doing.

As per the financial report we've had to register for VAT but we will be automatically including VAT within our members yearly subscriptions without raising prices (therefore effectively reducing our membership fees by 20% from January 1st 2022). With VAT registration and increased invoicing we've agreed to pay for outsourced bookkeeping as well to reduce the burden on the Finance VP.

Our relationship with Tesla continues to be strong, with two way support continuing and although we've moved away from more formal meetings, we continue with often weekly calls, emails or in person

gatherings between various teams within Tesla and the TOUK Committee. Tesla has confirmed support for all of our upcoming events and will be running some new events with us as well including the Supercharger Team Q&A session.

Events & Regions

We've continued to rollout a selection of events (including our inaugural Annual Dinner, our largest ever event space at Fully Charged Live and several driver improvement days) and even though COVID-19 has limited several events it's been superb finally seeing so many members in person, however, we know we have lots more to do to ensure the whole of the United Kingdom is dotted with events, as some areas are sorely left behind.

Your support in your local region alongside our newly appointed Regional Chapter lead Hiedi would be most welcome, if you want to see more events locally to you please offer to run one (the club has provisions and funding ready to support). The upcoming [calendar](#) is looking great, for instance we're in the final planning stage of our largest ever event ([Supercharged 2022](#)) taking place on June 25th in Bicester, we will aim for at least 6 events in each region this year, at least 3 national large scale events and 3 road trip style events including hopefully a trip to Giga Berlin.

The website

Our website rebuild is getting closer to completion and this will improve various aspects of the website, improvements that will not only offer a superior experience to our members but also the committee/staff working behind the scenes, for instance, as I alluded to in the membership update, we now have ~400 paid supporters who need to update their subscriptions/billing information as they're expired.

Our school visits largely have been put on hold for the year but we've now created a new Educational Outreach Roll to accelerate this for 2022 onwards, if you've personally not done one of these events you need to, they're superb.

Our chosen charity of the year will continue to be [Bondh E Shams](#) in the continued memory of Nagib Hussain Ali (Naj), one of our longstanding members who as most of you will know is sadly not with us anymore. We've virtually met with the charity throughout the year and hope to have something exciting to share soon. This year we finally plan to launch our Tesla forest after much delay allowing our members to offset the carbon produced from the production and running of their vehicles.

Our mission continues to be to enhance the Tesla ownership experience and help the UK transition to sustainable energy, and I welcome your individual support in this new year to help us all continue with that goal, wherever you're best suited to help please stand forward and offer it.

Yours sincerely,



William Fealey

Tesla Owners UK President