

TESLA OWNERS UNITED KINGDOM

2023 PRESIDENT REPORT



A white Tesla Model S is shown from a front-three-quarter view. The car is parked in front of a building with large windows. A yellow badge on the front of the car reads 'TESLA OWNERS UNITED KINGDOM'. The text 'TESLA' is visible on the front of the car.

As the number of Tesla vehicles in the UK surpasses 140,000, our club has had to adapt to meet the needs of a growing and diverse community. We've kept our membership fees affordable, recruited new volunteers, expanded our event schedule, and improved our regional support. Despite our growth, our primary focus remains to **enhance the Tesla ownership experience and support the UK's shift towards sustainable energy.**

The dedication of our volunteer committee, regional chapter leads, moderators, members, paid supporters, families and volunteers to our mission in 2022 has been outstanding. A huge thank you to all of you who have contributed to making our club a welcoming and supportive community. As we enter the new year, I would greatly appreciate your personal support in furthering our mission. If you feel you can contribute in any way, please don't hesitate to step forward and offer your assistance.

We are only just beginning, and I will now provide details on both our 2022 work and some of the exciting news we have to share for 2023!

Memberships, Discussion Groups & Social

In 2022/23, we've increased our membership to over 11,000 members with over 2,250 paid supporters and we've grown our social media (including Facebook groups) to an estimated ~60,000 owners & enthusiasts. Our main two discussion groups remain extremely active with a total of 28,067 posts, 557,281 comments and 784,702 reactions in 2022 alone. Our Twitter reach hit a total of 8.1 million impressions for the last 12 months and we finished the year with ~4500 new followers, totalling just over 16,000 followers. Instagram, LinkedIn & Facebook reach hasn't been a priority for 2022 but all of these have also grown and we look forward to expanding these for 2023.



Events

With a growing membership base, we've loved expanding what our members class as an event, having our regional chapters taking on the more local events so we as a club can focus on larger events for all to hopefully attend has been vital, this saw our inaugural Supercharged event at Bicester launch which was a thrill, and it was loved by the majority of attendees and in 2023 we're going bigger and better! We've also continued our driver improvement days at Thruxton, new owner orientation events (now with over 3,500 attendees) and many many more events across the UK.

In 2023 we're thrilled to tell you here first that we're taking 45 UK Tesla owners to Gigafactory Berlin for an exclusive private tour, more details will follow but you will want to make sure your membership is active on the website for this one!

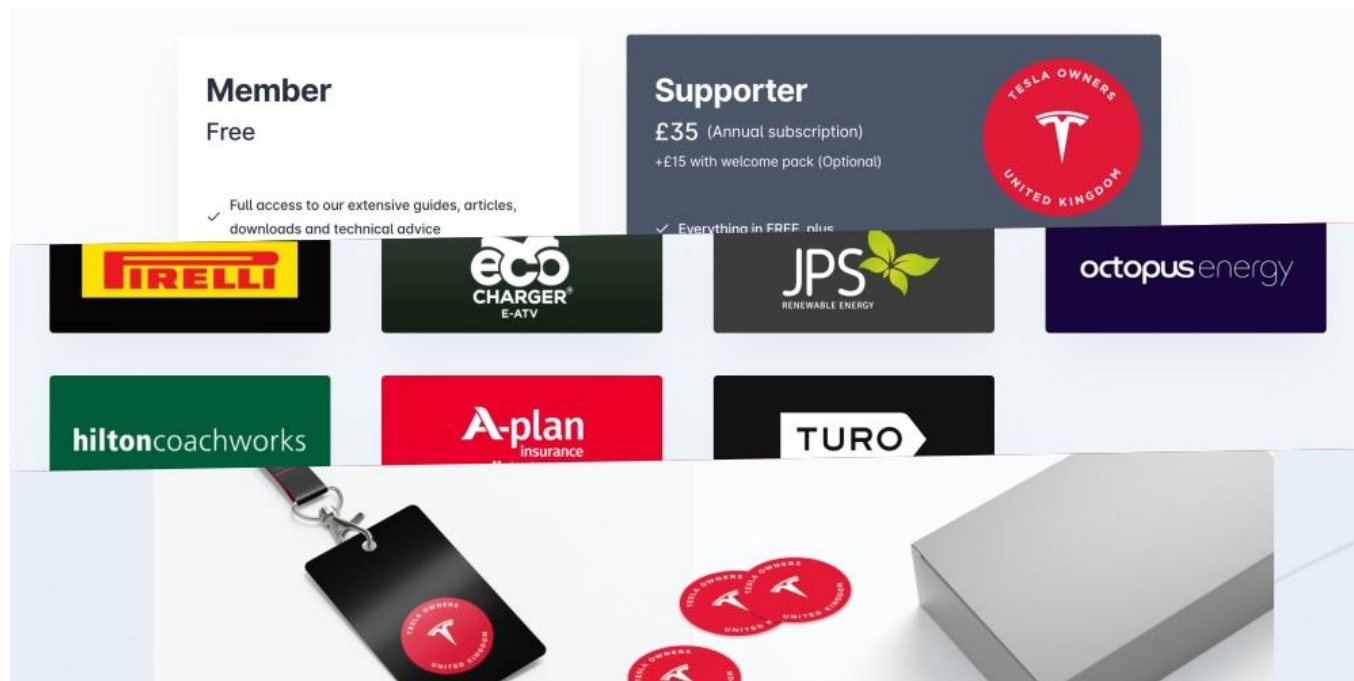


Regions

From rallies across the Welsh Countryside to guided tours of a service centre in Scotland, our regional chapters are built by awesome people who want to make a difference and we're most thankful to you all for your support, the club continues to offer blanket event insurance, Health & Safety documents, financial support (e.g. for buying food/drink at events etc) and we've invested in a new selection of regional chapter packs (including flags/signage and small marquees).

Our regional chapter lead has done a great job to date of improving our comms with all of our chapter leaders and supporting leaders with one on one discussions, support with events & video chat with the club president to highlight any regional issues. With all that said we're still keen to expand our regional offerings far more so if you share our

mission and want to do something rewarding and fun please make yourself known [in your region](#) or to our regional leader.



Website

We launched a new website which is quicker, more responsive and largely offers a superior experience throughout, whilst we have had a few teething issues we're on a good path to continue to grow and improve the site going forward. We've recently launched member ticketing from within the site offering a vastly superior experience to previous. We appreciate your patience with the site as we moved it over and continue to test and solve a few bugs. The future roadmap of the site includes the ability to be alerted to events automatically based on your postcode and a defined radius, ability to volunteer for events or educational visits, improved event ticketing and better areas for our regional chapters.

Finances

I'll pull out some of the key points but the Finance Report / Finance VP can provide more details, we've spent just under £18,000 on our new website development since starting, just under £9,000 on improving our offering to regional chapters, an ever increasing figure on our events and received just under £40,000 from our partners in 2022 alone. During the

start of 2023 year we've spent just under £3,000 on our first 'employee' (technically they're a freelance virtual assistant), they've helped us stay better organised, sped up contact with partners and suppliers whilst also taking on work that just isn't practical for our volunteer committee.

Due to our partner support, healthy financial reserves and plans for 2023 and beyond we're continuing to keep membership priced at just £35/year include VAT (no increase on last year) which when you factor in [all the available benefits](#) including various event entries for free or discounted it's fabulous value for money for our paid supporters.



Partners

We've continued to grow our partnership with both our Key Partners and other Partners, we'd like to thank them all for their support. For our members please take some time to [go and see what these partners are offering](#).

Our Educational Outreach

These visits are incredibly fun and rewarding and we've continued to roll them out across the UK, that said now more parents of the children attending these events have the cars themselves we've had to change

the shows slightly, thankfully Model X dance shows & 'Baby Shark' light shows still brings a smile to most faces but we're suffering from a lack of volunteers at times, our website improvements will hopefully change that as we assume the main problem is people aren't aware of these requests. We've found it difficult to fill this committee position as well so if anyone is interested please let us know.

Top Follower followed by 19.5M people



Tesla 

@Tesla **FOLLOWS YOU**

Electric vehicles, giant batteries & solar

Our relationship with Tesla

Two way support continues with meetings every few months with UK teams, along with quarterly calls with EMEA leadership. Tesla is keen to support our upcoming list of events and continue to showcase the club to owners which is great. We often see interactions from the various teams and social media accounts from Tesla that follow with us. Tesla continues to be most grateful to us for our support.

Charity

For the last couple of years on behalf of Nagib Hussain Ali (Naj) we've raised money for [Bondh e Shams](#), this has generated over £14,000 and is a tremendous memory to a much loved Tesla owner. For 2023 we will be

supporting 2 cancer charities (Pancreatic Cancer UK & Cancer Research UK), both of these organisations do tremendous work in an area that so many of our members are touched by and it's our honour to help them raise as much money as possible in 2023/24, I welcome your support to help us achieve this.

Our Sustainability

We continue to be Climate Positive, ensuring we take more carbon out of the world than we produce as a club.

Team Work & Mission

Our [mission](#) continues to be to enhance the Tesla ownership experience and help the UK transition to sustainable energy and like Tesla's mission it's so vitally important to everything we do, so as we begin the new year for the club, I would greatly appreciate your personal assistance in maintaining our mission, if you believe you can contribute in any way, please do not hesitate to come forward and offer that help #TeamWork

Yours sincerely,

William Fealey
Tesla Owners UK President

