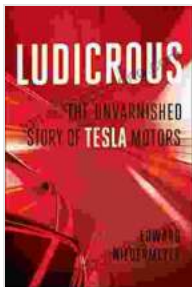


Ludicrous: The Unvarnished Story of Tesla Motors

In the annals of business history, few companies have captured the public imagination like Tesla Motors. Founded in 2003 by a group of Silicon Valley engineers, Tesla set out to build the first mass-market electric car. At the time, the idea seemed almost laughable. Electric cars were seen as impractical, expensive, and slow. But Tesla persevered, and in 2012, it released the Model S, a luxury sedan that could go from 0 to 60 mph in under three seconds. The Model S was a critical and commercial success, and it helped to change the way people thought about electric cars.



Ludicrous: The Unvarnished Story of Tesla Motors

by Edward Niedermeyer

★★★★☆ 4 out of 5

Language : English

File size : 2919 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting: Enabled

X-Ray : Enabled

Word Wise : Enabled

Print length : 320 pages

Hardcover : 256 pages

Item Weight : 1.45 pounds

Dimensions : 7.5 x 0.83 x 10.5 inches

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In the years since, Tesla has continued to push the boundaries of what is possible in the automotive industry. The company has released a range of

new models, including the Model 3, a more affordable sedan, and the Model X, a luxury SUV. Tesla has also developed a number of innovative technologies, such as Autopilot, a semi-autonomous driving system, and Ludicrous Mode, which allows the Model S and Model X to accelerate from 0 to 60 mph in under two seconds.

Tesla's success has not come without its challenges. The company has faced production delays, quality issues, and financial difficulties. But through it all, Tesla has remained committed to its mission of accelerating the world's transition to sustainable energy.

Ludicrous: The Unvarnished Story of Tesla Motors is the definitive inside story of this extraordinary company. Based on exclusive interviews with Tesla executives, employees, and investors, Ludicrous provides an inside-eye look at the company's rise to prominence. The book chronicles Tesla's early struggles, its breakthrough successes, and its ongoing challenges. Ludicrous is a must-read for anyone who is interested in the future of the automotive industry, innovation, or technology.

Praise for Ludicrous:

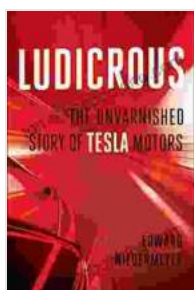
"Ludicrous is a fascinating and insightful look at one of the most important companies of our time. Ashlee Vance has done a masterful job of telling the story of Tesla Motors and its visionary founder, Elon Musk."—Walter Isaacson, author of Steve Jobs

"A must-read for anyone who wants to understand the future of the automotive industry."—The New York Times

"Ludicrous is a gripping tale of innovation, ambition, and the power of vision."—The Wall Street Journal

About the Author

Ashlee Vance is a technology journalist who has written for The New York Times, Bloomberg Businessweek, and The Economist. He is the author of the bestselling book *Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future*.



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