

To: Robert Norris

Subject Line: Tesla makes roads safer with self-driving technology



News Release

TESLA

For Immediate Release

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Tesla's Autopilot Feature Makes Roads Safer

INDIANAPOLIS -- As self-driving technology advances, Tesla's autopilot feature continues to promote safety on the road.

Tesla's newest cars, the Model S and Model X, have been outfitted with the latest self-driving technologies: they include eight cameras, 12 sensors, and a new radar system. This new technology aids the driver in creating a safer highway experience, but it does not mean that the car is capable of full autonomy.

There are six levels of autonomous vehicles. At the moment, Tesla's autopilot feature fulfills the functions of a level two self-driving car. This means that the car is capable to safely control speed and steering on the highway, but it still requires driver supervision. In fact, Tesla's autopilot feature encourages the driver to maintain control through audio and visual signals if they have not touched the steering wheel for a long period of time.

Thus, the autopilot feature on Tesla's vehicles is not meant to stand on its own, but it is a tool to help aid the driver. Lionel Roberts teaches at the Robot Institute of the University of Michigan. He agrees with many anti-autonomous vehicle sentiments and said that "Human drivers aren't safe" but he knows people "want self-driving cars to be safer."

Expert Bart Selman said that self-driving cars are a beneficial tool that promote driver safety. The professor of Computer Science at Cornell University praises the safety of autonomous vehicles.

"They look around the car 360 degrees. They're able to take in way more information than a human driver and they don't get distracted."

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Autonomous vehicles are projected to not only promote safety on the road but also stimulate the national and global economy.

Researchers at Intel and Strategy Analytics predict a \$7 trillion boost to the worldwide economy. Along with this, experts say that the rise of self-driving cars could increase the US economy by \$2 trillion in the next 30 years.

Overall, the self-driving market is valued at almost \$54 billion and is expected to increase 10 times over by the year 2026.

Elon Musk founded [Tesla Incorporated](#), an energy and automotive company, in 2003. The company has 45,000 employees and made a profit of \$139 million in the fourth quarter of 2018.

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