

To: Elon Musk , Tesla CEO

From: Matt Korn, Tesla Vice President of Communications

Date: April 29, 2013

Subject: Corporate Social Responsibility Proposal

Tesla Motors is a company that stands for progress. Our zero-emission vehicles are the new benchmark of environmental responsibility within the automotive industry.

While we are rooted in our environmental impact, I propose that we expand our philanthropic efforts to impact the world socially, as well as environmentally.

Our flagship vehicle, the Model S, is a luxury item that retails for \$62,000. We make a product for those who are financially secure, but we can also impact the lives of those who do not have the means to acquire one of life's basic necessities. To accomplish this, I propose that Tesla Motors embarks on a CSR campaign called the "Drive Pure Project."

Drive Pure Project

- Tesla could collaborate with The Water Project to contribute in their efforts to bring clean, drinkable water to Africa.
- Tesla could offer a premium package option that includes a donation to The Water Project to help fund the well infrastructure, clean water education, and water pump purchases.

The Drive Pure Package

- Model S buyers can select the \$1,000 "Pure Package" as one of their custom options.
- The package would include a unique blue-metallic paint called "Pure Aqua," Drive Pure earth logo badges, and a \$1,000 donation from Tesla to The Water Project.
- The "Pure Aqua" paint and earth logo badges will be exclusively available to customers who select the Pure Package, so they can display their contribution to others.

While the extra cost of the package is neutralized by the cost of the donation, in the long run, our newfound social philanthropy added to our stable reputation of environmental responsibility should increase future sales, as well as contribute to making the world a better place.

For more on The Water Project, please visit <http://thewaterproject.org/>