OPTIMIZED

TESLA

LOCALIZATION PROGRAM

FOR TESLA FSD

PRESENTE BY
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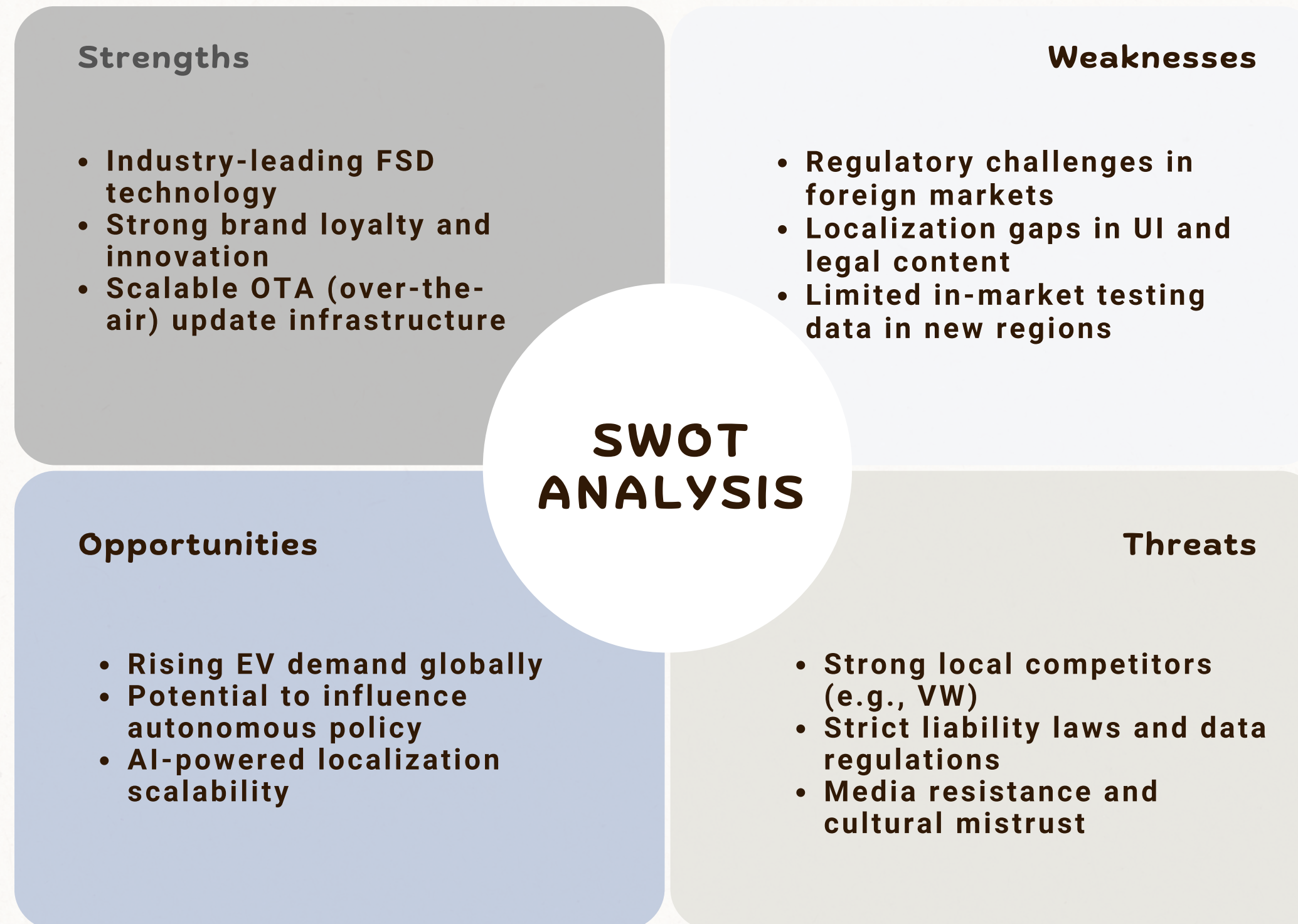
Agenda

01	Company Overview
02	Challenges and Opportunities
03	Market Analysis
04	Localization Strategy
05	GTM Strategy& Roadmap

Company Overview

- U.S.-based multinational company
- Specializes in:
  - Electric vehicles (EVs)
  - Clean energy solutions
  - Autonomous driving technology
- Develops key software like **Full Self-Driving (FSD)**
- Operates a global Supercharger network

- **Supports international growth through localization**
- Focus areas include:
  - In-car interfaces
  - Regulatory documentation
  - Customer support

Challenges and Opportunities

Strengths

- Industry-leading FSD technology
- Strong brand loyalty and innovation
- Scalable OTA (over-the-air) update infrastructure

Weaknesses

- Regulatory challenges in foreign markets
- Localization gaps in UI and legal content
- Limited in-market testing data in new regions

SWOT ANALYSIS

Opportunities

- Rising EV demand globally
- Potential to influence autonomous policy
- AI-powered localization scalability

Threats

- Strong local competitors (e.g., VW)
- Strict liability laws and data regulations
- Media resistance and cultural mistrust

Competitors

Market Analysis

Target Markets

- **Australia**
- **Germany**
- **U.K.**
- **France**

COUNTRY	TESLA SALES (ALL MODELS, PARTIAL YEAR JAN-MAY) 2024 ↓
United States	232,400
China	219,056
Australia	18,433
Germany	16,601
United Kingdom	16,272
France	15,679

Market Analysis

FSD Status by Country (2024)

🇦🇺 Australia
- FSD Beta available to select users
- Challenges: RHD, local road laws, regulatory delays
- Features: Basic FSD (lane-keeping, cruise control)

🇩🇪 Germany
- Limited FSD due to EU restrictions
- Challenges: GDPR, UN-ECE compliance
- Features: Basic Autopilot only

🇫🇷 France
- Partial FSD in testing phase
- Challenges: EU laws, liability concerns
- Features: Autopilot active, full FSD pending approval

🇬🇧 United Kingdom
- No full FSD yet
- Challenges: Left-hand traffic, complex urban layouts
- Features: Enhanced Autopilot (no full autonomy)

Goal

Localize FSD software and supporting content for Australia, Germany, U.K., and France by Q4Y2 to enable successful market entry, ensuring compliance with local regulations, adaptation to regional driving behaviors, and successful completion of in-market usability testing with native users.

Key Areas of Localization for FSD

Marketing & UI
- Websites, ads, brochures
- In-car interfaces, voice commands
- SEO, video & multimedia

📒 **Legal & Compliance**
- Terms, privacy policies, disclaimers
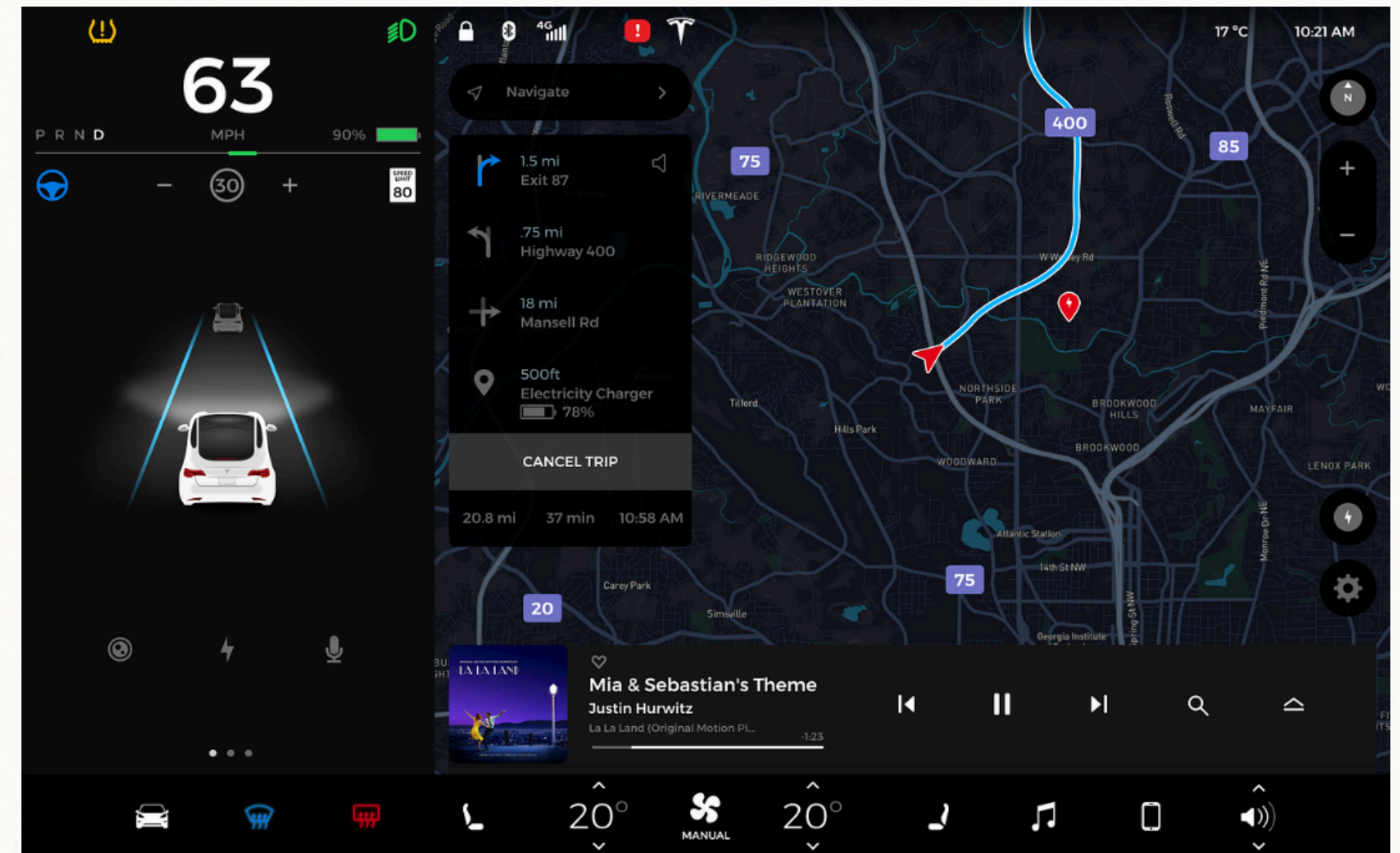- Region-specific regulatory content, email templates

💬 **Customer Support**
- FAQs, manuals, tutorials
- Chatbot scripts, safety warnings

🚗 **Training & Safety**
- Driver training materials
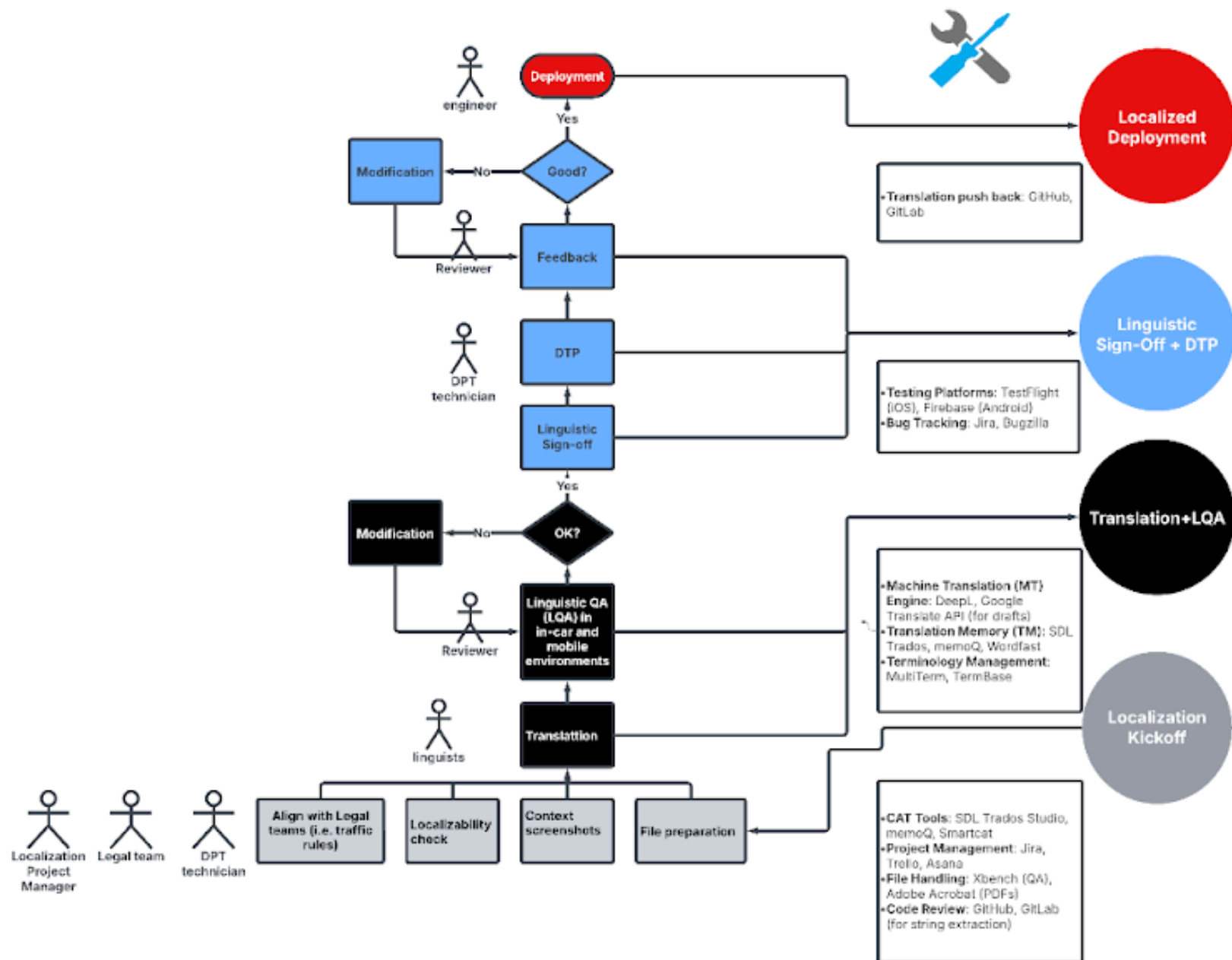- Emergency handling & safety alerts

📢 **Press & Media**
- Press releases, executive comms
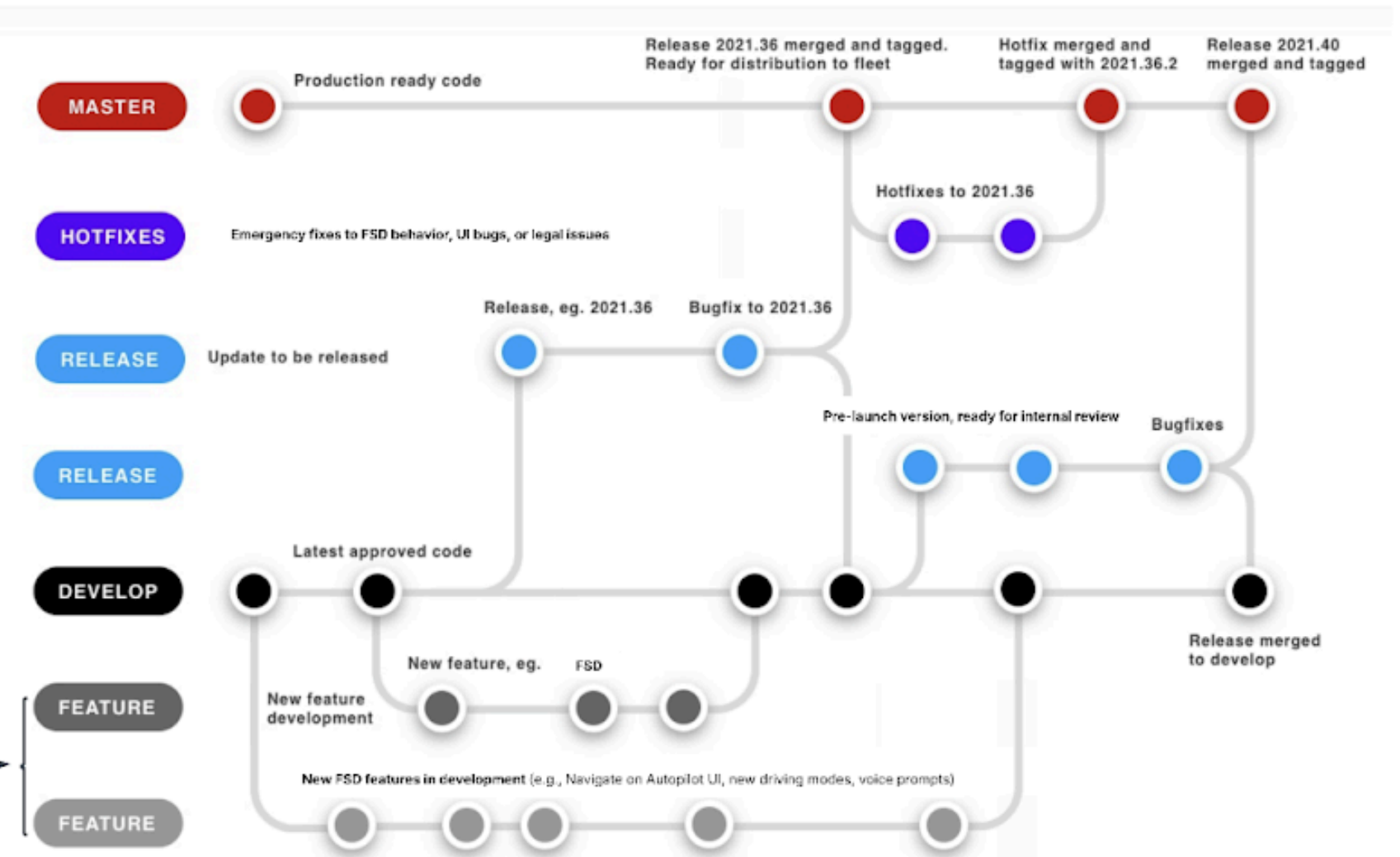- Social media, localized testimonials

Workflow

GTM Strategy & Channels
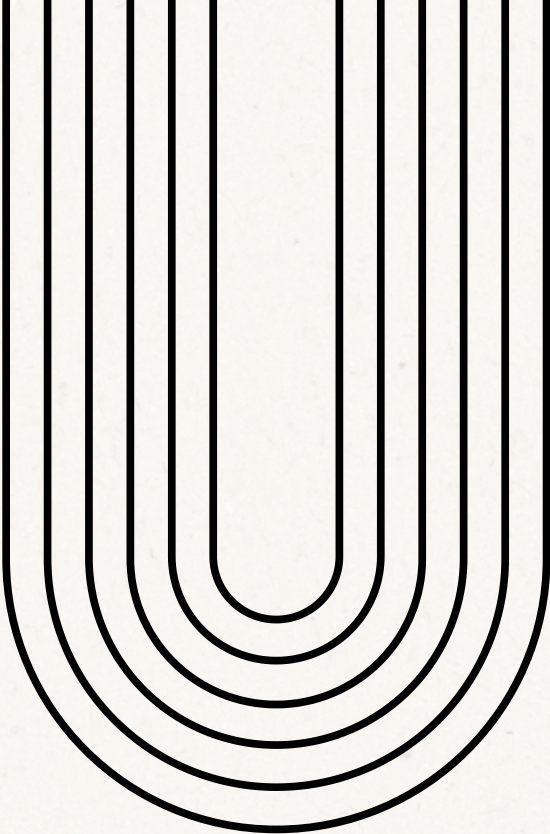
Region-Specific Messaging and Positioning

Each target market will receive tailored messaging focused on local driving concerns and cultural touch points:

Australia	Germany	UK	France
Emphasize FSD's adaptation to rural environments and bushfire rerouting capabilities.	Highlight Autobahn compatibility, speed sensitivity, and compliance with EU road safety standards.	Showcase roundabout handling and support for left-hand driving.	Focus on FSD's ability to manage narrow streets, local signage, and inner-city congestion.

GTM Strategy & Channels

Marketing Channel

- Paid channels: video/influencer campaigns (YouTube, FB).

- Earned media: Press demos, thought leadership forums.

- Owned platforms: Localized Tesla app, social media, email.
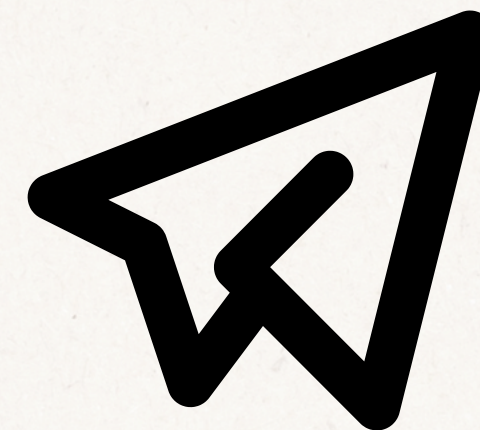
GTM Strategy & Channels

Budget Allocation

Content Localization & QA

10% to ensure linguistic and cultural adaptation across media formats

Events and PR

20% allocated to launch events, regional media kits, and demo drives

Video & Influencer Campaigns

40% of total launch marketing budget

Search and Display Advertising
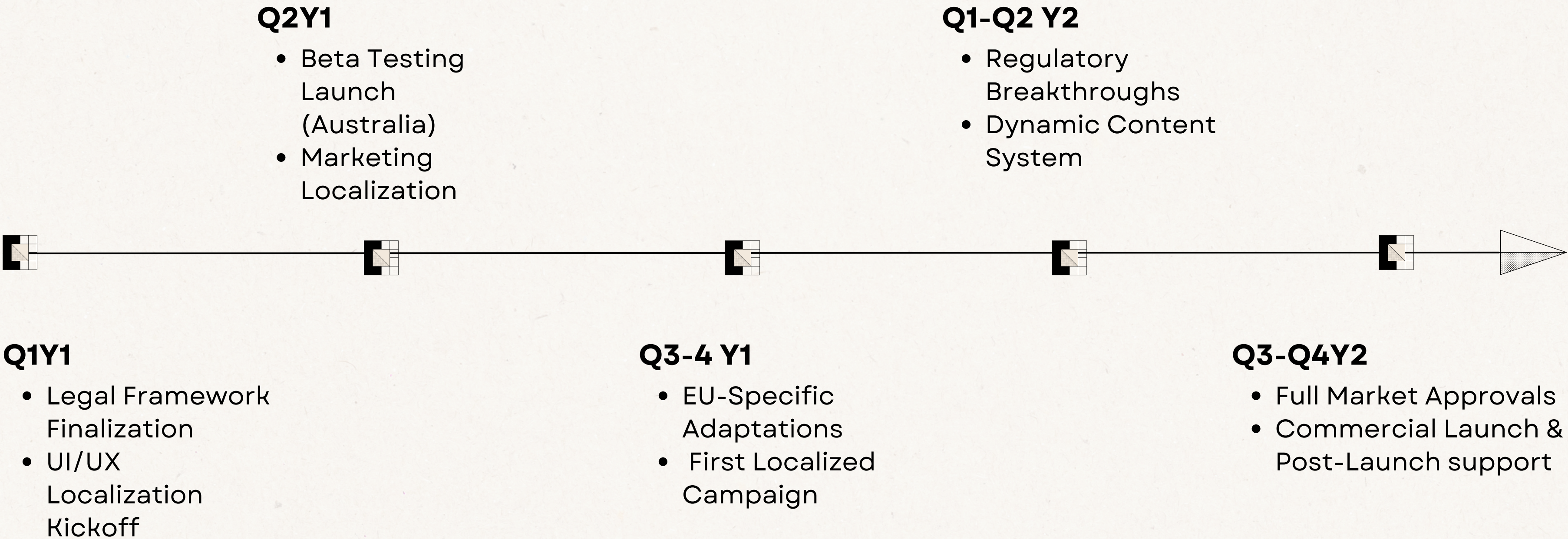
30% allocated to Google, YouTube, FB platforms
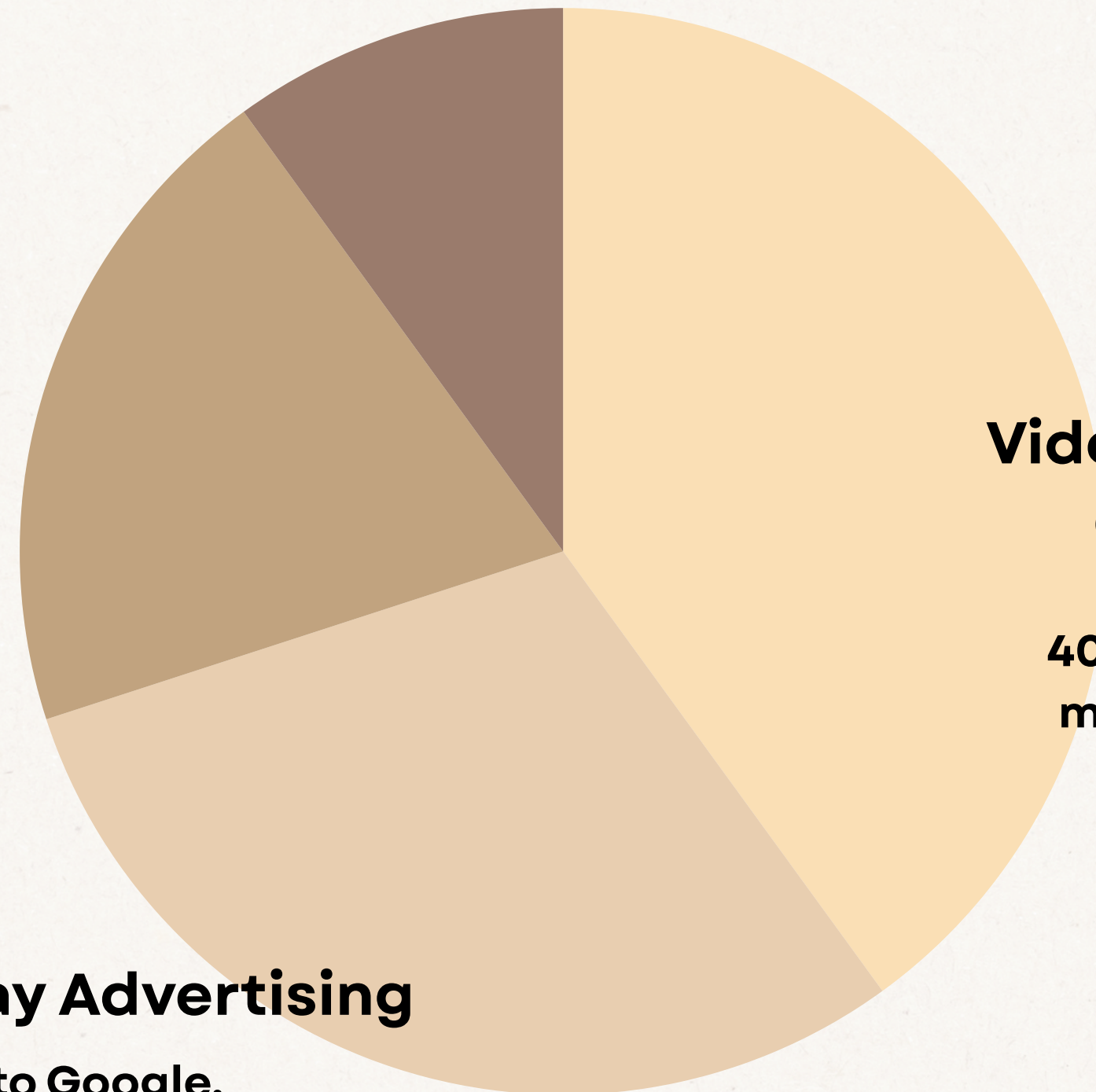
GTM Strategy & Channels

Stakeholder Engagement

1	**Localization Project Managers**	Manage TMS, coordinate content readiness.
2	**Marketing Team**	Create regionally adapted ad campaigns, transcreation, and SEO optimization.
3	**Product, UX Teams, Tech Teams & Manufacturers**	Implement localized content into Tesla's app and website.
4	**Legal & Compliance Team**	Ensure localized materials comply with regional advertising and data protection laws.
5	**Customer Support Team**	Provide localized FSD support scripts and chatbot interactions.

High-Level Roadmap

Q2Y1
- Beta Testing Launch (Australia)
- Marketing Localization

Q1-Q2 Y2
- Regulatory Breakthroughs
- Dynamic Content System

Q1Y1
- Legal Framework Finalization
- UI/UX Localization Kickoff

Q3-4 Y1
- EU-Specific Adaptations
- First Localized Campaign

Q3-Q4Y2
- Full Market Approvals
- Commercial Launch & Post-Launch support