

TESLA OWNERS CLUB OF ONTARIO



Message From the President

Hello again everyone,

As I write this, it is November 11th, Remembrance Day. As I look out my office window at the beautiful fall countryside, it is hard to imagine the sacrifices made by people before us who ultimately died in the line of duty, lest we forget.

As for the club, we did it, 1000 members!

It seems unreal to me from our humble beginnings over eight years ago when we held our first meeting with about a dozen early adopters. Most are still members. Thanks to all of you for being part of our journey.

We just held another virtual chapter meeting with our guest, fellow member Ian Graham. He is undoubtedly a pioneer in the areas of solar and battery storage. Watch for the video to be posted in the member zone soon.

We continue to work on content for our upcoming meetings, so stay tuned.

What's New

Club Growth

- 1,036 members (October= 984)
- 2,621 followers on Instagram (October = 2,474)
- 4,642 followers on Twitter (October = 4,495)
- 469 members in the new Facebook group

TOCO Winter Gear

- Coming Soon!
- We are working on some new Fall/Winter items for our online shop like sweaters, jackets & toques (there has been supply chain issues).

Chapter Meeting Recordings

- Access in the [member zone](#).
- All chapter meeting presentations are recorded and put in the member zone on our website - under Club Videos

Member Dues

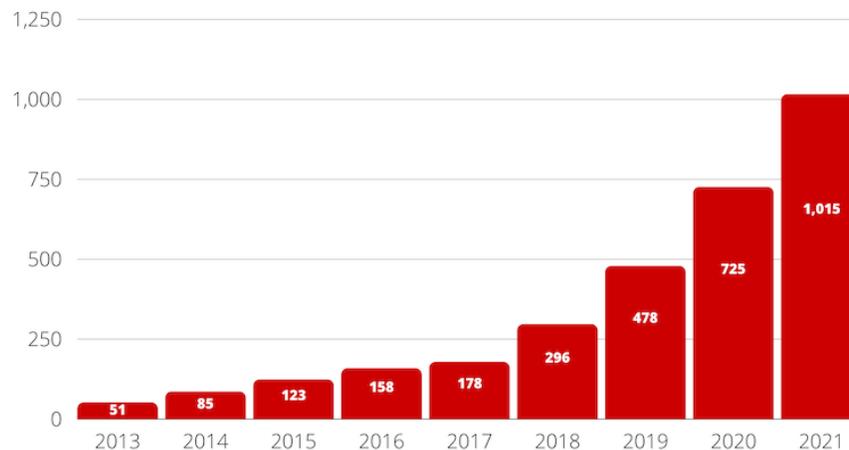
- As of December 1, member dues will start to be charged again.
 - Note that anyone who signed up in 2021 would be granted a 2-year membership for the price of a 1-year membership (\$50).
 - Anyone who signed up prior to that did not pay in 2021.
 - The FREE 1-year extension will be manually applied to your membership at the end of 2021.
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Club Growth



TOCO MEMBER GROWTH

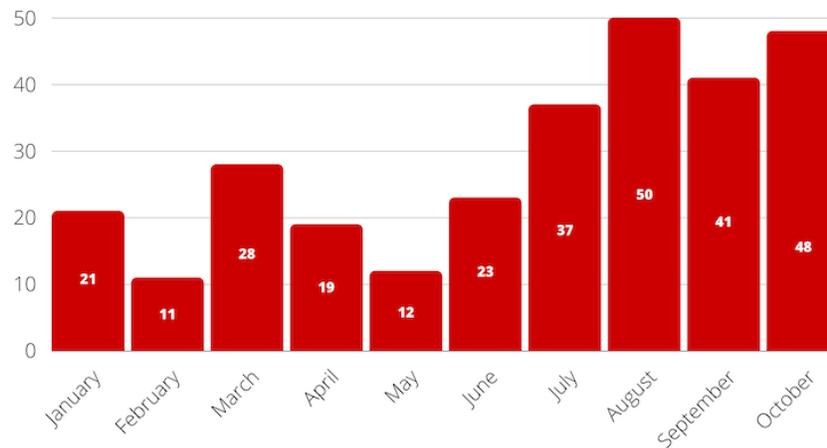
by year





TOCO MEMBER GROWTH

by month for 2021



Drive-In Video



If you missed the Drive-In event last month, we have a highlight video on our YouTube channel.

The video was made by one of our members, Leah Rifkin (Scarlet Lens Productions), and it includes brief interviews with a few of our sponsors and club executives that worked behind the scenes for the event.

Watch the video [here](#).

Tesla in the News

Seems that Tesla in the news is a daily occurrence. No need for them to pay for advertising. Here are a few topics of interest from the past month.

The Tesla stock price. A few short weeks ago, my mother-in-law, a senior living in a retirement home, was asking about the price of Tesla stock (\$906 US). She was contemplating whether or not to buy a few shares. We discouraged her, telling her the price was too high. This week, the share price reached \$1200+. She probably won't ask us for investment advice ever again (nor should she). While there was a momentary hiccup in the stock price when Elon tweeted that the Hertz deal to purchase 100,000 Teslas hadn't yet been signed, that seemed to have been forgotten in a day. It's only been 14 months since Tesla shares split 5:1 (share price was \$2230). How high will it go this time? In other Tesla share news, Elon recently conducted a Twitter poll to determine if he should sell some of his shares. "Much is made lately of unrealized gains being a means of tax avoidance, so I propose selling 10% of my Tesla stock." Looks like a massive tax bill (more than \$15 billion) is more than likely the reason behind his urge to sell a few shares. You can read more about that on CNBC's website. Kimbal Musk just sold \$110 million in

Tesla stock, probably also to pay taxes. These selloffs may cause a momentary drop in the stock price.

Tesla is moving to Texas. More specifically, Tesla headquarters is moving to Austin, Texas where the building of a massive Gigafactory is in progress. Texas has lower taxes and a lower cost of living than California. That doesn't mean that Tesla is leaving California. The factory in Fremont is fully operational. Tesla has just leased three buildings on HP's campus, just down the road from 3500 Deer Creek in Palo Alto. These additional buildings will likely be at capacity in no time. Hiring at Tesla has continued through the COVID era, and as people go back to the office, they need somewhere to go. Seems that Tesla will continue to have a strong presence in California as well as in Texas.

Tesla manufacturing has come to Markham. Tesla acquired Hibar Systems Ltd., a Canadian company specializing in battery manufacturing in 2019. Leveraging this acquisition, it was announced last week by Markham Mayor Frank Scarpitti, that Tesla has opened a battery gear factory in Markham to assist with the move towards the production of cheaper, greater range 4680 battery cells (introduced at Battery Day, September 2020). He tweeted "the facility will be the first branded Tesla Canada manufacturing facility in Canada and will produce state-of-the-art manufacturing equipment to be used at the Gigafactories located around the world in the production of batteries." The first Tesla vehicles with 4680 battery cells will be the Model Y, likely followed by the Cybertruck or the Semi. Both Giga Texas and Giga Berlin will start operations making Model Y vehicles with Tesla's structural battery pack and 4680 cells.

And just in, PepsiCo's CEO says they are expecting Tesla Semi electric truck deliveries before the end of the year, despite Tesla saying that deliveries were delayed to next year. Not sure if Tesla knows about this.

by Karen Ebidia

Get to Know Our Ludicrous Sponsors

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More this Month in Tesla Land

The fresh out of bankruptcy and reimagined rental car agency Hertz announced that they will be buying 100,000, mostly Model 3 cars from Tesla. The rental Tesla's will have access to Tesla supercharging stations throughout Europe and the United States with plans for Hertz to install thousands of chargers throughout its own network. The deal is estimated to be worth 4.4 billion dollars and no "discount code" was offered. Could this be the first sign that electric vehicles are truly becoming mainstream?

Besides the financials around the deal - I think we all saw what happened to the Tesla stock on the day the deal was announced – a few other reasons this deal is noteworthy:

- **Standing Out:** Hertz is using Tesla rental vehicles to differentiate itself and its service offering from the competition.
- **Advertising:** Tesla does not advertise. However, Hertz has already started to advertise their Tesla rental cars and have brought on-board 7-time Super Bowl champion Tom Brady as celebrity endorser. They even recently promoted their soon to be Tesla fleet at Times Square.
- **EVs Turn a Profit:** Demonstrates that Tesla's have lower maintenance costs and higher resale value than their ICE cousins. Or should we say distant relatives. This demonstrates that a rental car company can profit from an investment in an EV fleet.
- **The Tesla Experience:** Thousands of new people will have the chance to experience Tesla for the first time. They will have the luxury of a seamless rental car experience as the customer's smart phone can be used as a key, and the potential for use of automation for the delivery and drop off experience as the technology progresses.
- **Use Maximization:** Hertz has an offer in with Uber to have drivers available to use the Tesla fleet for ride hailing service, maximizing the use of the fleet. When available, FSD will allow for robot taxi service. Maximizing each car's daily use is a key piece of the Tesla impact/ESG report – driving down emission, water, energy and resource use.

Related article from [Reuters](#).

Related Youtube video from [Tesla Daily](#).

In Other News - 2030 EV Action Plan

Tesla has signed on to support Electric Mobility Canada's new [2030 EV Action Plan](#).

This is a membership initiative by EMC, and led by the industry members with input and endorsement from environmental groups.

Shop TOCO SWAG

Visit the club shop on [our website](#) in the member zone, to browse through a carefully selected list of items for men and women.



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This is a newsletter from and for the Tesla Owners Club of Ontario (TOCO).

<https://ontario.teslaownersclub.ca>

Let us know how we can serve you. Member's contributions are welcome.
Send us your stories and pictures to be shared in an upcoming newsletter.
Send your material to: Info@teslaownersclub.ca

The value of being a Tesla Owners Club of Ontario member continues to evolve.
Be a part of this growing community!

This group is unique in its connection to Tesla — a direct connection through the club for owner issues or concerns. Our executive committee works to strengthen our connections with Ontario businesses interested in our Teslas. Our growing sponsor list and benefits are indicative of the work happening behind the scenes.

We have great networking opportunities and many social events, and are working to develop more membership benefits. Let us know what you'd like to see and how we may serve a broader Ontario-wide Tesla Owners community. Share your ideas with any of the executive committee members, or write to info@teslaownersclub.ca.
