

Tesla's Model 3



- 1 Last week, the legendary entrepreneur Elon Musk introduced the Tesla Model 3, the company's most ambitious car yet. The company's previous models – the Roadster, the Model S sedan, and the Model X SUV – are all luxury electric vehicles. The Model 3 is Tesla's first car truly aimed at the mass market. It looks great, but can it be a success?
- 2 ...
- 3 ...
- 4 ...

theweek.com, 2016

Tekst 3

1p 3 De volgende drie alinea's van tekst 3 staan hieronder, maar niet in de juiste volgorde.

→ Schrijf de letters van de alinea's in de juiste volgorde op in de uitwerkbijlage.

[a] And let's not forget the power of the Tesla brand. Tesla stands for sustainability and amazing performance and Silicon Valley cool. Still, making the Model 3 a success is going to require expanding the complexity and scale of Tesla's operations to an unprecedented degree. Musk's track record to date shows he's well positioned to pull it off. Whether he actually does is anyone's guess.

[b] However, it's also true that an all-new electric drivetrain makes a radically better product possible. A Tesla car drives faster than a sports car, and has a trunk in both the rear and the car. The difference between a Tesla automobile and your run-of-the-mill Chevy is arguably as big as the difference between the first iPhone and a 2006 Motorola flip phone.

[c] Strategy analyst Ben Thompson compares Tesla's cars to the iPhone, which was immediately so much better than what existed that it simply made everything old irrelevant. Of course, Tesla hasn't made gasoline cars obsolete – at least not yet. And it certainly won't render them useless practically overnight the way the iPhone did with dumb phones.

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.