



NEWS RELEASE

June 5, 2019
FOR IMMEDIATE RELEASE

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NEW LANE DEPARTURE TECHNOLOGIES AVAILABLE TO ALL RECENT TESLA MODELS

PALO ALTO, CALIFORNIA— Tesla has released two new safety features that are being rolled out for all car models built after Oct. 2016. The Lane Departure Avoidance and Emergency Lane Departure Avoidance programs are already available for Model 3s via a free over-the-air software update and will be available to all other models by this month's end.

Tesla is certain that these two new software programs will join other aspects of the company's smart cars in reducing accidents on the road.

"This software is an alternative to our Autopilot function," says CEO Elon Musk. "We know that some people do not want to use the assistance program, so we took some of the safety aspects of Autopilot and make them available without it."

The Lane Departure Avoidance and Emergency Lane Departure Avoidance are for similar driver mishaps but work in different ways. The Lane Departure Avoidance is a feature that can be turned on or off. It helps correct steering to stay in the intended lane, and it will make the steering wheel vibrate if the car moves out of the lane and there are no hands on the steering wheel. If there is no physical response from the driver after these warning vibrations, the software will slow the car down and turn the hazard lights on to warn other drivers.

The Emergency Lane Departure Avoidance turns on at the beginning of every drive, although it can be turned off for individual rides. This function will fully steer the car back into the intended lane if it senses that the car is about to go off the road or collide with another car or object.

“We are really trying to focus our technology on safety right now,” says J.B. Straubel, one of Tesla’s top engineers. “Everyone is concerned about smart car technology, but if it doesn’t come from a focus on safety first, we aren’t going to be successful.”

Tesla owners are encouraged to go to the settings option in their cars and download this software update as soon as possible to access these features. For more information on Lane Departure Avoidance and Emergency Lane Departure Avoidance, as well as anything Tesla, visit <https://www.tesla.com/>

About Tesla: Tesla is future oriented company that was founded in 2003 to prove that driving electric does not have to compromise style. The company currently has sedan and sport-utility models available for consumers looking for all-electric vehicles with the latest in smart car technology. The brand has also expanded into clean energy generation and clean energy storage products. Tesla’s goal is to make safe and clean transport and energy production available to all. For more information on Tesla visit <https://www.tesla.com/> or follow their social media @teslamotors.