



July 7, 2017

**Via Email Only**

Consumer Information and Complaints  
Office of the Arizona Attorney General  
1275 W. Washington St.  
Phoenix, AZ 85007  
[ConsumerInfo@azag.gov](mailto:ConsumerInfo@azag.gov)

Re: \_\_\_\_\_ (CIC 17-005470)

Dear Consumer Information and Complaints,

I write in response to your letter dated May 12, 2017 regarding Mr. \_\_\_\_\_ complaint. Thank you for the extension and the opportunity to respond.

In Mr. \_\_\_\_\_ complaint, he contends that he purchased the Ludicrous Speed Upgrade for \$10,000.00 with the understanding that this acceleration feature would not adversely wear his Tesla vehicle. He raises issue with an update requiring him to use Launch Mode from a full stop to be able to use this feature. Mr. \_\_\_\_\_ alleges that this update prevents this feature from being useful in everyday driving and that the expected maximum power levels can no longer be reached.

By way of background, Ludicrous Mode allows the driver to go from 0-60 mph within just several seconds. Prior to its release, this feature originally had a countdown function that would prepare both the vehicle and driver for Ludicrous Mode. This countdown function was upgraded to "Launch Mode," which requires the driver to activate the system prior to being able to access Ludicrous Mode. Given the heightened level of responsibility required to handle a high horsepower vehicle, Tesla installed this Launch Mode procedure to prevent accidental activation of Ludicrous Mode. Additionally, this update protects the HV Battery Pack from potentially abusive driving styles. As the manufacturer, Tesla is allowed to improve the aspects of the vehicle without the permission of the individual drivers and does so in an effort to improve the customer experience as well as the actual features of the vehicle.

In speaking with him about his complaint, Mr. \_\_\_\_\_ confirmed that he did not personally experience a loss in power when using Ludicrous Mode. He was simply voicing the frustrations that he had read online or heard about regarding the alleged loss of power. Mr. \_\_\_\_\_ does not have standing to bring this claim on behalf of other drivers and has not substantiated any personal damages.

**T E S L A**

Tesla, Inc.  
3511 Faber Avenue Fremont, CA 94538

Additionally, Mr. \_\_\_\_\_ has filed a complaint in Small Claims Court regarding the same occurrence of events. Tesla is confident that its updates are in the best interest of our customers as well as the general public. We hope to reach an amicable resolution with Mr. \_\_\_\_\_ and will continue working with him until this is achieved.

Should you have any additional questions, please do not hesitate to contact me by phone at 650-963-4715 or by email at [caho@tesla.com](mailto:caho@tesla.com).

Sincerely,

A handwritten signature in black ink, appearing to read 'Catherine Cho', written in a cursive style.

Catherine Cho  
Business Resolution Supervisor