

GERAPH STUDIO

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Q&A with Tesla's Motor Man

The principal motor engineer at Tesla describes why modeling and optimization is so vital to its design process.

By Matt Gorman

Creating a high-performance electric vehicle requires a deep understanding of all the components. More importantly, it requires a complex process of analysis and optimization of the components to push the limits of driving range, efficiency, performance and cost reduction. The internal combustion engine has had billions of billions of man-hours at engineering, analysis and refinement over the past century. While the collective engineering effort of the EV industry has not yet begun, it comes as no surprise that Tesla, the EV start-

up company, is taking a different approach. Instead of relying on traditional R&D to develop a new motor, Tesla is using a combination of testing facilities and engineering talent to find the location of the industry. As Tesla's Principal Motor Designer, Roman Krametschik, explains, it's a matter of optimization of design and optimization of the company's existing and future motor designs. "We're not just building a car; we're building a car that's better than anything else out there," Krametschik says. "We're building a car that's better than anything else out there."

When you simply compare any other high-end conventional car to a Tesla, you see a tremendous difference. This is because of the technology.

Electric motors give an unparalleled performance advantage. As for the motor, specifically, there is a huge efficiency advantage and it's extremely quiet and vibration-free with very high power density and maximum torque response as input. All these characteristics are essential for an unparalleled performance advantage. "We're building a car that's better than anything else out there," Krametschik says. "We're building a car that's better than anything else out there."

This is why it was so important for Tesla, as a company, to focus the strategy that's been put forth for years. People needed to see that performance, efficiency and range can coexist in an EV. The high-performance Model S is the fastest sedan that has ever been mass-produced. The total motor power exceeds 700 hp, and it spins at just an 18,000 rpm - speeds that we previously only found in Formula 1 racing vehicles. You could say that the electric motor is magic from the perspective that it switches the engine on and off. When Tesla decides to change a parameter of its vehicle - like increase the peak battery current or add cooling capacity - what does that mean for your motor design team? Do you have an iterative design process?



PLAN

- 1. I will put electrostation in Almaty
- 2. Buy 4 boxes for studio
- 3. Dont pay taxes for bigger profit
- s4. I sure rich people will buy my cars cause electro engine faster then sport engine
- 5. Buy my stock and take Stonks and profit !





MISSION

- Make air more clear
- Make money
- Make jobs for people



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