

# Briefing Memo

To: Tesla Media Relations Team

From: Jonathan G. Brown

Subject: Interview with Sam Denis from New York Times- Tesla's AI-Driven Energy Management Launch

You are confirmed for an interview with Sam Denis of New York Times on May 31<sup>st</sup>, 2025, in-person at Tesla HQ. The reporter is interested in Tesla's new AI-driven energy management system, particularly how it enhanced consumer energy and advances sustainability goals.

Reporter Focus Areas:

- How Tesla's AI improves renewable energy storage and usage at the home and grid levels.
- Specific savings and environmental benefits Tesla owners can expect.
- The technologies are unique compared to competitors.
- Tesla's broader vision for smart and sustainable energy.

Key talking points:

- Innovation: Explain how Tesla's AI manages energy on predictive modeling.
- Emphasizes savings, ease of use, and carbon reduction for homeowners.
- Tie the conversation to Tesla's mission of accelerating the world's transition to sustainable energy.
- Highlight potential for utility partnerships and global adaptation.

Background on New York Times:

- The New York Times is one of the leading outlets in technology and sustainable reporting with the digital reach of over 90 million monthly readers.
- The reporter Sam Decker has previously covered Tesla innovations, EV tech, and green energy startups.
- Style tends to be fast-paced, tech savvy, and oriented towards practical impact and consumer relevance.

If you have any questions before the interview, please feel free to contact me directly at [jonathanb2023@gmail.com](mailto:jonathanb2023@gmail.com). Otherwise, good luck. We're excited about this partnership.