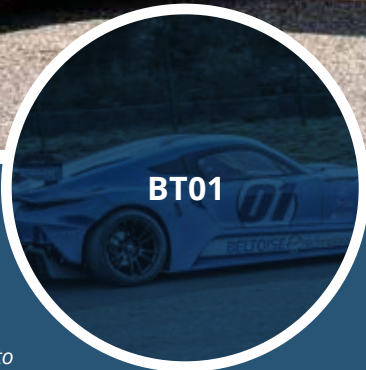




# SUPERCHARGED

THE INDEPENDENT MAGAZINE FOR TESLA OWNERS AND ENTHUSIASTS

AUGUST 2021 N°19



**BT01**



**THE STORY  
OF TESLA**



**CYBERTRUCK**

Issue:  
Brussel X - P925633  
RE: Erik De Ridder  
Photo cover: © Hugo Pinto

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De afgelopen 20 jaar steeg het toerisme op Kaapverdië ongeremd. Toch is er geen wildgroei aan vakantieverblijven en hotels. De focus ligt op de natuurlijke schoonheid van het land.

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DEAR TESLA OWNERS AND CLUB MEMBERS,  
DEAR RESERVATION HOLDERS,  
DEAR SHAREHOLDERS,  
DEAR EV ENTHUSIASTS,  
DEAR SPACE TRAVELLERS,



HAVE GREAT SUMMER EVERYONE, SAFE TRAVELS.

It is with great pleasure that we see Life getting slowly back to the 'new normal' as vaccination is ongoing. Club is pleased to know all Members are sound and safe. We were also able to resume events and have some visibility for you over 2021 and 2022. Join us, great times ahead !

8

**Welcome** to your nineteenth edition of SuperCharged, your independent Magazine for Tesla Owners, Reservation holders, Club Members, Shareholders and EV enthusiasts.

**Welcome** TO ALL new Owners ! The more the merrier, the 'Extended Family' is growing everyday ! We are very pleased to cross roads with more and more Owners, waving at each other: We are delighted to have you onboard and we look forward to our exchanges ! Supercharged is a great way to break the ice and join the Community.

For new readers or simply wanted to read past editions ?  
SuperCharged is available online, with past editions : <https://www.teslaclub.be/supercharged>

We look forward to hearing from you, contact us through our Club website.

Thank you for your ongoing support and trust.



# hoost

By Jakob + MacFarlane

Hoost is een woonproject met een unieke architectuur in Knokke-Heist.

---

Start verkoop juli 2021

---

Ontdek dit iconische project:



[hoostknokkeheist.be](http://hoostknokkeheist.be)



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The perfect agenda to grab during the Summer break, even by the pool. Discover and learn more about the Beltoise BT01 'the' electric GT racer. Great lines and design but find out for yourself. For all newcomers, learn more or discover the Tesla story. The battery market is rising up with multiple startups, learning more about them and discovering the full potential and how they tackle innovation. Read more about the triumvirate, namely Peter, Philippe and Wim, of Belgian Owners who had a productive day, setting whereabouts over 1000 kilometers in Belgium. Fine Experience. Remember Supercharged Number 2 when we introduced the electrification of aviation. Learn more or simply discover the Pipistrel through the eyes and experience of Tesla Owner Sacha Wittmann.

More lifestyle topics and content is also featured in this edition.

Thank you for your readership.

**Martin Gillet**  
Vice President Global Communications and Marketing.

## ON BEHALF OF TESLA OWNERS CLUB BELGIUM VZW/ASBL



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# CLUB EVENTS

Club is always looking for great venues and ideas to organize cheerful events and memories. Feel free to submit ideas and locations, Community at work, the more ideas, the more creative, the merrier. Team Work !

All our events are listed under eventbrite, join us and plan ahead as places might be limited due to popular demand : <https://www.teslaclub.be/en/events>

# NEXT EVENTS & CLUB EVENTS

All Club events can be found under [teslaclub.be/events](https://www.teslaclub.be/en/events) - Join us ! The more the merrier ! Electrifying and cheerful moments as always !

Thank you to all Members who joined on the Quiz Night on May 4th. We had a Blast !  
Tesla Quiz winners: 1st: Hans De Schouwer / 2nd: Wesley van Synio / 3rd: Maghalie Doods

## Tesla Golf Cup 2021 - Sunday July 25th 2021

During the Tesla Club Belgium Golf Cup 2021 you'll had the opportunity to experience Golf for the first time, compete on the 9 or 18-holes and/or enjoy an amazing barbecue afterwards.

<https://www.teslaclub.be/en/events/tesla-golf-cup-2021>  
<https://photos.app.goo.gl/fZRgbawR7YPUrSBZ7>



## Champagne Tour 2021

Tesla Owners Club Belgium Champagne Tour 2021 in Reims, France from Friday 27 August until Sunday 29 August 2021.

<https://www.teslaclub.be/en/events/champagne-tour-2021>

## EV Driving Experience 2021 - Sunday October 24th 2021

At the request of many of our members, we're organising an EV Driving Experience at the Circuit-Zolder on Sunday 24 October 2021. Our special deal is 125€ per car (25€/passenger)

<https://www.teslaclub.be/en/events/ev-driving-experience-2021>

## Dubai Expo - 2022

From 9 to 13 February 2022 TOCB is going to the World Expo in Dubai, powered by Bloovi.

<https://www.teslaclub.be/en/events/dubai-expo>

More Events to come ! Watch this space : <https://www.teslaclub.be/en/events>



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# NEWS IN A NUTSHELL

## Starlink installation kit deployment

Local owners have reported that Starlink deployment kit have started to arrive. First tests once installed are showcasing decent connection. This access is a good alternative for remote access or country access. We'll get back on this topic with Owners insights in next edition. <https://www.starlink.com/faq>

## European Floodings - Belgium is deeply impacted - Tesla to react

In the line of the tragic events with the massive floodings that have taken place in Belgium, Tesla quickly reacted to not only re-enabled Supercharged impacted, namely Wavre, by checking the installation and proactively check the water level in order to reopen the site asap in this holidays period. We had already previously seen in the US mostly that during hurricane season or major disasters, Tesla was opening their network for free to their Customers. We would have never thought to see this in Europe but well, it happened. The day after the reopening of the site and the massive efforts to clean the debris, Tesla announced overnight to its Customers via mail that the Superchargers in the region impacted were open for free. "A company with a Heart.". Not your everyday Customer Experience. Chapeau Bas and Merci.

Pictures credit : Martin Gillet

16

### Free Supercharging Temporarily Available in Your Area

Today at 01:00

TESLA

Charge for free in impacted parts of the Netherlands, Belgium and Germany.

Beginning Sunday, we are temporarily enabling free Supercharging for sites in areas impacted by the recent floods in the Netherlands, Belgium and Germany. We hope that this helps give you the peace of mind to get to a safe location. As always, tap any site on your car's touchscreen to see current pricing. Safe travels.

Tesla | Alle rechten voorbehouden | Boomssesteenweg 8 2630 Aartselaar  
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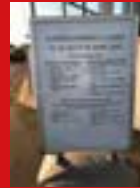
## Happy Birthday Elon Musk ! Greetings from Europe

Tesla owners from all over Europe gathered at Giga Berlin to congratulate Elon Musk for his 50th birthday. Not a done deal in these hectic times but no less than 49 participants with 29 cars from 11 countries - furthest distance: 2800km from Finland joined this gathering onsite at the Berlin Giga Factory.

Source <https://twitter.com/tobilindh/status/1409542524348293124>

## Supercharger network expansion : Arlon is up

On June 14th through 18th. Network expansion reached Arlon, perfect timing just before Summer Holiday. So Great to see our network extending ! Arlon Supercharger was exceptionally closed as main power had to be switched off. This expansion is a great move for all of us and Owners headed to France and else.



Pictures credit : Martin Gillet

## Jay Leno tries to break record in Tesla's new Model S Plaid



Watch Jay Leno trying to break record in Tesla's new Model S Plaid on 'Jay Leno's Garage' <https://youtu.be/5zkIDLk9Qao>

You can also enjoy the pictures of Jay's showing off his new Tesla Model S Plaid in the garage.



## Congrats Unplugged Performance

### Ben Schaffer & Team !

"We won". Ben Schaffer reported the outcome of an Amazing Performance. "Teamwork makes the dream work. The dream is working." On behalf of Supercharged, Congratulations Ben and Team ! <https://unpluggedperformance.com/>



## Tesla Decanter



*"Inspired by Tesla Tequila, the Tesla Decanter is the perfect way to add your favorite liquor to this unfilled vessel and will make for a lovely addition to your home bar. With a lightning bolt silhouette, each hand-blown bottle holds up to 750 mL of your favorite spirit. Featuring both a Tesla wordmark and T logo in gold and cradled atop a polished metal stand for prominent display, this exclusive collectible is ideal for any occasion."* For the lucky ones who were able to order the Tesla Decanter that was sold out rapidly, a much awaited shipment has started. Owners reported received their 'piece of Tesla Art', with great Joy.

*"Note: Tesla Tequila is not included. As each Decanter is hand-blown, they will all have their own unique finish and no two bottles will be identical."* **Drink responsibly, Don't drink and drive !**

18



## Stunning news : Milieudéfensie wins revolutionary lawsuit -

### Private firm, namely, Shell must go green

This news made the headlines. Excerpt from Milieudéfensie (is part of Friends of the Earth International) website (source and credit) : *"On 26 May 2021 we won our Climate Case against Shell. The judge ruled that Shell must have reduced its CO2 emissions by 45% by 2030. A fantastic win. Unfortunately, Shell is appealing this decision. We are taking on one of the most powerful and richest companies in the world, which is why we need your help."* You can support their can and help them beat Shell again. Are you in?

Source <https://milieudéfensie.nl/actie/klimaatzaakshell> - English version : <https://en.milieudéfensie.nl/>

FAQ on this lawsuit can be found online : <https://milieudéfensie.nl/klimaatzaakshell/veelgestelde-vragen>

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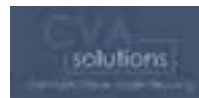
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A special thanks to the Tesla Leadership and the Tesla Owners Club Program for nurturing this amazing community.  
Thanks to all the Tesla staff and all parties involved. Don't drink and drive.

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# THE BT01 THE NEW ELECTRIC GT DESIGNED FOR TRACK RACING!

Julien Beltoise, founder of Beltoise eTechnology, has been immersed in motorsports since an early age. Both Julien, and his father Jean-Pierre, were successful championship pilots in a range of motorsport racing disciplines including Formula 1, for Jean-Pierre, who was winner of the Monaco Grand Prix in 1972. Julien also carries the torch for another of his father's passions – respect for the environment. This year Beltoise eTechnology unveiled the prototype of its first electric-powered racing car – the BT01.

Text : Joanna Pays and Martin Gillet, Pictures credit : BT01



### **AIDING THE TRANSITION OF MOTORACING INTO THE ELECTRIC ERA**

The goal of Julien and his company is to aid the transition of motor racing into the electric era. At 47 years old, Julien has already achieved much towards this ambition. In 2009, he opened his own motor racing circuit at Haut Saintonge in France's Charente-Maritime region. As well as hosting corporate events, the circuit offers training in racing and advanced driving courses. Jean-Pierre also operates the "Jean Pierre Beltoise" track in the Paris region.

Always with his eye on the future, Julien could foresee that the future of traditional motor racing would be challenged by growing restrictions on emissions and the trend for corporations to focus their sponsoring efforts in line with their Corporate Social Responsibility policies. In November 2016 he founded Beltoise eTechnology, to design and manufacture electric powered cars specifically for track racing.

### **DEVELOPED SPECIFICALLY FOR THE TRACK**

"With Beltoise eTechnology we have taken the 100% electric vehicle concept and developed it specifically for use in track racing to replace thermal-engine cars" explains Julien. "The brakes, the batteries, electric motors and all the different components of the car have been designed so there is no problem of over heating and the car is a lot lighter than other electric performance vehicles on the market. Part of this is because the BT01 is designed for the duration of a typical support race or track session of around 25 to 30 minutes and for driving courses experiences of around 3 hours a day. The battery is 46kwh, which means the powertrain is a lot lighter. We developed the battery in partnership with Williams and for the chassis and all the powertrain, we worked closely with Spark Racing Technology – the engineering company that manufactures the chassis for the Formula E Championship. Spark Racing are such great engineers. Every time I gave them my specifications, they started with a few reserves saying "maybe that won't be possible" but then each time they came back with results that were even better than I had hoped! It's really a great professional experience to work with them."





### FOR RACE MEETS AND CORPORATE EVENTS

“During motor racing weekends, the main race or championship is normally supported by other performance car races – such as the Porsche Cup and single-seater racing. We believe that the BT01 will certainly have its place in these support events at race meets. We have developed it to deliver maximum performance during races of around 25 minutes. The car is also ideal for corporate incentive

event days. Normally cars used in these types of events run for about 5 series of 15 or 20 minute on track slots. Between these slots, a driver change is made and the car is therefore immobilized for about 7/8 minutes. That gives plenty of time for full recharging between sessions.”







### PROTOTYPE TRIALS FOR THE PRESS

Beltoise eTechnology unveiled the BT01 to the media in April this year. “Despite the social distancing measures, we were able to allow some motor racing journalists specialised in testing new cars to try the car on track. The feedback was very positive – especially when you know that some of these journalists have previously expressed their doubts on electric performance cars. The consensus of opinion we received from that was that they “never though they could have so much enjoyment from driving an electric car!”. The main difference to adjust to was the lack of gear box and the main

surprise was the amount of noise inside the car when you accelerate (despite a drastic reduction in noise outside the car, making it possible to significantly reduce noise pollution for circuits and their nearby environments). Road holding and cornering were found to be excellent. The prototype presented (identical to the version which will be marketed for driving courses) has a top speed exceeding 220 km / h and delivers 0 to 100 km / h in 3.8 seconds. The competition version, which is currently in preparation, will likely feature a top speed of over 250 km / h with 0 to 100 in around 3 seconds.

## THE BT01



Beltoise eTechnology expects to have produced its first series of 8 cars in the second part of 2022. By 2025/2026, Julien's aim is to have produced around 200 vehicles. "We need to continue the trials and improve the concept – but we are already very well advanced" says Julien. "The final objective of Beltoise eTechnology and the "Beltoise" brand is to eventually offer road vehicles (supercar types) such as McLaren has done for example. Maybe we achieve this objective in around 2028..."

« My career as a racing driver may be behind me, but I want to bring solutions like the BT01 to market in order to keep motor racing alive, accessible and relevant. The world of racing we enjoy so much will start to become heavily legislated within the next few years. We need to adapt and be ready! »





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# CELINE ROELENS **ABOUT HER PASSION FOR COLOUR AND QUALITY**

## IRRESISTIBLE AND UNIQUE MASTERPIECES

As a designer of luxury jewellery, Celine Roelens has specialised in the creation of particularly fine jewellery from precious materials of exceptional quality. "I strive to create unique masterpieces for my customers," says the Ghent-based creative. "My jewellery combines the best and often very rare gemstones with pure craftsmanship and an attractive design."

Text: Wim Vander Haegen – Photos: Celine Roelens





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### THE START

Celine is what people call a creative jack-of-all-trades. As a child, the 1980-born designer won numerous drawing and performance competitions and jumped from one stage to another for theatre and musical performances. 'Art' and 'creativity' were her first words. "My parents were jewellers in heart and soul and in the family business in Oudenaarde I quickly developed a great fondness for everything that glitters and shines. As a young girl, I already used the lost wax in my father's workshop to make my own jewellery. A proud papa would cast them in silver and I would hand them out to my friends at the playground."

In 1998, Celine started studying Graphic Design at St-Lucas. "There the passion for making jewellery took over. Because I really wanted to learn the trade, I switched to the goldsmith-jewelry design course in Antwerp. It's funny actually, because I went from college to a trade school. And it was the right decision, that's where I learned everything!"

### RARE STONES

After her training, Celine did several internships at foreign studios, including Roberta Porrati (Italy). She then went to work for the Diamond Club and obtained the diplomas "Certified Diamond Grader" & "Certified Gemologist" at the Diamond High Council in Antwerp. Shortly after, Celine returned to Oudenaarde to work in

the family business of her parents who have been crafting jewellery with their own master stamp for years. "There I specialised in extremely rare and intense fiery colour stones. Think Padparacha sapphire, mandarin garnet, indigolite, Paraiba tourmaline, rubelite or Santa Maria aquamarine. I really love to search and select gemstones. I am very meticulous in my work and raise the bar higher and higher. I'm not satisfied with less."

In 2015, Celine created her "Asparagulicious" jewellery hat in the 'A la Carte' theme. A 'master-piece' that earned her a well-deserved final place within the HRD Awards (international jewellery competition organised by the Diamond High Council). Her 'asparagus hat', which consists of no less than half a kilo of 18Kt gold and is set with more than 1,200 diamonds, travelled the world for two years.

### OWN DESIGN STUDIO

Although Celine's jewellery grew into a true notorious name in Oudenaarde and far beyond, it always remained an itch to establish her own design studio. After a (long) search for the perfect building, she opened her own design pearl in the Henegouwenstraat Ghent on 25 May 2020. "The location of my new home is ideal. I was lucky to find a building in the trendy East District, between big names such as Essentiel, Sevens and Natan. Henegouwenstraat stands for class and pure synergy of several wonderful businesses. I have



spared no expense to transform my own design studio into a cosy meeting place where people can be inspired in peace and serenity by the many jewels, enchanting colour stones, luxurious jewellery books, original interior objects, minerals and fossils.”

### THE CREATIONS

Celine creates jewels that she finds beautiful herself. Personal contact with her customers is the driving force behind this. “I sit down with my customers and listen to their wishes, my pencil does the rest... I immediately sketch out a first design by hand and discuss the budget in order to come to the perfect result. I love it when my clients entrust me with their wildest ideas. Why do they do that? I think they really appreciate my customisation and my expertise.”

Celine draws inspiration for her designs from the image of the strong woman. “With my jewellery I want to give women that extra touch and strength in their busy, challenging and exciting lives. It is

very nice when a customer can find just that one colour that emphasizes her personality even more.”

### FOCUS ON PURE GOLD

In her design studio, Celine works only with pure gold and gemstones of the highest quality. “We always mix the pure gold with other precious metals such as silver, palladium and copper to make the gold stronger and to play with its colour. The more palladium we add, the whiter the gold will be, the more copper we add, the more the pink colour comes out. By the way, I have never bought a gram of new gold, I always reuse it. Many customers exchange their old jewellery for new, so they pay for the new piece with their old gold. We refine the old gold into pure gold to make new jewellery. In times like these, it makes me feel good that all the material I use is recycled. By the way, you can only refine gold, silver for example is not possible. The diamonds I use are carefully selected for the highest quality and colour. They also invariably come from conflict-free areas in Africa and are always obtained in a 100% ethical way.”





### COLOURS, COLOURS AND ... EVEN MORE COLOURS

When designing her creations, Celine resolutely opts for colour. In this process, top quality colour stones and durability are top of the list. It is a quest that often takes her to the farthest corners of the world. Her most beautiful tourmalines, for example, come from Mozambique, her rarest sapphires from Sri Lanka. "All my jewellery designs revolve around colour. Too often people think that coloured gemstones are inferior, when that is not true at all. The most beautiful specimens are much rarer and more precious than diamonds. It is true that you sometimes have to search longer for the best quality. I can sometimes spend months looking for the right stone for a piece of jewellery. My suppliers know that I am very demanding. I only want to provide my customers with the very best and rarest specimens. Once the stones are found, it takes about four weeks to finish the jewel. The process of designing, selecting the stones, melting the gold, ... is really something magical. When a piece is finished, it is exactly like the birth of a baby, I experience every time again a feeling of intense happiness."

### TEAMWORK

Celine gets the greatest satisfaction from personalised custom work. "A beautiful example is a very special necklace that I created for a man who wanted to surprise his wife for their 40th wedding anniversary. I made a necklace in the shape of a tree of life, each leaf symbolising one of their children and grandchildren, topped with a very beautiful pear-shaped ruby. The lady in question was in tears when she received this special gift."

Making the sophisticated jewellery is a matter of teamwork. "If you want everything perfect down to the smallest details, you can't work alone. I am fortunate to be surrounded by a highly qualified team of Belgian and Italian craftsmen such as goldsmiths, jewellery setters and 3D designers. Each team member has his or her own speciality that fits perfectly with what I want to achieve. I have been working with the same team for over 15 years, they know me well and know that only the best finish is good enough for me and my customers."

### THE GOLDBEETLE

In addition to the unique, bespoke jewellery collections she has been creating for over 20 years, Celine launched her first international jewellery project in 2020 under the name "The Goldbeetle". The brand name is inspired by the rare and golden beetle - *Chrysina resplendens* - that lives in Costa Rica. The beetle is an ancient talisman that offers the wearer luck, wisdom, respect and protection. Each lucky beetle is designed by Celine and has its own name and meaning. These perfectly wearable works of art are set with selected gemstones such as tsavorite, royal purple garnet, indigolite, aquamarine, mandarin garnet or tourmaline. They are handmade in the workshops of Valenza, Italy, where Celine did her internship more than 20 years ago."

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# 120 TESLA IN AUTODROME DI MONZA BY TESLA CLUB ITALY INSIGHTS FROM FEDERICO LAGNI

Tesla Owners Club Program is gathering all Owners across the World. It is always a pleasure to meet and greet during events or to see other Club events taking place. A stunning pictures debriefing came out from Tesla Owners Club in Italy with a great lineup of Tesla ! We reached out to Federico Lagni to get his insights on that Amazing day.

Interview by Martin Gillet - Pictures credit Federico Lagni



## **Hi Federico, Can you introduce yourself and Tesla Owners Club Italy ?**

Hi everybody! First of all, many thanks Tesla Owners Club Belgium for this invite! I am Federico Lagni. I'm 34 years old and I live near Vicenza, a small city in the North east of Italy. When I was 23, I founded the Tesla Club Italy, the first Tesla Italian club and one among the first in all around the World.

Literally I started the tesla world in Italy, bringing here what was happening in the United States in those years, telling to the Italians the Revolution of the electric mobility to which nobody, absolutely nobody, believed in those years

Currently we have 3800 members, both Enthusiast and Owners members.

We have a Board of 9 persons, from various parts of Italy. You can learn more about us at [www.teslaclub.it](http://www.teslaclub.it)

## **How did your journey start with the EV World ? Are you driving an EV ? Since when ? How many kilometers driven ? What is your experience so far ? Any anecdotes ?**

My approach to Tesla and to the EV is born thanks to my primary sector: the Information Technology. I'm a computer passionate since when I was 10. I grew up with bread and computers so I was attracted to some great people who were part of the hitech industry including Elon, thanks to his project with Pay Pal. When he started to talk about cars... I have been impressed from what he wanted to do. What he said met my sensitivity to the environment and the interest in the transition to clean energy. So I started to follow him and all started in this way.

I drove a Tesla since 2016, started with a Model S, continued with a Model 3 Performance and also waiting right now a Model Y!

In 2011, I had the pleasure to take a picture with Elon during the Milan Store opening.

## **Can you tell us more about the Autodrome Event ? How was the project born ? What was the agenda ? How many drivers did you have ? Over 120 cars ? Which cars were the most represented ?**

Regarding the event in Autodrome, every year we organize the Tesla Club Italy Revolution, our national conference all dedicated to electric mobility and the topics related with important experts as speakers. In 2020, To party our 10th birthday, we decided to transform the "Tesla Club Italy Revolution" to a playful event creating a massive meetup into the famous F1 circuit in the Monza Autodrome, accepting the invite from Milano-Monza OpenAir MotorShow, a beautiful motorshow where is possible to see all regarding cars and mobility.

Due to COVID issues to organize the event, in October 2020 we postponed the event in 2021 June. So We have been obliged to celebrate the 11th birthday and not the 10th. Not a true problem. :-)

Anyway, we had to limit the numbers of attendees and so also the numbers of cars to respect the antiCovid restrictions. When we opened the tickets we sold out 100 cars in 40 hours. Then, in the following weeks we opened to 120 cars according to the evolution of the pandemic situation, totaling 330 participants.

What has been amazing, in particular, was entering in a temple of high speed and in a temple of the "gasoline cars". Exhibiting and running 120 Tesla's in the starting grid of the Monza F1 Circuit has been wonderful. I still remember perfectly the face of Porsche owners present at the autodromo in quel giorno. A scenographic impact never seen. Also consider that we displayed the cars ordered by model (S, 3 and X to form the SEXY word) and by color, as you can see in this video made by our drone: <https://www.youtube.com/watch?v=TOYpKfD-n3c>

This, instead, is the video summary of the entire event: <https://youtu.be/FvDlqTlqKzE?t=125>

Missing the Y, at the 02:03 of the video you can read our invite to Elon :-)

I would invite all the Tesla clubs around the world to organize big and impressive event like this into the other temple of the high speed cars. It's time to do it!

We also had Tesla from other European countries, including Germany and even Belgium !! (our Italian members)

**Thank you Federico for sharing these insights with us. Have a great Summer.**

# A GUIDE FROM THE ORIGINAL ROADSTER TO TODAY

Sure, you now know Tesla as a Cerberus of energy innovation, software, and booming stock, but it wasn't always the clean energy juggernaut we know today. In fact, Tesla as a company has overcome quite a few obstacles to get where it stands today as the most valuable automaker by market cap.



## The story of Tesla

Tesla Inc. was founded in 2003 as Tesla Motors by Martin Eberhard and Marc Tarpenning. If you've been living on a deserted island or under a large rock the past 18 years, you may be surprised to hear that the company's name is a tribute to inventor Nikola Tesla. Regardless, Ian Wright joined Tesla shortly thereafter, and the three original employees were off to the races in search of funding.

That's where Elon Musk comes in. In early 2004, Tesla Motors managed to raise \$7.5 million in series A funding, including investor Musk, who contributed all but \$1 million of that total. As a result, Musk joined the company as chairman of the board. J. B. Straubel, now of QuantumScape fame, joined Tesla in May 2004 as employee #5. As a result of the first of many controversies surrounding the company, a 2009 lawsuit settlement allows all five of the original employees to call themselves co-founders.

### ELON MUSK

After an early investment and a role at the company, Musk began spearheading public statements for Tesla while helping facilitate more funding. This included several additional rounds, each garnering tens of millions of dollars. Musk openly discussed the company strategy of creating a sleek and stylish sports car to attract early adopters (and their wallets) before expanding production to more practical and affordable EVs with the cash flow to scale. This led to the introduction of Tesla's flagship EV, the Roadster, which debuted as a prototype in the summer of 2006.

In 2007, cofounder Martin Eberhard was asked to step down as CEO by the board of directors, and by early 2008, neither Eberhard nor Tarpenning was still at Tesla. That is when Musk took over as CEO, a position he still holds today... along with "Technoking of Tesla."

### THE ROADSTER

The Tesla Roadster hit production in 2008 as the original electric vehicle to debut for the American automaker. It helped show that EVs could be carbon conscious and cool, helping pave the way for Tesla to develop and sell more practical and efficient vehicles.

Although it was a niche vehicle from a relatively unknown automaker at the time, The Roadster emerged as the first highway legal serial production BEV to use lithium-ion batteries. It was also the first fully-electric production vehicle to travel over 200 miles on a single charge.

Tesla ended up selling close to 2,500 first-generation Roadsters over the course of the four years it was in production. Small potatoes by today's Tesla standards, but this Roadster remains the EV that put Tesla on the map and kicked in the door of an industry still very much focused on internal combustion engines. It remains a collector's item for many as the original Tesla.





### MODEL S, ENERGY STORAGE, AND MODEL X

Tesla started to gain steam in 2010 when it purchased what would become its Fremont Factory to begin production on two new EVs. Later that year, Tesla launched an IPO on the NASDAQ as the first American automaker to do so in over 50 years.

After discontinuing The Roadster in early 2012, Tesla began production on its Model S sedan the following summer. The car was well received as a luxury EV and was even Motor Trend's "Car of the Year 2013."

2015 proved to be another tremendous year for the automaker, as Tesla ventured into energy storage solutions with the introduction of its Powerwall for the home and Powerpack battery packs. Shortly thereafter, Tesla introduced its third EV: an SUV called the Model X.

### SOLAR AND MODEL 3

In 2016, Tesla acquired SolarCity, thus entering the solar energy game as well. It was at this point that the company dropped the "Motors" from its name, which includes solar and energy solutions in addition to electric vehicles.

Profits from previous EV models and new energy ventures allowed Tesla to scale and produce its Model 3 sedan, a mass-market EV that remains the most affordable option in the company fleet. Production issues plagued the entire production process on the Model 3, but Tesla was eventually able to deliver at a reasonable price, making it one of the best-selling EVs of all time in its short tenure.

### MODEL Y AND BEYOND

It would be three whole years before Tesla would deliver a new EV after the Model 3, but in March of 2020, The Model Y crossover emerged. Tesla continues to sell many of the two newly introduced EVs compared to the original S and X models, although both have seen a significant refresh this year.

For now, Tesla continues to expand its global production presence with two new Gigafactories on the way, along with three additional vehicles. This includes Cybertruck, the Tesla Semi, and a 2nd generation Roadster.

We will get deeper into those models a little later. For now, we will focus on Tesla's current EV offerings.

### CURRENT TESLA EVS

As the company currently stands, Tesla has four electric vehicles in its fleet, varying in a number of ways — particularly in availability. In terms of sedans, Tesla has its veteran Model S and more consumer-friendly Model 3. The Model X sits as Tesla's largest EV on the current market, while the Model Y is the company's most recent offering as more of a smaller, crossover SUV.

Below is a breakdown of each vehicle in greater detail.

### MODEL S

The Model S sedan is Tesla's longest-running EV in production to date. It made its official debut in 2012 after years as a prototype for the automaker. Since then, the sporty EV has reigned as the best-selling plug-in electric in both 2015 and 2016.

## The story of Tesla

Furthermore, after Motor Trend magazine named the 2013 Tesla Model S its “car of the year,” it followed up in 2019, naming it the ultimate “car of the year” for the magazine’s entire history. Sales of the veteran Tesla have slowed since the launch of the automaker’s more cost-friendly Model 3 and Model Y EVs, but the Model S still sits as a premier sedan that offers a variety of luxury and performance for those who can afford it.

The current Long Range trim can travel 405 miles on a single charge, hit a top speed of 155 mph, and tear from 0-60 mph in 3.1 seconds. Tesla recently revealed in its Model S refresh that the vehicle will now come in either a Plaid or Plaid+ trim with varied range.

### MODEL S PLAID/PLAID+

Tesla originally claimed the Plaid+ will be able to travel an EPA estimated 520+ miles on a single charge compared to 390 miles on the regular old Plaid. Either tri-motor option can also reach a top speed of 200 mph, blowing a hole through the top speed previously held by its “ludicrous mode.” At 0-60 mph in under 2 seconds, this upcoming Tesla EV has already claimed the throne of quickest of any production car ever

Originally the Plaid was scheduled to begin deliveries this spring with the Plaid+ to follow in late 2021. Those plans have since changed, however. In June, Elon Musk revealed that Tesla would be scrapping the Plaid+ Model S altogether, because no one needs more than 400 miles of range and the new Plaid, “is just so good.”

The Model S is Plaid listed to deliver in August of 2021, with the Long Range version to follow in September or October. For those

who were holding rezzies for the Plaid+, you may want to put that money toward a 2nd generation Roadster.

### TESLA’S MODEL X

Tesla’s Model X, its largest EV currently available, holds seniority as the automaker’s second-longest-running model on its assembly lines behind the Model S. While the Model X was originally unveiled in 2012, its first deliveries were not until the fall of 2015 due to production delays, particularly on its distinct Falcon Wing doors.

Shortly thereafter, the Model X quickly ranked as one of the top-selling plug-in EVs worldwide, although sales have since staggered a bit following the release of the less expensive Model 3 and Model Y. The Model X hadn’t seen any substantial overhauls since its initial rollout. That was until early this year when Tesla finally confirmed a refresh was, in fact, coming.

With the new refresh, the Model X will be soon available in either dual-motor AWD or a tri-motor Plaid option. The dual-motor Model X Long Range can travel 360 miles on a single charge (a slight downgrade of 11 miles from the previous Long Range Plus). That being said, it can still hit a top speed of 155 mph, and its 0-60 mph acceleration of 3.8 seconds is an improvement of .6 seconds compared to its previous version.

### MODEL X PLAID

Additionally, Tesla has dropped the Performance trim Model X in favor of a tri-motor Plaid option. This version can travel an EPA estimated 340 miles, reach a top speed of 163 mph, and go 0-60 mph in 2.5 seconds. Truthfully, this feels more like a rebranding than



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anything, as the Plaid powertrain offers nearly the same specs as the previous Performance trim. Plaid loses one mile of estimated range in exchange for .1 seconds saved on its 0-60. The top speed of 163 mph remains the same.

Those interested in the refreshed Model X will have to continue to wait, however, as the delivery times have been continually pushed throughout 2021. In fact, these models were originally scheduled to arrive in April of 2021, but both trims are now listed to deliver in January or February of 2022.

### MODEL 3

From the early years after Tesla's inception, CEO Elon Musk was candid about the automaker's goal of providing quality EVs most consumers could afford to drive. With 2016's announcement of its Model 3 sedan, Tesla came one step closer to its goal of an EV at \$35,000.

After an encouraging number of early reservations were made for Tesla's most affordable model to date, the Model 3 debuted in 2017. Since then, it has cruised comfortably in the fast lane of sales. The EV currently sits as the world's best-selling all-electric vehicle and has accounted for a majority of the total Teslas sold in recent years.

Tesla (briefly) sold a \$35,000 version of the Model 3 to hit a price point originally promised by Elon Musk in years leading up to the first delivery. Last November, however, Tesla quietly removed this option during a refresh for its 2021 model. For perspective, the current version sits at a purchase price of \$39,490 for the Standard Range Plus trim with zero added features.

Tesla's Model 3 currently sells three separate drivetrains to choose from, each offering various ranges and speeds based on a customer's preferences (and budget). The most affordable trim, the Standard Range Plus, travels an EPA estimated 263 miles, has a top speed of 140 mph, and can travel 0-60 mph in 5.3 seconds.

Moving up the ladder to the Long Range trim, this version can travel 353 miles per charge and has a top speed of 145 mph. Furthermore, its 0-60 time is 4.2 seconds flat. The Performance Model 3, on the other hand, sheds 38 miles of range compared to the Long Range (315 miles) in favor of speed. This trim tops out at 162 mph and can dart 0-60 mph in just 3.1 seconds.

### TESLA'S MODEL Y

Tesla unveiled its Model Y in 2019 as a smaller, crossover version of its larger and more established Model X mid-size SUV. After beginning deliveries to customers in March of 2020, the Model Y remains the newborn in the Tesla family but has still managed to make a significant splash in sales during its short tenure on the EV market.

Last fall, Tesla CEO Elon Musk nixed a Standard Range Model Y option but still promised a rear-wheel-drive (RWD) Long Range Model Y to follow. It then appeared that Tesla had gone back to Standard Range RWD Model Y, as it recently made this option available on its website. Almost as quickly as it was implemented, the Standard Range Model Y suddenly disappeared from Tesla's website configurator.

Electrek later reported that the RWD Model Y will instead remain available as an "off menu" item because Musk was not satisfied with its 244-mile range. That being said, it did recently receive its official EPA rating as one of the most efficient EVs in the world.





Tesla's newest EV now comes in two different dual-motor AWD trims: Long Range and Performance. The current Long Range trim boasts an EPA estimated range of 326 miles, can reach a top speed of 135 mph, and can accelerate from 0-60 mph in 4.8 seconds. Its Performance trim can travel 303 miles on a single charge, tops out at 155 mph, and can do 0-60 in 3.5 seconds. The EV also houses 68 cubic feet of cargo space.

### UPCOMING TESLA EVS

The following EVs have been long promised by Tesla (some more than others) but are all seemingly on the cusp of full production... at least we all hope.

### CYBERTRUCK

The upcoming Cybertruck is Tesla's modern (albeit futuristic) take on the pickup truck, one of the last vehicles on the road to see successful electrification. Cybertruck is also only the second major Tesla vehicle outside the mainline S, 3, X, Y lineup, second only to the aforementioned 1st generation Roadster.

Cybertruck was unveiled in November of 2019 via a glass-shattering Tesla reveal, showcasing unique design and performance. The exterior is comprised of an exoskeleton of 30x cold-rolled stainless-steel structural skin and Tesla armored glass for its windows.

Updates on the Cybertruck were somewhat slow-moving after the unveiling — a solar roof option will offer an additional 15 miles of range each day, and a matte black exterior has also been confirmed. Regardless, the hype is real; Tesla tallied over 250,000 pre-orders in the first week. By February 2020, they were at half a million.

### POWERTRAIN VARIATIONS

Cybertruck is currently slotted to arrive in three different powertrain options. A single motor RWD version will debut last in late 2022 and will offer an EPA estimated range of 250+ miles, travel 0-60 mph in under 6.5 seconds, and carry a towing capacity of 7,500+ lbs.

The dual-motor powertrain comes with AWD and a range of 300+ miles on top of 10,000+ lbs. towing capacity. This trim can travel 0-60 mph in under 4.5 seconds too.

Last and far from least is the top tier, tri-motor Cybertruck, boasting an EPA range of over 500 miles, 14,000+ towing capacity, and a 0-60 mph time under 2.9 seconds. Did we mention it has three motors?





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## The story of Tesla

The dual and tri-motor Cybertrucks are currently listed as delivering in late 2021 on Tesla's website. However, many are skeptical the company will hit this target, especially since construction on Giga Texas, which will produce these EVs, is not even complete yet.

Check out our Cybertruck guide for all the latest details in one place.

### TESLA SEMI

The Tesla Semi promises to be the first commercial offering from the automaker and a workhorse at that. First unveiled in November of 2017, the Semi features a unique, centrally positioned driver's seat led by four rear powertrains.

Tesla's website lists the Semi with either a 300- or 500-mile range, depending on the battery pack, but Musk has previously stated the truck will eventually have up to 621 miles of range. The trucks are also listed at a starting price of \$150,000-\$180,000 depending on battery size and promise owners gas savings over \$200,000.

After its unveiling, the Semi was scheduled to arrive on roads in 2019 before being pushed to low-volume production in 2020. During a 2020 Q1 results call, Tesla again shifted its delivery window to 2021. Despite multiple delays, Tesla has seen interest from major companies like Budweiser, Walmart, and UPS. Furthermore, the company plans to deliver 15 Semis to PepsiCo later this year.

The Semi trucks are currently being produced at Tesla's Nevada Gigafactory, which recently added a new production line with a goal of producing five trucks a week. Next, Tesla will move its Semi production to Austin when its Gigafactory Texas is complete later this

year. For now, however, the focus will be on service technicians and infrastructure between Tesla's Fremont Factory and Gigafactory Nevada.

Tesla Semi remains in the prototype stage, although those recently spotted appear to be updated versions of the original 2017 prototypes. At this point, Tesla is moving ever closer to finally reaching full-fledged production on its Semi trucks in 2021... but they've been wrong before.

### SECOND-GENERATION ROADSTER

To pay homage to its original trailblazing EV, Tesla is releasing a second-generation Roadster with groundbreaking specs, which may include the unconfirmed potential to hover.

According to Tesla's CEO, the Roadster redux will reach a 620-mile range and zoom from 0-60 mph in 1.9 seconds. Musk even teased that these are the "base specs," hinting at even better performance. Tesla's website is currently taking reservations for the new Roadster, as well as a variation called the Founders Series Roadster.

It remains unclear what the extra \$50,000 for the Founders Series will get consumers, but Tesla is only taking reservations for 1,000 total. That would make it a collector's item and could explain the price bump. The Founders Series Tesla Roadster costs \$250,000, compared to a much more affordable \$200,000 for the regular Gen. 2 Roadster.



When the revamped Roadster was first unveiled in 2017, Musk said it would deliver in 2020... then 2021. Most recently, he admitted another Roadster delay to 2022, so Tesla could focus on the Cybertruck. Whenever it does deliver, it is sure to turn heads.

### TESLA MANUFACTURING FACILITIES

While Tesla was founded and is headquartered in the US, it has since expanded its sales and production around the world. Currently, Tesla has three operational facilities in addition to its original Fremont Factory in California, with two more on the way.

Additionally, rumors are perpetually circulating about where Tesla might break ground next, including an additional factory in China or expansion to other parts of Asia like Japan, Korea, or possibly India. You can also check out our specific map of Tesla's Gigafactories, both current and rumored.

54

- Fremont Factory – California
- Gigafactory 1 – Giga Nevada
- Gigafactory 2 – Giga New York
- Gigafactory 3 – Giga Shanghai
- Gigafactory 4 – Giga Berlin (under construction)
- Gigafactory 5 – Giga Texas (under construction)

Here's the latest news on Tesla's Gigafactories, in case you've missed it:

- Tesla is planning a new facility named 'Bobcat Project' next to Gigafactory Texas

- Tesla is set for another fight against unionization, this time over Gigafactory Berlin
- Tesla said to be facing 6-month delay in opening Gigafactory Berlin, based on German report
- Tesla to build a battery and motor recycling facility at Gigafactory Shanghai

### OTHER TESLA VENTURES

While Tesla began as an automotive company taking a software development approach to designing electric vehicles, it has since transcended that narrow scope into new technologies. As you'll see below, Tesla's focus on solar panels, energy storage, and its own network of charging stations has made it just as much of an energy company, if not more.

With advancements in autonomous driving technologies, Tesla is (maybe?) on the cusp of delivering Full Self-Driving (FSD) to customers. To that note, Musk recently said on a quarterly sales call that Tesla is becoming more of an AI and robotics company too.

### FULL SELF-DRIVING (FSD) CAPABILITIES

FSD has been a carrot constantly dangled in front of Tesla fans since 2014, when the company first mentioned its Autopilot feature and potential capabilities. By the end of 2016, Tesla was confident it would be able to demonstrate full autonomy a year later. Unfortunately, that was not the case.

In fact, we still have seen hard evidence of full self-driving capabilities, although Tesla did roll out a beta version of the software to a select group in October of 2020. This whole promise of FSD, along with multiple punts on deadlines, has led to controversy and debate amongst the EV community about whether Tesla's approach to autonomous driving is even possible.



### HERE'S SOME LITERATURE TO GET YOU UP TO SPEED:

- Tesla's Full Self-Driving package claims are under DMV review for misleading advertising
- Elon Musk: Tesla Full Self-Driving v9 is weeks away, FSD Subscription about a month
- Elon Musk hypes Tesla Full Self-Driving Beta driving visualizations with new update
- Tesla is more cautious about Full Self-Driving timeline with regulators than the public, based on new memo

### SOLAR

As previously mentioned, Tesla acquired SolarCity in 2016 and has been focused on becoming a one-stop-shop for all energy solutions since then. That being said, its solar rollout has been a bit haphazard.

When Tesla first unveiled its Solar Roof tiles, the product wasn't actually complete yet, although the company had several design

plans in its pipeline. Since then, Tesla has had issues bringing the solar panels to volume production and deployment, as it tried to test the longevity and make the installation quicker.

Last year, Tesla finally began to accelerate solar deployment, but the public has only seen one version of the tiles being installed on customer roofs so far, even though it was originally listed in four different styles. Many paying customers are still awaiting installation of their solar roofs, too.

Furthermore, Tesla has caught the ire of some customers as a result of price hikes and changes to policy, which now involves its Powerwall, too. Here's the latest:

- Tesla is only bundling solar products and Powerwall together going forward
- Tesla starts offering free Powerwalls to people with big price increases on solar roof
- Tesla hikes solar roof price on contracts signed over a year ago

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### POWERWALL AND POWERPACK

The Powerwall and Powerpack are rechargeable lithium-ion battery stationary energy storage products manufactured by Tesla Energy. The Powerwall is designed for home energy storage by storing electricity for solar self-consumption, time of use load shifting, and as a source of backup power. The larger Powerpack is specifically intended for commercial or electric utility grid use.

Tesla recently revealed a Powerwall 2 Plus went into production last November, leading to increases in capacity. So far, we have seen

the first glimpses of the new Powerwall too. Here's what we know so far.

- Tesla has Powerwall backlog of 80,000 orders worth over \$500 million
- First Tesla Powerwall+ images and specs released
- Tesla Powerwall owner shows how the battery system can withstand 48-hour outage with solar power
- Tesla is increasing Powerwall power capacity by up to 50%





### **SUPERCHARGER NETWORK**

The Tesla Supercharger exists as a combined network of proprietary charging stations developed and implemented by Tesla. As a result, the automaker doesn't have to rely on third-party charging networks like most automakers producing electric vehicles currently do.

The Supercharger network was introduced in September 2012, beginning with six Supercharger stations. This debut coincided with the launch of Tesla's Model S sedan, the first to utilize the new network.

Since then, the Supercharger network has grown to over 20,000 stalls worldwide within over 2,100 stations or hubs. This includes

North America, Europe, Asia, and even the Arctic Circle. Tesla recently passed 1,000 Supercharger stations in North America alone.

The average station usually features about 10 Supercharger stalls, but some stations offer many more. For example, Tesla opened a 72-stall Supercharger station in Shanghai at the end of 2020, making it the world's largest. Currently, Tesla is working through permitting for a 62-stall station on the west side of Los Angeles that could easily make it the largest in North America.

For more information, visit our comprehensive Tesla Supercharger guide.

# FREYWILLE

With its beautifully coloured, hand-crafted, fire enamel jewellery designs, FREYWILLE is a benchmark for enamel jewellery. The company's core identity is built around its artistic processes. Design development and craftsmanship transform concepts and ideas into a high-quality, wearable pieces of precious fire enamel jewellery.





All designs are developed from scratch by the company's own jewellery designers. FREYWILLE stands synonymously for artists, goldsmith's art and experts in the field of fire enamel work.

The Austrian, Viennese artist Michaela Frey founded the fire enamel company in 1951. Wille represents the family Wille, when the artist Simone Gruenberger-Wille led a new team of artists from the Academy of Applied Arts in Vienna in the early 1980's. Together,

they steadily designed and created jewellery for which the company is known for today.

Friedrich Wille has been running the business side of FREYWILLE since the early 1980's, taking responsibility for the successful worldwide expansion. All designs are protected by copyright trademark for 70 years after their launch. These also include jewellery designs which were completely developed by the in-house team of designers.

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FREYWILLE designs represent timeless, artistic beauty and values. There are different themes from the ancient classical worlds of Egypt, Rome and Greece. Then there are interpretations from the works of masters, such as Claude Monet, Gustav Klimt, Friedensreich Hundertwasser, Alfons Mucha, Paul Gauguin and

Vincent van Gogh. The most recent collection is dedicated to the highly respected Swiss artist Sophie Taeuber-Arp, one of the founding members of Dadaism. These artistic homages are new designs in their own right, inspired by the works of master painters.



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# Innovatie en disruptie in de vastgoedmarkt



**IN EEN WERELD WAAR TECHNOLOGISCHE VERNIEUWINGEN ELKAAR IN EEN RAZENDSNEL TEMPO OPVOLGEN, IS HET BELANGRIJK OM ALS SECTOR DE JUISTE TECHNOLOGIE UIT TE KIEZEN EN TE IMPLEMENTEREN. DE EERDER KLASSIEKE VASTGOEDWERELD STAAT VOOR GROTE UITDAGINGEN OP DAT VLAK. ARNE ALLEWAERT, MANAGING PARTNER BIJ INVESTERINGSFONDS AMAVI, DAVY DEMUYNCK, CEO VAN ION, EN STEVEN LAMBERT, VOORMALIG EIGENAAR VAN SPACEWELL LICHTEN HUN VISIE TOE.**



**Arne, jij bent managing partner bij investeringsfonds AMAVI. Hoe zie je de rol van jouw bedrijf in deze nieuwe evolutie?**

AMAVI Capital is een Europees PropTech Fonds (EPTF) dat investeert in bedrijven die de traditionele vastgoedwereld en de nieuwe PropTech-wereld met elkaar verbinden dankzij innovatieve technologieën. Vandaag zien we dat steeds meer innovatieve ontwikkelaars gebouwen in eigendom houden en ze ook zelf beheren.

Door de data die deze gebouwen genereren te capteren, te analyseren én te combineren met publieke data, worden relevante inzichten verkregen die leiden tot een continu verbeterproces. Deze technologieën verhogen ook de customer experience, een begrip dat nagenoeg onbekend is in de vastgoedwereld. Bovendien is er een algemene consensus dat PropTech essentieel is in de zoektocht naar een antwoord op het klimaatvraagstuk. Alleen staat de klassieke bouwwereld op vandaag te weinig open voor innovaties.

**En Steven, op welke manier kunnen data over bestaande gebouwen volgens jou zorgen voor een kostendaling en een efficiëntieverhoging?**

Wij zien dat de vastgoedsector in beweging is: daar waar vroeger gefocust werd op proces-automatisering, facility management, onderhoud, schoonmaak,... zien we nu een omslag naar data. Met die data worden niet alleen digitale bruggen gebouwd tussen de vastgoedwereld, architecten en bouwbedrijven, maar ook tussen property managers, werkplekbeheerders en bijvoorbeeld energiebeheerders.

## Davy, geloof jij, als CEO van ION, dat innovatie de sleutel is tot differentiatie?

---

Inderdaad, volgens mij is de vastgoedsector relatief traditioneel omdat die zeer versnipperd is. Zo heeft de grootste Belgische projectontwikkelaar drie tot vier procent van de markt in handen, gevolgd door een aantal ontwikkelaars met twee of één procent, maar is de rest veel kleiner. Weinigen hebben notie van PropTech en weten dat PropTech de efficiëntie van het bouwproces substantieel kan verhogen. De snelheid en efficiëntie van bouwen kan verbeterd worden door met de juiste technologie de verschillende aspecten van het bouwproces in kaart te brengen. Daarin bestaan mooie initiatieven.

## Even terug naar Davy. Zie je deze ontwikkeling als een duurzame blijver of eerder als een tendens die gedoemd is om te verdwijnen?

---

Ik ben ervan overtuigd dat technologie binnen tien jaar het nieuwe normaal is, ook in de bouw- en vastgoedsector. Getuige daarvan is het feit dat ook de grootste technologiespelers zoals Google, Amazon en Apple daar op vandaag volop mee bezig zijn. Deze bedrijven lanceren momenteel tal van initiatieven in de vastgoedsector en kopen bedrijven op die de juiste technologie in huis hebben. Op vandaag bouwt Google in Canada volledige dorpen waar mensen aan een verlaagd huurtarief kunnen wonen op voorwaarde dat ze ermee akkoord gaan dat het huis vol sensoren hangt. Die sensoren leveren data - en dus geld - op voor Google want die data kunnen opnieuw verkocht worden aan producenten, leveranciers, ingenieurs, bureaus et cetera. Zo heeft ook Amazon recent een grote investering gedaan in Amerika, waarbij mensen gewoon online een prefab-woning kunnen configureren. De woning wordt in de fabriek gemaakt en een maand later worden de modules geleverd en is de nieuwe woning op bijzonder korte termijn afgewerkt. Ik ben er echt van overtuigd dat dit de toekomst is en dat traditionele spelers die zich niet aanpassen gewoon weggeconcurrereerd zullen worden.



## Als we naar de mening van Arne vragen: komt de grootste concurrentie op de vastgoedmarkt nog steeds van kleine, snelgroeiende vastgoedspelers?

---

Nee, die komt duidelijk vanuit de technologie. Als de klassieke vastgoedwereld niet richting technologie opschuift, dan komt de technologie richting de vastgoedwereld. Daar moeten we ons echt bewust van zijn.

## En wat denk jij, Steven? Zie je nog andere spelers de vastgoedwereld betreden?

---

Volgens mij kunnen we binnenkort bijvoorbeeld energiebeheerders verwachten in de vastgoedsector. Ik ga ervan uit dat we binnen een paar jaar op een andere manier zullen verwarmen. Dan zal de energiebeheerder, dankzij datacaptatie, onze energie efficiënter kunnen beheren waardoor de eindverbruiker uiteindelijk minder zal betalen. Of dan kan de energiebeheerder beslissen om het vermogen van de laadpaal voor elektrische wagens van 100 naar 60 watt te brengen om zo minder energie te verbruiken. Dit heeft geen invloed op de rijprestaties van de wagen en drukt tegelijkertijd het verbruik, en dus de kost, van energie. Dit zijn innovatieve incentive modellen waardoor spelers die voorheen niet in vastgoed zaten, nu toch in deze wereld kunnen terechtkomen.

## Tot slot, Davy, komen we dan terecht in een efficiëntere en dus goedkopere wereld?

---

Ik ga ervan uit van wel. Denk maar aan de 'one price policy' die langzamerhand de gewoonte vervangt om een huurprijs aan te rekenen en die dan te vermeerderen met een aandeel in de kosten, een abonnement voor elektriciteit, een abonnement voor gasaansluiting en een abonnement voor internet. Bij deze nieuwe formule worden efficiënte metingen uitgevoerd waardoor de globale prijs uiteindelijk goedkoper is dan wanneer alle installaties en alle abonnementen apart aangerekend worden. En dat is zeker een tendens die we ook in België zullen zien in de toekomst. ■

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# DUMAS-PARIS LUXURIOUS BEDDING, CRAFTED BY GENERATIONS

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Dumas Paris has been recognised for quality of its hand-made feather bedding for 5 generations. Thanks to the transmission of expertise over a century, Dumas Paris has been officially recognised by the French government as a Living Heritage Brand (EPV), a badge that distinguishes French companies for their traditional craftsmanship and expertise.

The 110 year story of the Dumas family enterprise, explains the company's award-winning dedication to quality, craftsmanship and tradition.

### THE ORIGINS OF DUMAS

The story of the Dumas family enterprise began in Paris, in 1851. "My Great-Great-Grandfather, Paul Dumas was a stock market trader who moved from Paris to Burgundy to escape the city pollution" explains Edouard Dumas, CEO of Dumas-Paris. "When he moved to the country, he changed from stock trading, to leather and rabbit fur trading, supplying many of the leading haute couture designers

in France. Our fur business was very successful until just after the Second World War, when the fashion market started to move away from fur."

"My Great-Grandfather decided to change our focus to trading high-quality feathers and duvet. Many of these products were sourced from the same Burgundy farms we used when we were trading rabbit fur. When my grandfather took over Dumas Paris, in the early 1950s, he created his own factory to use these feathers and duvets to make our own feather pillows."

### TRANSFORMING THE SLEEPING EXPERIENCE

"Dumas Paris continued to grow in the 1970s, when my father took over the running of the company. We enlarged the premises and this allowed us to have a bigger stock of products and more production lines. The 1980s saw more transformations, when bedding styles started to change. We added feather and duvet quilts to our product range. That meant we were able to replace traditional blankets with a solution for better temperature control in bedding."



“We continued to develop new product innovations and in the 1980’s we began introducing quilts and pillows with synthetic fillings, alongside our feather and duvet products. Super-comfortable mattress toppers in feather, duvet and synthetic versions then followed. In the 2000’s we began to have patents on some of our solutions, including a unique double-envelope solution that protects bedding against acarians.”

### QUALITY GUARANTEE

At Dumas, duck and geese are carefully selected for the quality of their feathers and duvet. The most rare of these materials is eider down, which is collected by hand from nests and can fetch up to 2000 euros le kilo at market prices.

“The choice of textiles that we use for enveloping our products is also very important” says Edouard. “Often we use high quality satin cotton or silk cotton, but these can be customized to client requirements.”

“Many of our workers have been with us all of their working lives – and some for generations. We are proud of our craftsmen and their skills. Most of our manufacturing steps are still carried out by hand, as is our entire quality control.”

### ANIMAL WELFARE AND SUSTAINABILITY

Dumas feathers and down are sourced by harvesting post-season nests for the rarest down, or from geese and ducks which are guaranteed with good living and end-of-life conditions. All animals are raised for their meat, not just for their feathers.

Dumas is committed to reducing its carbon footprint. The company involves clients in this initiative, offering each client the opportunity to donate to a reforestation project in the Peruvian Amazon. So far over 31,000 trees have planted as part of the Dumas programme.

**ADVISING CLIENTS AND MADE-TO-MEASURE SERVICES**

“Our clients include the owners of chateaux, villas and the most luxurious hotels. Many of these clients are in Europe, but we also have customers in Asia, EMEA, the US and Africa. We provide them with made-to-measure products and the benefit of our expertise in bedding gained over generations. We help them provide their guests with the real “Wow” factor they are looking for when they stay in a prestigious hotel. We also work with interior designers and

one of the services we can provide is creating bedding for them in all shapes, sizes and materials.”

“Giving our customers the best advice is a big part of our service. Our aim is to always listen to our clients and for us, every client is different. If you visit our website you can reserve a meeting with one of our consultants for advice on your bedding requirements.”

Visit [www.dumas-paris.com](http://www.dumas-paris.com) for more information.









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# THE FAIRWAY

## FEEL AT HOME A LONG WAY FROM HOME

Revamped boutique hotel in Kampala (Uganda) puts people first in everything it does

The least thing you can say about the Fairway Hotel in Uganda's capital Kampala is that it is a venue like any other you have visited so far. Fairway started off quite modest in 1969, when a family home was converted into a modest hotel to host the Pope's delegation for his first ever visit to Uganda. Today, this recently totally renovated boutique hotel boasts 100 rooms spread over 4 blocks, conference facilities, top restaurants, pools and two beautiful gardens. Not forgetting the most important feature of all: a guest is far more than just someone who stays for a while.



## Fairway Boutique Hotel

“Fairway is all about striving to create a home away from home for each of our guests. Everyone who is involved with the hotel focusses in the first place to show guests the warmth of Uganda’s hospitality”, says current managing director Azhar Ali Jaffer, whose family name indicates immediately this is still a family run hotel.

“This hotel is indeed all about family”, we are told, “this was literally the home of my great-grandfather and later on my grandfather, who was a member of parliament in the sixties of the previous century. This story of family is very important to us, it is no coincidence we pride ourselves of being a boutique hotel, as this is a place where the customer always comes first.”

### **STAFF TRAINED TO ENGAGE WITH CUSTOMERS**

“You see, most of the hotels in Kampala are business hotels and in those places, the staff makes only very minimal efforts to get to know the customer. Here, we go about things differently. Our staff is trained to engage with customers, to provide them with the feeling we want to convey: this is his or her home away from home. For example: a staff member sees someone stopping to look at a plant in one of our gardens. In that case, he or she will approach the guest to explain what this man or woman is looking at. Our staff must be able to interact with our customers, just like for the management everything starts with caring for our own people. This way of going about is far from new for the Fairway

and started already in my grandparent’s time, who put a lot of effort in getting to know the guests and making them feel safe and at home. The only issue now is that the hotel is a lot bigger these days and that it keeps on growing. Thus, the need of also training the staff.”

In recent years, the Fairway hotel underwent a number radical changes. Just before the first outbreak of the pandemic, around 20 rooms had been completely renovated, all of this fitting in with a master plan to expand and exploring new opportunities.

“We were just getting ready for business when Covid-19 hit”, explains mister Jaffer, who can boast several degrees in finance, entrepreneurship and marketing from renowned institutes in Canada, the US and even Madrid, before coming at the helm in 2010. “Covid was weird and immediately made us think about the way in which we had to go about our business. We implemented a new policy right away, involving cutting cost and rethinking the way in which we worked. In doing this, we went about our business totally different than most other hotels. We didn’t close down and didn’t fire our people. We, on the contrary, went off the grid, installing things such as solar panels and creating a little farm where we produce some of our vegetables, herbs and spices. Our staff stayed on board and was given other opportunities. Such as a number of former waiters becoming builders.”





### **CENTRAL LOCATION IS MAJOR TRUMP CARD**

To see one of the major trump cards of the hotel, it suffices to take a look on the map of Uganda's capital Kampala. This makes it immediately clear how ideal this venue's location is. The Fairway is located right between two major areas, looks out on a golf course right across the street, is well placed in relation to Kampala's international airport (with its own shuttle service to and from the airport), lies in close proximity to the city's biggest shopping-malls and offers a spectacular view of Uganda's capital.

"When I arrived here in 2010, the hotel was pretty run down and as we got cashflow, we started to restore this building that was very iconic in the nineties of the previous century. First, pools and conference rooms were built and almost at the same time, we transformed this place into an oasis of plants, added birds and built beautiful fountains in the back and front."

"All of this was done to meet an existing demand. Kampala was mainly about business and not so much about tourism. What we try to do is create a far better balance on an ideal location.

## Fairway Boutique Hotel

In order to give our guests everything they need, we go a lot further than other hotels. Such as the creation of our own shopping area on the hotel grounds, the opening of a new restaurant around our swimming pool, a coffee shop, a spa, a bar, a gym, etcetera... Does this mean we are not focussing on the business

side? Far from it, I think our seven conference rooms and our meeting facilities speak for themselves. With the following difference: even our business guest needs this feeling of home away from home and is provided with it."





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### ASIAN FUSION RESTAURANT

Especially the catering services the Fairway Hotel offers are worthwhile taking a closer look at. Very striking is how we notice how two totally different 'cuisines' are presented in two different restaurants. One is a more traditional one with continental and normal local food, while the other is called an Asian fusion restaurant. Asian food in Uganda? That needs some explaining.

"This second restaurant illustrates exactly what it's all about here: offering a mix of Uganda and international. It all started off with a café, called the Garden café, where we served tea, meat pies and so on. Over the years, the demands for food became more and more diverse and the menu expanded. When I arrived in 2010, it was immediately clear how much potential there was and over the years we found a niche with a taste for Asian and Indian food. We developed a true fusion kitchen. For example: have you ever tasted crispy casava? You'll love it!"

"The two restaurants illustrate the long-time goals of the Fairway. What do people want when they travel to Africa? One of the first things you can expect is that they want to experience the local culture, while they also get the chance to enjoy what they know. Things like that are not what you will experience in hotel chains such as the Hilton or the Marriott."

"It doesn't stop there, with our boutique hotel we emphatically make a point of supporting the local supply chain. In doing so, we also support the local people and make things better for those immediately around us."



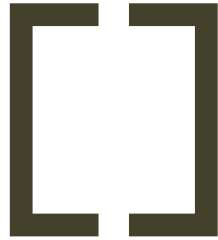


### **A BRIEF HISTORY**

Fairway's story begins in 1927, with a humble family home in Nakasero that belonged to the Jaffer family. Many years, nothing changed, but then, in 1969, a knock on the door from the Vatican would convert their home into a modest hotel to host the pope's delegation for his first ever visit to Uganda.

In 1969, the Fairway Hotel was one of Uganda's first hotels, and it was officially launched in February 1971 by his Highness the Aga Khan, with 50 operational rooms. Shortly after, in 1972, during Idi Amin's regime, the Fairway Hotel was taken over by the government during Uganda's economic war and became an army base. Later, it was converted into the country's first Hotel and Tourism Training Institute from 1989 to 1991.

The return of the Jaffer family to Uganda in 1990 saw the hotel evolve to a 100 rooms boutique hotel. The focus is now on continuing to define Uganda's hospitality. The Fairway strives to always aim at excellence by staying innovative, providing a comfortable home for the guests and supporting the local communities.



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# MUSK PROVIDES TESLA (TSLA) CYBERTRUCK DESIGN UPDATES

Tesla, Inc.'s (TSLA) colorful CEO Elon Musk has provided updates on the company's Cybertruck, launched with a splash in 2019, and suggested that it could end up becoming a flop in the market.<sup>1</sup>



## Cybertruck



On Twitter, Musk's favorite social media platform, the CEO wrote that the car's doors would not have handles. Instead, it would simply recognize the owner and open the door. He also said that the Tesla team was planning to retain the same design as the one that was displayed during its 2019 launch. "Just some small tweaks here & there to make it slightly better," he wrote.

When it was launched, the truck's unconventional trapezoidal design and yoke, instead of a steering wheel, drew puzzled responses from analysts and Tesla watchers. Toni Sacconaghi, senior technology research analyst at Bernstein, wrote that the cybertruck was "weird ... like, really weird."

But the launch event's highlight was the shattering of a demo Cybertruck's glass windows by Tesla design leader Franz von Halzhausen with a metal ball. Musk had said the glass windows could withstand bullets from a 9mm handgun.

As with most Tesla products, however, the public lapped up the truck and immediately submitted the \$100 pre-order amounts. Musk, not one to shy away from free publicity, touted the numbers at public events and on Twitter.

But his mood on Thursday was more cautious. He said there is a chance that the all-electric truck may not succeed "because it is so unlike anything else." He wrote, "Other trucks look like copies of the same thing, but Cybertruck looks like it was made by aliens from the future." With a starting price of \$39,900 for a rear-wheel drive (RWD) model, the truck is slated to start production later this year.

### **A MARKET DOMINATED BY ESTABLISHED CAR MAKERS**

According to sales data from Motor Intelligence, pickup trucks constituted 20.1% of total sales of new cars last year. The market

for pickup trucks is dominated by established car makers. With a 36.1% share of the overall market, General Motors Company (GM) led the market, and Ford Motor Company (F) was second with a 33.8% market share.

Even as Tesla is gearing up to manufacture its truck, other car companies are already snapping at its heels. Ford plans to launch all-electric versions of its pickups by Fall 2022. It plans to make an all-electric version of the F-150, its best-selling gasoline-powered truck, to be released in Fall 2022. General Motors also entered the market with its GMC Hummer EV, slated for delivery in 2023. A startup, Rivian, has also entered the all-electric pickup truck fray with the R1T, which will deliver a range comparable to Tesla's Cybertruck and also qualifies for a federal tax credit.

Given competition and Tesla's previous problems with releasing products on time and increased competition, the success of its electric truck is far from given. But that is not a source of worry for Musk. "I don't care," he wrote on Twitter, referring to the prospect of a failure for the electric truck. "I love it (the Cybertruck design) so much even if others don't."

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# NORTHVOLT RAMPS UP PRODUCTION OF GREENER – AND CHEAPER – LITHIUM-ION BATTERIES

Northvolt, a battery manufacturer based in Sweden, has the mission of creating “green batteries for a blue planet”. The company uses clean energy in its factories and aims to deliver batteries with an 80% lower carbon footprint compared to those made using coal energy. With the help of funding from the European Investment Bank, Northvolt is increasing its production capacity. It is also moving into the arena of batteries for electric cars, as part of joint ventures with several European car manufacturers.

Text : Joanna Pays, Pictures credit : Northvolt



### NEW LITHIUM-ION FACTORY

As part of its expansions, Northvolt has built a lithium-ion factory in the north of Sweden. The factory began production in 2019 and aims to ramp up its output to 32 gigawatt-hours' worth of batteries by 2023. Although electric vehicle production is continuing to rise, many car manufacturers – including European-based ones – are still having to rely on batteries imported from Asia. Northvolt has put into place collaboration deals with European manufacturers such as Volkswagen, BMW and most recently Volvo, to improve this situation. Lowering the price of batteries – and the carbon footprint from manufacturing and shipping batteries – is now within sight.

### JOINT VENTURE WITH VOLVO

In June 2021, Northvolt announced its most recent joint venture, with fellow Swedish company the Volvo Car Group. As a first step for the 50/50 joint venture, Volvo Car Group and Northvolt plan to open a new research and development centre, to open in 2022. The R&D centre will leverage the expertise in batteries from both companies, to develop next-generation battery cells and vehicle integration technologies. These solutions will be specifically developed for Volvo and Polestar cars. The venture also includes a European Gigafactory, scheduled to open in 2026. Capacity in this additional factory is expected to be 50 gigawatt hours a year. As a reminder, Volvo has stated that by 2030 it will be producing only electric cars. By working with Northvolt, Volvo will be able to greatly reduce its environmental footprint linked to battery sourcing and production. The first car to use batteries from the new joint venture is expected to be the all-electric successor of the Volvo XC60 model.

### ENCOURAGING THE TRANSITION TO DRIVING ELECTRIC

Northvolt is committed to using renewable energies and optimising the use of resources in its manufacturing operations. By 2030 it aims for recycled batteries to make up 50% of the materials it uses to make new batteries. Circulating the valuable metals contained in batteries back into manufacturing not only reduces the needs for mining raw materials, it also lowers the environmental impact of batteries and drives down battery costs. These factors are key priorities in helping to promote the transition to driving electric.



# 1000 KILOMETERS TOUR INSIGHTS FROM PETER GHYSELINCKS

Interview by Martin Gillet - Pictures credit Peter Ghyselincs

Source : [https://docs.google.com/document/d/1BDpyTq73D\\_2XwW3hX-Hk8i94eNjqQOjG2Hkj9BcL4PE/edit?usp=sharing](https://docs.google.com/document/d/1BDpyTq73D_2XwW3hX-Hk8i94eNjqQOjG2Hkj9BcL4PE/edit?usp=sharing)

104



# 1000km

# EDITION 1

Sinds 22:09		
68,4 km	1:05 h	206 Wh/km
Sinds opladen		
165,0 km	32,1 kWh	195 Wh/km
Rit B		
1.047 km	207,0 kWh	198 Wh/km





During these still hectic times, still perhaps on the fake news trolling from the World regarding EV's, a triumvirat, Peter Ghyselincks, Philippe Van Der Gucht and Wim Broos joined their forces to organize on May 22nd 2021 a tour of Belgium. No less than 1000 Kilometers ! Aboard EV's !

We were very pleased to see Community once again embracing the call for a road trip, in good company and in scenic Belgium. We reached out to Peter Ghyselincks to have his insights and impressions.

### **Hi Peter, can you introduce yourself?**

I am a graduate of Electronics, and after a 15-year career as a quality engineer found my way into software development. Besides the professional part, I have always been interested in video and photography. My education in Electricity can certainly not be missed in this context.

### **What is your connection with the EV World ?**

Basically, I follow the EV Belgium community FB group, or work on setting up small road trips.

### **(Supercharged) Do you drive an electric car? Since when? How many kilometres so far? What is your experience?**

Throughout my career I have driven many kilometres. In the early years, these were driven in private vehicles. Later, they became company cars. Because of the many kilometres you drive, you are also aware of the cost of your journeys, which has resulted in more privately owned cars running on LPG than on petrol or diesel. Four years ago, another private vehicle had to be replaced, but the demands you make on a vehicle also increase with the more and more kilometres you have done :). A long period of studying the world of electric driving finally made us decide to go for it. So now, 4 years and 80000 km later, we as a family don't regret a single minute of it. The vehicle is used for daily use, trips for the children, visiting family, the annual trips abroad and finally towing a trailer for all kinds of jobs such as moving or transporting garden materials or the container park. Four years ago, another private vehicle had to be replaced, but the demands you make on a vehicle also increase with the more and more kilometres you have done :). A long period of studying the world of electric driving finally made us decide to go for it. So now, 4 years and 80000 km later, we as a family don't regret a single minute of it. The vehicle is used for daily use, trips for the children, visiting family, the annual trips abroad and finally towing a trailer for all kinds of jobs such as moving house or transporting garden materials or the container park. And because of Covid we want to take the folding caravan to the south of France :)

### **Can you tell us more about the 1000 kilometre challenge? What is it? What were the goals? How many participants?**

### **What was the roadmap? Other information such as kilometres driven etc ?**

The 1000 km challenge originated from a sudden idea during a conversation, that Belgium is becoming too small to organise challenging trips for EV vehicles. By challenging I mean, making it difficult for the driver with today's EVs regarding the range he can reach with his EV. Many vehicles cover the route from Ostend to the Signal of Botrange (laughs) without any problems. With this in mind, the three of us put our heads together to map out a very varied route around and through the whole of Belgium. Almost all the provinces were included in the route. The route also led you outside your comfort zone in terms of existing charging points directly along the road.

### **How long did this adventure last?**

The adventure could be seen as a 24-hour challenge in the sporting mode (with participating teams). After all, I drove the 1000km as a two-day event and (almost) completed the 24 hours.

### **How did the participants react?**

The proposed route seemed to be too ambitious for many participants, and a lot of 'participants' followed the route online. The weather forecast was also not good, to say the least. The 'Eating your own dogfood' idiom was ultimately a major motivation for putting this (first) edition on the map as 'doable' or 'achievable'.

### **Possible anecdotes**

I know of one EV driver (motorcycle) who rode a smaller version of the tour and braved the harsh weather. Hats off to him for that.

### **Any other topics**

The supply of fast chargers is a difficult subject, and perhaps a reason why participants have dropped out. But with a 1000km of Belgium tour, you can of course show that the absence of a quick charger on your route does not always have to be seen as a shortcoming. And what was certainly forgotten was that the consumption of your vehicle on the proposed route would probably also be much lower than the normal home/work routes.

### **Would you recommend this tour to your fellow EV drivers?**

Together with the other organisers we did a retrospective and brainstormed about the possible approach for a next edition. One fact is certain, it is not a family trip that you can just take up. But for an EV-driver who likes a challenge, this should certainly not be missing on his record of achievements.

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# INSIGHTS FROM ELI BURTON

## TESLA MODEL S PLAID UNVEILING EVENT

Interview by Martin Gillet - Pictures credit Eli Burton

On June 10th 2021, Tesla unveiled the Tesla Model S Plaid Event. Of course all of us were keen to learn more about the Plaid version.

A lucky 25 customers received Tesla's redesigned Model S "Plaid" at an event hosted by CEO Elon Musk in Fremont, California.

Plaid Model, Why so fast? "We've got to show that an electric car is the best car, hands down," Musk said at the event. It's got to be clear [that] sustainable energy cars can be the fastest cars, the safest cars, [and] can be the most kick-ass cars in every way."

### **"THIS CAR CRUSHES" HE SAID.**

We reached out to our Friend Eli Burton to have his insights as he attended the Event. You probably recall Eli, from past editions. Eli is not only an Amazing Tesla Ambassador, he's also involved in Space X Adventure and publishes Starman comic strip.

### **Thank you for having us Eli. So you were part of the guest lists. What were your first impressions ?**

When it comes to the experience of the event. It was one of the more intimate Elon events. In Fact it was the most intimate. Even more so than the boring tunnel unveil that had maybe 500 people.

Due to California's covid restrictions the maximum number of attendees was 400 people so long as every participant had either a vaccine or a recent covid test. Tesla was even providing rapid tests on site incase anyone forgot to bring their vaccine card or test results.

Elon came out on to the stage, not all that late actually. Normally these unveilings and delivery events run an hour behind schedule but this time it was within reason. He gave a presentation that for non Tesla people was probably not all that interesting. But for those of us who understood, we knew that this was Elon delivering on the promise that electric cars were now better than gas cars in every way. We thought we would have to wait for the next generation Tesla roadster before an electric car finally beat high performance gas cars on top end acceleration, but no. Tesla did it with an updated version of the Model S. The Plaid Model S manages to maintain 1000 horse power through 200 MPH. This is a stunning change from the ludicrous P100DL which was a absolute rocket off the line but acceleration slowed as you speed by 60 of 70 MPH.

This isn't a light weight roadster, this is a 5 seater, 5,000 Lbs family sedan! It's absolutely stupendous what Tesla has achieved with plaid and they are showing just how much of a lead they have in technology over the entire rest of the industry. Tesla makes it seem but if it were easy, they would have competition, which they don't.

### **INSIGHTS FROM ELI BURTON DURING TESLA MODEL S PLAID UNVEILING**

Eli can you introduce yourself. Where are you based ? What do you do for a living ? Who is Starman ?

My name is Eli Burton, I am based out of Sacramento, California. I work full time producing The Adventures of Starman series, and as a passion I organize experiences for the Tesla community leading the Tesla Owners Club My Tesla Adventure. The identity of Real Life Starman is a secret of sorts because he is the symbol of a movement toward a cleaner space faring future, but let's just say we are friends.

Latest Adventures of Starman is at StarmanBegins.com. It's funny because the adventures of Starman snuck its way into the history of the plaid event. As Elon was walking off stage he stopped to talk to his supporters and fans, and It struck me to ask him for permission to include him in the origin story of The Adventures of Starman. And without hesitation he said sure! <https://youtu.be/QGc4rUB2Aeg>

I have recently released the 4th episode of the Adventures of Starman titled Operation Darkstone, and I am currently finishing up production of the 5th episode (The Adventures of Starman Begins which will be delivering worldwide starting in October, StarmanBegins.com

On a side note we are working on a non fiction line of stories that will be produced in parallel to the adventures of starman. These will be about documenting in graphic novel form the real life astronauts historic tales of leading our exploration. Details of the first book are underwraps for now but more details will be released in the coming months.



Pages from the upcoming Episode 4 of the the Adventures of Starman - **Operation Darkstone Part II.**



**Tesla delivers the first 25 Model S Plaid sedans. You were onsite and on the guest list, how was the access to the site ? How was the company you were in ? "The usual suspects we presume" ?**

Access to this event was the most limited I've seen. I did see usual suspects but also a good number of folks who would normally be that didn't get due to covid limitations.

**How was the Unveiling ? Did they meet your expectations ?**

It was a great intimate experience. The coolest part was Franz was just out in the event hanging out with us. Anyone could walk up and talk to him which we did for a half hour.

**Any insights or impressions on this particular event ? Did you get a chance to get up close, to have a ride ? Did you order one ?**

I did get to ride in one and what really caught my attention was not the 0-60mph but the 60-120mph. The car just keeps going and keeps pulling at the same point when my ludicrous car would start letting off.

**What is your take on the Yoke steering wheel ?**

Honestly I dont' have an informed opinion yet. I need to spend a few days with a yoke plaid before I can give an assessment. So far I've only been a passenger and not a driver to it wouldn't be fair for me to judge it before driving it.



**How was the ambiance onsite ? How was Elon ? How was the Staff ?**

Elon seemed a bit tired but also proud of the plaid. Plaid is an incredible achievement for Tesla. The staff was great, and I got to see some long time members of team Tesla that i had not seen since the pandemic had begun and it was a great reunion.

**Without any fuss, what is your take on the Plaid + Cancellation ?**

That Plaid + is still a couple years away and they wanted to bring the attention to the product that is ready to today. There is no way that Tesla is not going to make a Model S in the future with 4680 cells. No chance. But I think the "cancellation" of plaid + means that its 2-3 years away. Which makes sense, they need to prioritize the cybertruck, the Tesla Semi, and at some point the Tesla Next Generation Roadster.

**Any other topics/insights who want to add ?**

The lack of mainstream excitement by the plaid launch made sense, but also was insightful. Tesla just released a product that no other auto company can even remotely compete with, and because this is what Tesla has a reputation for doing it was almost as if this was normal. It was like "of course Tesla is shattering records with revolutionary technology", "it would only be a story if they weren't".

**Thank you so much Eli, we look forward to see you soon in real life soon. Kudos for sharing your insights from the onsite event and the latest news of Starman.**





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# PIPESTREL EXPERIENCE

TEXT JOANNA PAYS AND MARTIN GILLET - PICTURES CREDIT : PRESS KIT PIPESTREL





As you might recall the second edition of Supercharged, we had featured the Formula E, a Green Tech Aircraft with an Electric approach in April 2016... Time does fly. Electrification is growing since quite a few years. Every major manufacturers has embraced the potential of latest technologies to either built plans and/or prototype. A few years ago, at the Paris AirShow, we came across the Pipistrel. To our great surprise, the aircraft was fully electric. Slovenia had made a major step towards the Electrification. The cockpit is quite similar with 'normal' aircraft. The main difference is the battery pack that the aircraft is using. As most of the flights we do are training flights (France reported that over 80% of flights held are training flights), this is the perfect business case to use an Electric Aircraft.

Community is our extended Family and we were pleased to see footage and pictures from our Friend and Tesla Owner Sacha Wittman, based in Switzerland. We reached out to him to have a glance at his Experience and an up close view on the aircraft 'in real conditions' as at the Paris Airshow we had met the aircraft in the static area.

"So fasten your seatbelt and join us for the take off. Cabin crew, please take your seats for take-off."

### FLIGHT IN A PIPISTREL LIGHT ELECTRIC AIRCRAFT OVER SWITZERLAND

Sacha Wittman is based in Switzerland and is the President of the Swiss Tesla Owners Club. He has been driving Teslas since 2011 and recently decided to take the electric experience to greater heights. Sacha shared with us some of the photos he took during his experience in a Pipistrel light, electric aircraft, flying over the beautiful Swiss landscape. Enjoy...

Sacha lives in the town of Moutier, in the Jura district of Switzerland. He has been driving a Tesla Roadster 2.5 since 2011 and also has a Long Range Model X. In June, Sacha became the President of the Swiss Tesla Owners Club – a club which counts over 1100 members.

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Although the Swiss club was not able to organise many events in 2020 due to the health crisis, some club members did attend an event in the Northern Alps, to launch a series of record-breaking initiatives in a Pipistrel Velis Electro aircraft. That is when the Pipistrel first caught Sacha's attention. Then, for his birthday, he received the gift of a flight in a Pipistrel.

"I've never flown in a light aircraft before – even a fuel-powered one, so this was my first time" says Sacha. "It was a great experience and we flew over some spectacular countryside, as you can see from

the photos. During the flight, the pilot handed over the controls to me. I'd definitely recommend it if you get the opportunity to fly in one of these aircraft."

#### **ABOUT PIPISTREL – PIONEERS IN LIGHT AIRCRAFT**

Pipistrel is a light aircraft manufacturer located on the Slovenian-Italian border. The company was founded in 1989 and has produced over 2000 aircraft since it began operations. Always interested in new innovations, Pipistrel launched its first electric-powered aircraft back in 2007, named the Taurus Electro. The company has

## Pipistrel experience



since developed other aircraft with electric and hybrid powertrains. In June 2020, the new Pipistrel Velis Electro was fully certified by the European Union Aviation Safety Agency (EASA). Two liquid-cooled lithium batteries power the electric motor and take just 2 hours to recharge from 30% to 100% capacity. Enthusiasm for the new aircraft among the aviation community has been overwhelming, with orders coming in from around the world. The aircraft is particularly

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In total, you have here a usable floor space of no less than 837 m<sup>2</sup> including a separate office area with various multipurpose rooms (144 m<sup>2</sup>) and 12 parking spaces.

The beautiful domain of more than 74 acres is a breathtaking piece of nature with full privacy.

A heated outdoor pool with accompanying pool house with wellness, the vast pond and the various green areas and terraces create a unique peaceful atmosphere.

In short, this piece of paradise has everything to offer you! Contact us for more information or a viewing!

Contact Immo Nobels for more information or a personal tour of this exclusive property.



[www.nobels.be/NL/Pand/2938214](http://www.nobels.be/NL/Pand/2938214)

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# BEAUTIFUL FLATS IN THE HEART OF JÁVEA STARTING FROM € 175,000

A new residential complex consisting of 74 flats with 2 or 3 bedrooms. All flats are built and finished with the best quality materials. The communal areas include swimming pools for adults and children, gardens and provide a beautiful environment to enjoy comfortably and relax.

There is a choice between a ground floor flat with garden, first floor and second floor apartments with terrace and a penthouse with private roof terrace.

The flats have 2 bathrooms, an open kitchen and a living-dining room. The wonderfully bright living room opens up to the spacious terrace through large patio doors. The price of each flat includes a parking space in the underground car park.

This newly built complex is located in Javea, just 10 minutes' walk from the village's beaches and harbour. There are also many amenities within walking distance: supermarkets, the weekly market, banks, restaurants and cafes, gyms, schools (public and international), the bus station and the post office.

In these modern flats you will live in a quiet residential area all year round, but with all the necessary comforts. Of course, this complex is also ideal for enjoying a well-deserved holiday.

Each flat has air conditioning and heating through the ceiling and a fully equipped kitchen with an oven, microwave, cooker and extractor.

130



Expected completion date: March 2023.



[www.sire-spain.com/appartement-in-javea-zwembad-nl767145.html](http://www.sire-spain.com/appartement-in-javea-zwembad-nl767145.html)

# RUBANO IN KRUISEM STANDS FOR CENTRAL LIVING IN A GREEN SETTING

Rubano is the ideal place to live for young and old. Anyone looking for a combination of quiet living with the proximity of a pleasant village centre will certainly find something to their liking here. Within cycling and walking distance, you will find a butcher's and bakery, a pharmacy, a sports hall and school, bank offices... In addition, there is the easy connection to the E17. Kruishoutem is centrally located on the axe between the cities of Kortrijk, Ghent, Waregem and Oudenaarde. Coming from Rubano, you are in the middle of nature in no time. Go for a walk in the Lozerbos, or explore the rest of the Flemish Ardennes on foot or by bike. The Flemish cycling network literally passes in your street! The holiday feeling close to home is never far away.



Rijvisschestraat 124  
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[www.wilink.be/nl/immo/investeringsprojecten](http://www.wilink.be/nl/immo/investeringsprojecten)





# De voorpret begint bij het dromen

Wachten. Het kan frustrerend zijn... Behalve wanneer u de tijd naar uw hand zet. U kunt namelijk nu alvast dromen dat u ergens ver weg uit een vliegtuig stapt. Een andere cultuur in, nieuwe ervaringen tegemoet. Genieten van een longdrink aan het strand, terwijl u naar een spectaculaire zonsondergang kijkt en een zwoele zeebries uw huid kietelt.

Wat zou het geweldig zijn als dat weer zou kunnen. Gelukkig kan dromen altijd en overal. En het mooie is: dromen kost niets! Daarom is dit de tijd om optimaal te genieten van reisdromen over droomreizen. Want één ding is zeker: binnenkort gaan ze weer in vervulling.

Om uw dromen een vliegende start te geven, hebben wij vast een aantal suggesties voor onvergetelijke, op maat gemaakte reizen door Australië en Nieuw-Zeeland op een rijtje gezet. Ga naar [www.travelessence.nl](http://www.travelessence.nl) voor de beste reisinspiratie.

## Onze lokale kennis maakt het verschil

Klanten waarderen ons met een: **9.3** ★★★★★

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# NEW WISHES OF BELGIANS IN THE FIELD OF HOUSING

The latest study by CBC Banque&Assurance shows how important it is for the vast majority of Belgians surveyed to become homeowners. For example, 8 out of 10 respondents say that owning your own home is important and almost half of them even consider it a priority.

The study also shows that this need to own property is part of a family context. If Belgians want to become homeowners, in 32% of the cases it is mainly to protect their family. Young people (25-34 years), on the other hand, see this purchase more as a way to invest their money; for 29% of them, the emotional relationship is less present than for older people.

When we ask the respondents about the obstacles they have to overcome when they want to invest in real estate, several answers stand out. Thus, 38% first mention the too high prices of goods on the market and then 37% their own inadequate incomes. Among the youngest people, these figures even reach 50% and 47%. Regarding the influence of the health crisis on their relationship with real estate, two thirds of the respondents believe that it has had no influence on their project.



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# NEW CONSTRUCTION PROJECT

## **Boslaan in Knokke**

Vlassak-Verhulst is building a beautiful villa in Knokke by order of a client. We proudly look forward to its completion in mid-2022.

## **Baillet-Latourlei in Brasschaat**

Vlassak-Verhulst is building a contemporary villa for sale in Brasschaat, located in a beautiful, green and wooded area.

The large windows in the corners determine the character of the house and provide generous amounts of light as well as a connection to the garden. The house is finished with high-quality materials and, thanks to the application of innovative technical installations, is completely attuned to the future.

## **Blinckaertlaan in Knokke**

This autumn Vlassak-Verhulst will be starting a new construction project on the Blinckaertlaan in Knokke. Here is a sneak preview. Our designers are currently putting the finishing touches to the design.



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