



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

August 16, 2019

SENT VIA ELECTRONIC MAIL

Jason Levine
Executive Director
Center for Auto Safety
1825 Connecticut Ave., NW Suite 330
Washington, D.C. 20009
jlevine@autosafety.org

Re: Renewed Complaint Regarding Tesla Motors, Inc.'s Advertising Claims

Dear Mr. Levine:

This responds to your July 24, 2019 email to me, which attached a copy of your letter to Chairman Joseph Simons dated July 25, 2019. The letter, sent with Adam Scow, Senior Advocate at Consumer Watchdog, renewed your June 2018 request that the Federal Trade Commission investigate Tesla Motors, Inc.'s advertising claims about its vehicles' "Autopilot" features. Your letter indicates that Tesla's use of "Autopilot," "Full Self-Driving Hardware on All Cars," "self-driving," and "Full Self-Driving Capability" in its advertisements misrepresents that Tesla vehicles are fully autonomous when they only offer "driver assistance" features consistent with SAE Level 2 automation, or "partial automation," meaning that "the driver must remain engaged with the driving task and monitor the environment at all times." Your letter contends that Tesla also misrepresents that its vehicles' Autopilot feature decreases the probability of an accident and makes them safer than non-autonomous vehicles. You ask the FTC to review Tesla's advertising practices for violations of the FTC Act.

Advertising claims regarding consumer safety remain a Commission priority. We will review your submission carefully to determine whether Commission action is appropriate and will contact you if we need additional information. Thank you for writing to the Commission.

Very truly yours,

Mary K. Engle
Associate Director

Cc: Adam Scow, adam@consumerwatchdog.org