

## Jeffrey Adams

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**From:** Ken Potter <kenyan.potter@gmail.com>  
**Sent:** Sunday, October 17, 2021 11:19 AM  
**To:** Jeffrey Adams  
**Subject:** National G Article

Good morning Jeff,

Transportation revolution is the message from National G:

<https://www.tesmanian.com/blogs/tesmanian-blog/tesla-on-the-cover-of-national-geographic-october-edition-the-future-of-driving-is-here-and-its-electric>

If you have access to Apple News, there's much more there. I don't have access to that.

This latest prediction of 66% EV by 2040 is a major shift, but I believe that the reality may be more of a shock than that. Do you recall how CDs changed the music industry almost overnight? None of the tape formats before that had much effect on vinyl records, but CDs were dramatically better, and that did it. Detroit, Germany and Japan are all so worried about disrupting their own market, but others will do it better, and faster. When new electric cars reach the tipping point, I expect the shift to be dramatic.

Cannon Beach will be okay, I know that, but drivers are already quite puzzled that charging is remarkably unavailable and inconvenient. The hotels are clearly aware, because their business is overnight guests. The galleries and many of the restaurants rely on the upscale market, so they need to raise their level of awareness in a hurry.

Ken Potter