



The Southern California Broadcasters Association

September 26, 2017

Dear Mr. Musk,

Please allow me to introduce myself. My name is Thomas Callahan and we represent 170 AM/FM Radio stations, collectively known as The Southern California Broadcasters Association. Our mission is to promote the use and access of broadcast Radio in our listener's vehicles, at home, and at work, as well as live streaming via web sites and Mobil apps. Our 170 member Radio stations reach 93% of all Southern California adults every week, covering over 52,000 square miles, and reaching 15.1 million listeners every week. We are at www.scba.com

We were disappointed to read the news today that your exciting new Tesla Model 3 will not have AM Radio as standard equipment for your customers. Engineers at the Jet Propulsion Laboratory in Pasadena assure us there is no engineering reason to not include AM Radio in all electric vehicles, and indeed, are available in the Chevrolet Volt, and Nissan Leaf.

We understand you may be launching your own streaming music service for your vehicles and we applaud that idea, but consumers need real time information as well as music and the need to be informed is critical for all of us who drive every day.

Moreover, every consumer research study we have seen clearly indicates that new vehicle customers deem AM/FM Radio as "essential" and "necessary" when choosing a new vehicle. Please see this one example below of the overwhelming importance and use today's new vehicle buyers place with AM/FM Radio.

<http://www.scba.com/assets/pdf/Share%20of%20Ear%202017%20Westwood%20One.pdf>

Additionally, we ask that you consider the fact that AM Radio provides drivers with the latest traffic conditions, News, Weather, Sports, and of course, hours and hours of free music, entertainment, and companionship as we all crawl through Southern California traffic conditions. AM/FM Radio offers all this free information in English, Spanish, Mandarin Chinese, Japanese, Vietnamese, and Farsi, reflecting just a few of the 220 different languages and dialects spoken in Southern California.

Mr. Musk, your attention to customer satisfaction with Tesla is legendary and that's what makes the lack of AM Radio for the new model 3 so puzzling, especially since California alone represents a 53% share of all electric cars sold in the U.S.

On behalf of our members, and the Broadcast Radio industry, we'd like to request a meeting with you and your design engineers to discuss AM Radio, its vital importance to commuters, and why it remains the most important, real time media that millions rely on every day.

We will call your office shortly to hopefully arrange a meeting that is convenient for you and your staff.

Sincerely,

Thomas Callahan



170 Members Strong

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President

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