

CONTENTS

Prologue: The Beginning	ix
-------------------------	----

PART I A REALLY EXPENSIVE CAR

1 This Time Could Be Different	3
2 The Ghost of EV1	11
3 Playing with Fire	24
4 A Not-So-Secret Plan	35
5 Mr. Tesla	43
6 The Man in Black	55
7 White Whale	66
8 Eating Glass	85

PART II THE BEST CAR

9 Special Forces	99
10 New Friends & Old Enemies	108
11 Road Show	116
12 Just like Apple	127
13 \$50 a Share	137
14 Ultra Hardcore	151

15	One Dollar	161
16	A Giant Returns	171
17	Into the Heart of Texas	178

PART III A CAR FOR EVERYBODY

18	Giga	187
19	Going Global	197
20	Barbarians at the Garage	206
21	Labor Pains	217
22	Close to S-E-X	230
23	Changing Course	242
24	Elon's Inferno	257
25	Sabotage	274
26	Twitter Hurricanes	279
27	The Big Wave	294
28	Red Tidings	310
	Epilogue	323
	<i>A Note from the Author</i>	335
	<i>Acknowledgments</i>	337
	<i>Notes</i>	339
	<i>Index</i>	361
	<i>About the Author</i>	379