

The Great Company Adventures · Book 13 of 50

TESLA *THE CAR WITH NO ENGINE*

A curious girl, three wise mentors, and the silent car that runs on lightning and magnets.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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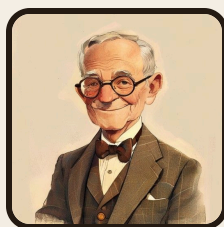
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



WREN

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE CAR THAT MADE NO SOUND

Midnight. Homework: unfinished. And Grandpa Ben's old brass compass? Spinning like a top.

SPIN

The needle froze. Pointing at the new car outside. It had rolled in... without a single sound.

A car with no ROAR? Weird.

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world. Start with the car that has no engine."

★ WORTH REMEMBERING

Every car you've ever heard **grows** — that's a thousand tiny explosions a minute. But this one just... hums. No fuel, no fire, no gears. So tonight's mystery: **what moves a car with no engine?**

The headlights flared. A whirlpool of blue light reached out and pulled her in.

WHOOSH



Here we GOOO!

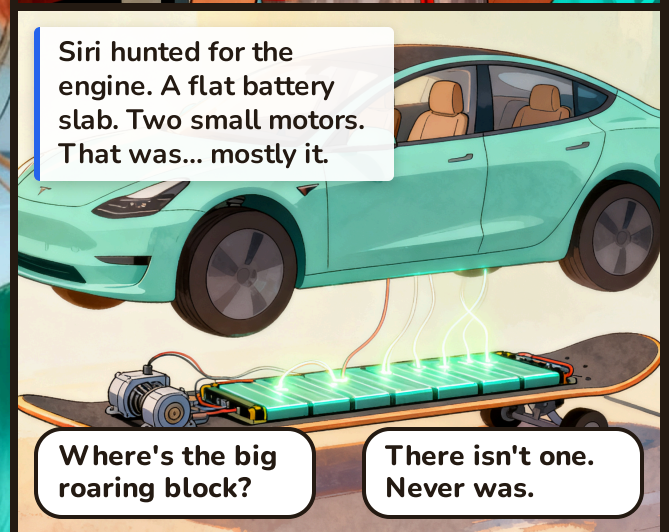


SIRI'S SECRET NOTEBOOK

New mystery! 🚗

- ① How does a car move with NO engine, no fuel, no noise?
- ② Grandpa says this built one of the boldest companies EVER. A quiet car?! Prove it.

THE PUZZLE WITH NO ENGINE



★ WORTH REMEMBERING

A gas car hides a metal beast of about **2,000 moving parts** — pistons, valves, gears, all wrestling exploding fuel. An electric car's mover has around **two dozen**. Simpler can be far stronger. 🔧

📖 SIRI'S SECRET NOTEBOOK

No engine! Just a battery floor + tiny motors + a computer. 🔍 Wren says three secrets run this car: the HEART, the MUSCLE, the BRAIN. First up — what's inside that heavy slab?

THE HEART FULL OF POWER

3a The slab: a battery the size of a mattress

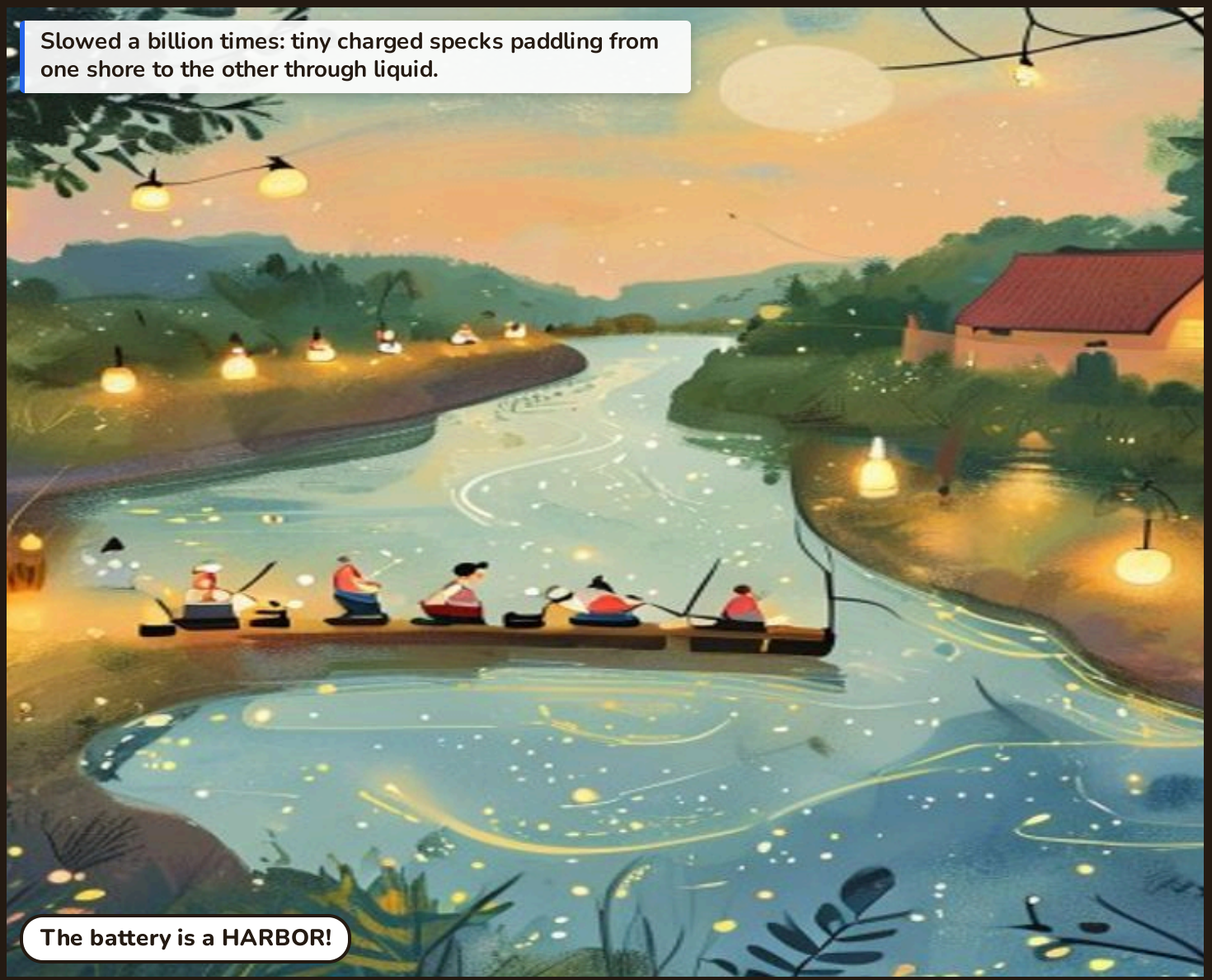
Wren knocked on the flat slab under the floor. "Thousands of tiny batteries, all holding hands."

She held up one cell, fat as a finger. "Each stores a little pool of energy. Pack thousands together..."

The whole FLOOR is the battery?

...and you can shove a whole CAR!

Slowed a billion times: tiny charged specks paddling from one shore to the other through liquid.



The battery is a HARBOR!

★ WORTH REMEMBERING

A battery is a **rocking chair** for lithium. Tiny lithium bits row to one side to power the car; plugging in rows them all back upstream. Each trip wears the docks a little — that's why old batteries fade. Heat is their worst enemy. 🔋

📖 SIRI'S SECRET NOTEBOOK

Battery = thousands of cells under the floor. Inside each: lithium bits rowing shore-to-shore. Charging = rowing them back. Heat = the enemy. ⚡ 🔋

THE MUSCLE MADE OF MAGNETS

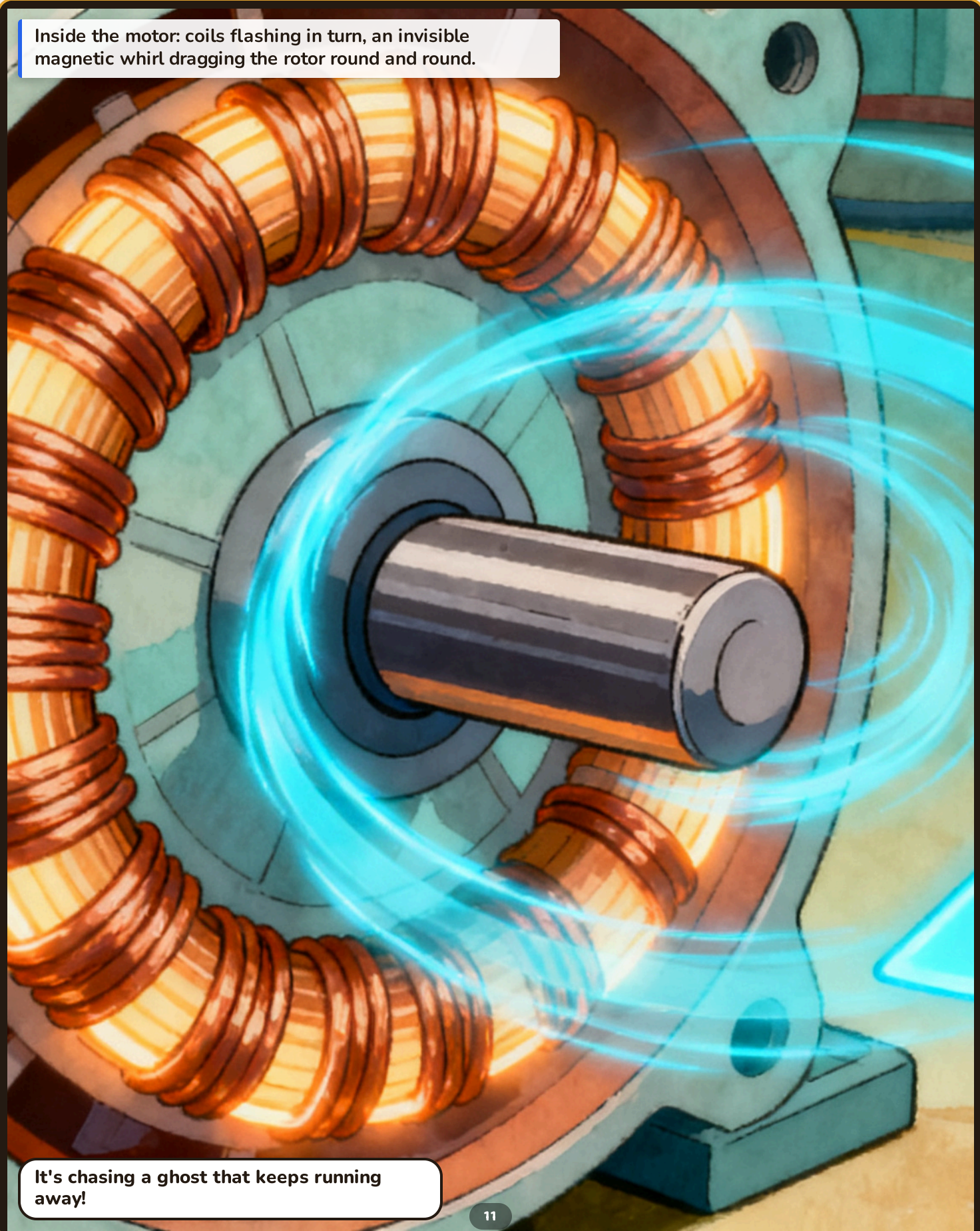
When spun a magnet near a coil of wire. The coil twitched — pushed by nothing Siri could see.



★ WORTH REMEMBERING

Run electricity through a wire and it becomes a **magnet you can switch on and off**. Flip a ring of them in turn and their pull seems to **spin in a circle**. Drop a magnet in the middle — it chases the spin. That's a motor. 🌀

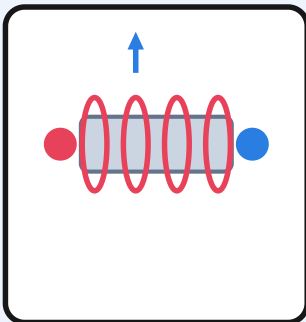
Inside the motor: coils flashing in turn, an invisible magnetic whirl dragging the rotor round and round.



It's chasing a ghost that keeps running away!

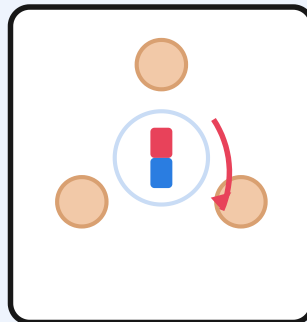


HOW AN ELECTRIC MOTOR SPINS

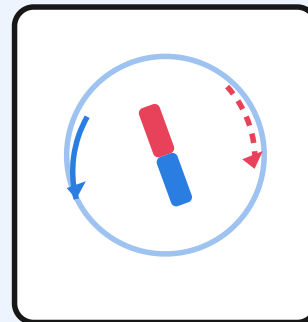


A COIL BECOMES A MAGNET SWITCH THEM IN A CIRCLE

electricity through wire = magnet



the pull rotates around the ring



THE ROTOR CHASES

it never quite catches the field

"A wild-haired inventor imagined this spinning field 130 years ago," said Wren. "Remember him."



Why remember ONE inventor?

His name comes back. Trust me.

Wren tapped the pedal. The car leapt — Siri's cheeks flattened, and she burst out laughing.



WHY is it so INSTANT?!

No gears to build up. Magnets pull NOW.

★ WORTH REMEMBERING

A gas engine must rev, then hand its power through a stack of gears. A motor's full twist is there the **instant** electricity flows — so a quiet electric car can out-jump a roaring one off the line. ⚡

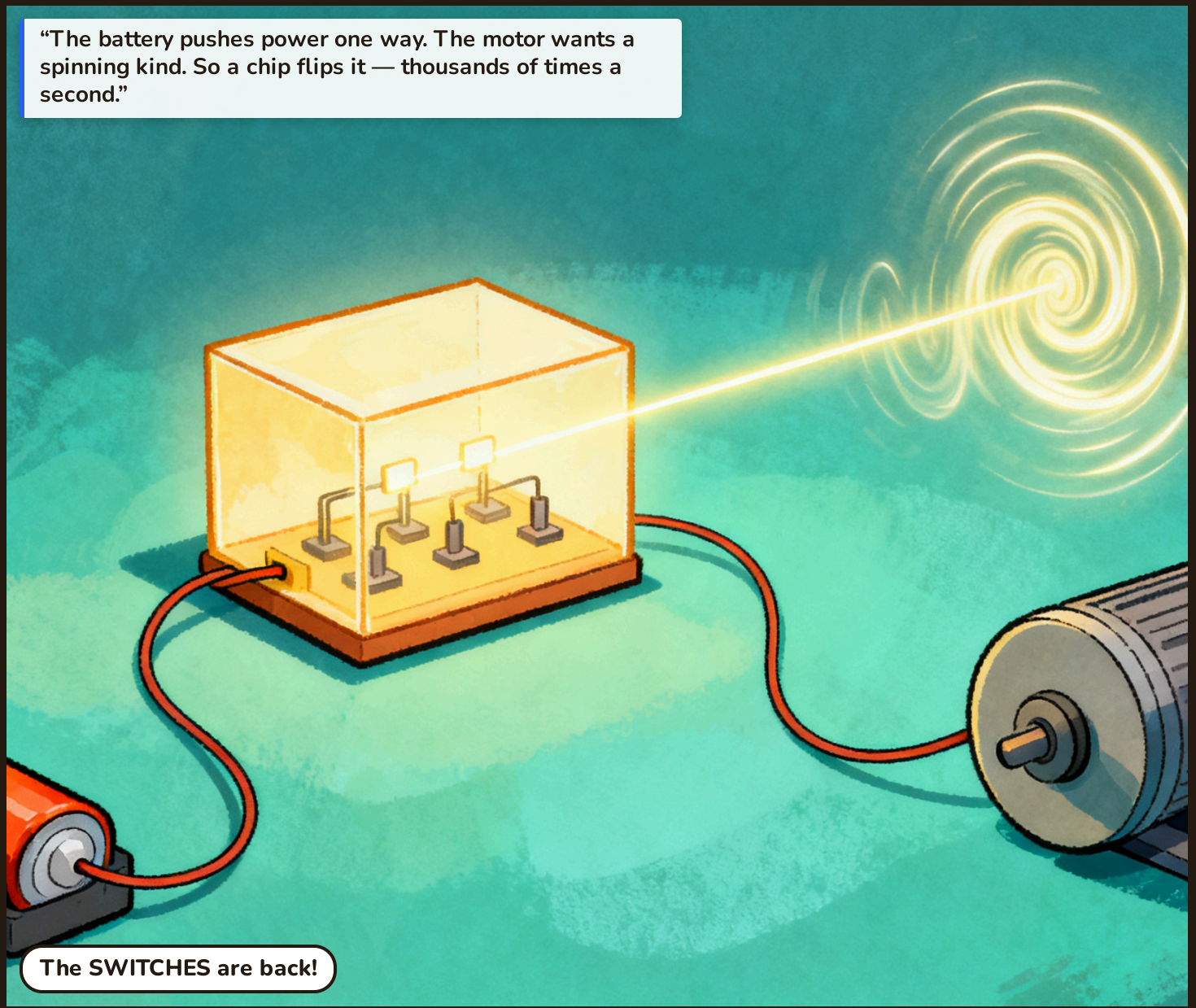
📖 SIRI'S SECRET NOTEBOOK

MOTOR = electricity → switchable magnets → a spinning magnetic whirl → rotor chases it. Full power INSTANTLY (no gears!). And some old inventor I'm told to remember. 🌀

THE BRAIN AND THE BOOMERANG

5a The brain: a switch that flips lightning

"The battery pushes power one way. The motor wants a spinning kind. So a chip flips it — thousands of times a second."



The SWITCHES are back!

★ WORTH REMEMBERING

Deep down it's the same trick as a computer: tiny **transistors** switching on and off, insanely fast, shaping raw battery power into the perfect spinning push. The car thinks with its muscles. 🧠

Rolling downhill, Siri felt the car slow — with nobody pressing the brake. The battery gauge crept UP.



We're braking by CHARGING?!

★ WORTH REMEMBERING

Spin a motor and it makes electricity. So when an electric car slows, the motor runs **backward as a generator** — turning the car's motion back into battery power. Every gentle stop is a tiny refuel. ♻️

Overnight, the car quietly updated itself. New tricks by morning, just like a phone.



My car got SMARTER while it slept?!

SIRI'S SECRET NOTEBOOK

BRAIN = a chip flipping battery power into a spinning push (switches again!). Bonus: braking REFILLS the battery (boomerang!). And the whole car updates overnight. 🧠♻️

WHY THE WORLD IS SWITCHING

Wren showed two roads: one to an old gas pump, one to a wall plug fed by sun and wind.



No more gas stations EVER?

Fuel it from your own roof.

★ WORTH REMEMBERING

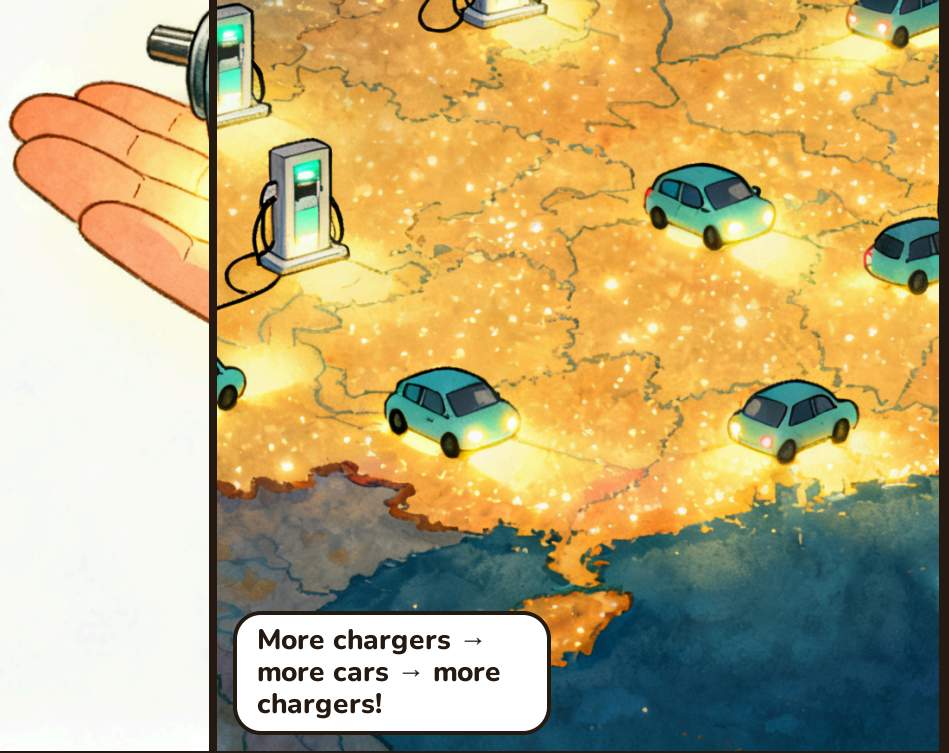
An electric car sips energy that can come from **sunlight, wind or water** — often cheaper than gasoline, and made almost anywhere. And with so few moving parts, there's **little to break**: no oil changes, no exhaust. ☀️

Siri peeked at an old engine beside the motor. A thousand greasy parts... versus a clean palm-sized spinner.



One of these needs a mechanic. One barely does.

A glowing map: charging stations multiplying, and cars multiplying with them, feeding each other.



More chargers → more cars → more chargers!

★ WORTH REMEMBERING

Here's the business magic: every new charging station makes the cars more useful; every new car makes stations worth building. Round and round — a rival must build **both sides at once**. ⚡

📖 SIRI'S SECRET NOTEBOOK

People switch for: fuel from sunlight ☀️, cheaper miles, barely any repairs. And the charging map grows itself — more plugs → more cars → more plugs. ⚡

THE CAR NAMED AFTER A GHOST

Wren led her to a factory bigger than a town, sleek silent cars pouring out. Siri read the name.



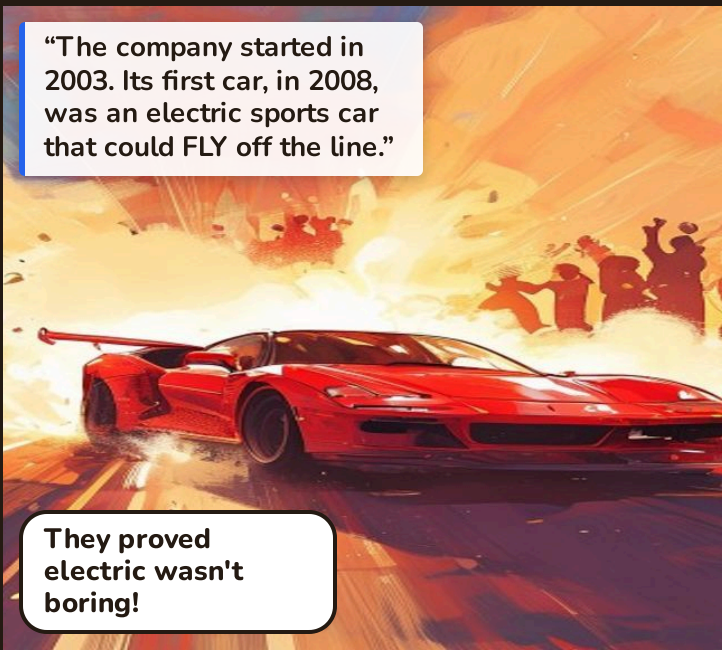
TESLA! The car with no engine!

"Remember my wild-haired inventor? Nikola Tesla. He dreamed the spinning-field motor in the 1880s."



The car is **NAMED** after him!

"The company started in 2003. Its first car, in 2008, was an electric sports car that could FLY off the line."



They proved electric wasn't boring!

"Then near-disaster. Twice they were almost broke — building cars and factories is brutally hard."



Almost **GONE** — twice?!

★ WORTH REMEMBERING

Their bet cut against everyone: cars should be electric, and you win by mastering the **hardest part — the battery** — yourself. So they built giant battery factories when rivals wouldn't dare. 🏭



THE STORY IN TIME

1856

Nikola Tesla is born; later invents the spinning-field motor.

2003

Tesla, the company, is founded — named in his honor.

2008

The Roadster: the first fun, long-range electric car.

2012

The Model S — a family car that outruns sports cars.

2014

The first Gigafactory begins — batteries at giant scale.

2017

The Model 3 aims to make electric cars for everyone.

2018

'Production hell' — nearly bankrupt building it.

Today

Millions of electric cars, and rivals racing to catch up. ⚡

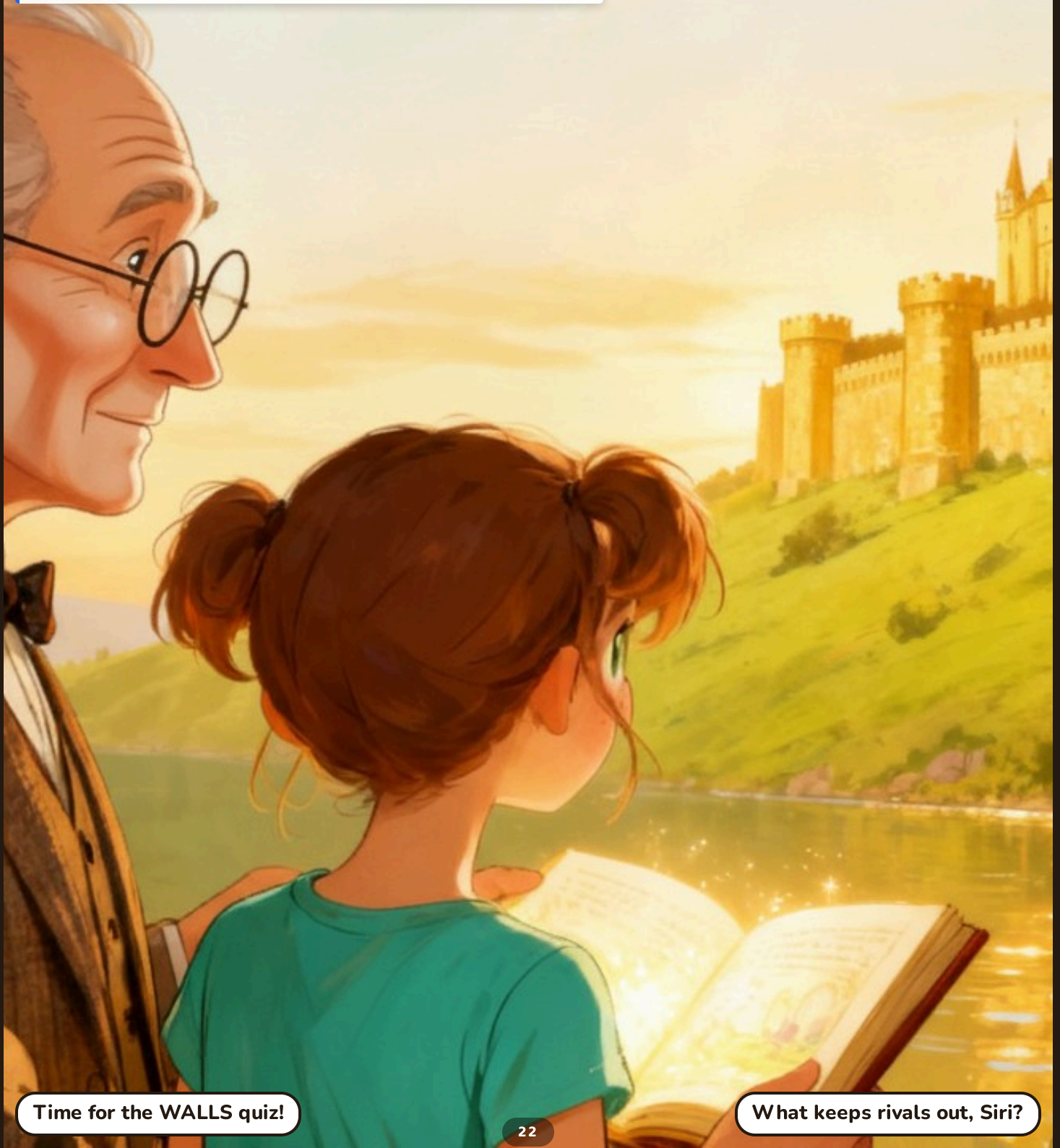


SIRI'S SECRET NOTEBOOK

TESLA — named after Nikola Tesla, the motor's inventor. Founded 2003, Roadster 2008, nearly broke twice. Their bet: own the hard part (batteries) and never look back. ⚡🏠

THE CASTLE WITH FOUR WALLS

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, before a shining castle.



Time for the WALLS quiz!

What keeps rivals out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Battery Mountain

Making millions of cells cheaper than anyone takes years and giant factories. Rivals can copy a car — not a decade of practice.



Wall Two: The Charging Web

Their own chargers blanket the roads. More cars fill them; more chargers sell more cars. A rival must build both at once.



Wall Three: One Fleet, One Brain

Every car sends back what it learns; overnight updates teach them all at once. Millions of cars improving together.



Wall Four: One Sculptor

Battery, motor, software, body — designed under one roof. Everything fits, and buying parts by the million cuts every cost.



The Cracks in the Walls

Every carmaker is going electric now. The company leans hard on one famous leader. New factories devour billions. And batteries need faraway minerals.

Charlie tapped his glasses. “My trick: don’t ask how to WIN. Ask what would DESTROY it — then don’t do that. **Invert, always invert.**”



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's ways to ruin it: stop improving and let the racers pass. Lean so hard on one person the castle wobbles if he stumbles. Build factories faster than the money comes in. Now — just never do those. Worry, turned into a checklist.

Warren raised his cola. "A business a billion people may one day depend on — with real walls. Not every fine castle ends up mine, but I sure admire these."



So the treasure isn't the car. It's the WALLS.

SIRI'S SECRET NOTEBOOK

Walls: battery mountain 🏢 + charging web 🌐 + one fleet-brain 🧠 + one sculptor 🔨. Cracks: racers, one leader, hungry factories, faraway minerals. Charlie: INVERT. Warren: admire the walls. 🏰

THE NEXT THIRTY YEARS

"Last question," said Wren. "What is this in thirty years?" A street of tomorrow: robo-taxis, silent trucks, roofs feeding cars.



The car might **DRIVE ITSELF** someday!

On a rooftop at dusk, Siri thought it through the way Grandpa taught her.



Don't bet on the car. Bet on the **NEEDS**.

★ WORTH REMEMBERING

The deep currents: batteries getting cheaper every year, cars that may drive themselves, trucks and even planes going electric, homes storing sunshine to share. Moving — and clean air — needed **forever**. 🌍

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: self-driving taxis, electric trucks, home batteries, cheaper cells. Rule: bet on needs (moving + clean air), not on today's shape. 🌍

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

In the driveway, the quiet car waited. Lithium rowing. Magnets spinning. A boomerang for brakes.

You're a thunderstorm that learned some manners.

She hugged the diary tight. Somewhere far away, a factory town hummed silent cars into the dawn.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Feel it now: lithium rowing in the floor, an invisible magnetic whirl spinning the wheels, braking that refills, a car that wakes up smarter. A car is no longer just a car. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Battery = lithium rowing shore to shore.
- ② Motor = a spinning magnetic whirl the rotor chases.
- ③ Braking can REFILL the battery.
- ④ No engine = far fewer parts = fewer repairs.
- ⑤ Own the hard part; build the walls.
- ⑥ Invert! Admire walls, not gadgets. 🧡



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

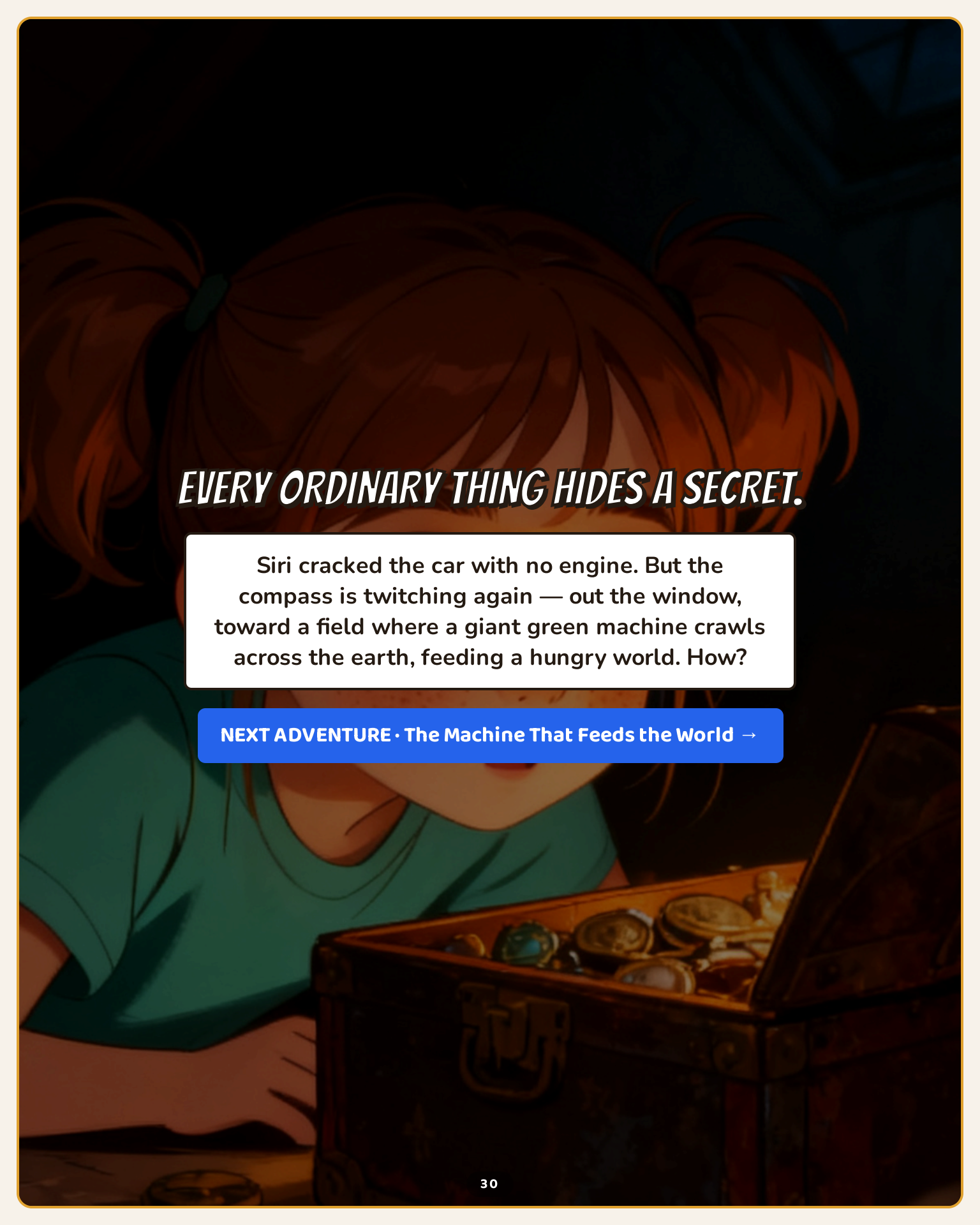
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.



EVERY ORDINARY THING HIDES A SECRET.

Siri cracked the car with no engine. But the compass is twitching again — out the window, toward a field where a giant green machine crawls across the earth, feeding a hungry world. How?

NEXT ADVENTURE • The Machine That Feeds the World →