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Elon Musk Comes Up With Hats For His Tunnel Project

9 March 2017, 12:16 am EST By Anish Asokan Tech Times



Elon Musk has definitely got a lot of things on his plate. The billionaire behind Tesla Inc. and SpaceX has posted an image of a cap on Twitter with a gold logo that reads "The Boring Company." It seems Musk is really serious about digging tunnels under Los Angeles.

It was in December last year when Musk tweeted about his frustration with traffic, which led him to launch a company that would address the situation. In manufacturing, boring is the "process of enlarging a hole that has already been drilled," and Musk cleverly used the pun to name his latest company.

On Sunday, Musk took to Twitter to post a photo of the cap bearing the company's name and logo. Many followers replied to the CEO's tweet asking how to get one for themselves. Even famous DJ Zedd chimed in asking for one. Musk replied that he will send one to the musician.

How Musk's Tunnel Is Unfolding So Far

The photo further cements the fact that Musk is really serious about building a tunnel company to help Los Angeles' traffic congestion. Earlier this year, Musk shared his vision of building a network of tunnels underneath the city to help make the lives of travelers more convenient.

It all started when Musk complained of the traffic in the city. At first, many people doubted the veracity of Musk's tweet.

Traffic is driving me nuts. Am going to build a tunnel boring machine and just start digging...

— Elon Musk (@elonmusk) December 17, 2016

But then he followed it up with another that said he's actually going to do it.

<https://www.techtimes.com/articles/200560/20170309/elon-musk-comes-up-with-hats-for-his-tunnel-project.htm>



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TECH

A Public History of Elon Musk, As Told by His Ridiculous Twitter Account

An entrepreneur once celebrated for seeing the big picture has become mired in the pointless muck of Twitter, just like the rest of us

By [Victor Luckerson](#) | Aug 17, 2018, 8:45am EDT



Getty Images/Ringer illustration

“Please ignore prior tweets, as that was someone pretending to be me :),” Elon Musk [wrote on Twitter](#) in June 2010. “This is actually me.”

Since that first tweet, there have been many questions about the @elonmusk account: Is he actually going to use his tunnel-digging company to sell flamethrowers? ([Yes.](#)) Did he really just call one of the men who rescued the Thai soccer kids from that cave a pedophile? ([Yup.](#)) Is he truly trying to take Tesla private? (Since lying about business plans to influence your own company’s stock price is [super illegal ... yes](#), definitely yes.) The only thing that’s always been clear is Musk is writing the tweets himself

(except [these two tweets](#), which were probably written by his girlfriend, Grimes). He's risking his reputation and the stock price of his multibillion-dollar corporations for the LOLs.

Things started out innocently enough, as they always do on Twitter. Musk began tweeting regularly in December 2011, focusing on the minutiae of his eccentric life. He invited fellow online renegade Kanye West to one of [his factories](#) after the two had a phone conversation about [shoes and Moses](#). He dressed up as [Art Garfunkel](#) for reasons never fully disclosed. He woke up on New Year's Day hungover after headbanging to the [Red Hot Chili Peppers](#) all night. He kept things blessedly light. "Not sure I can handle just doing 140 [character] missives," he [wrote](#) that month. "Will put longer thoughts on G+."

Despite the fact Google+ still technically exists, Musk kept tweeting. Twitter was an easy way to offer people an inside look at SpaceX and Tesla, his two futuristic companies whose success he has cast as critical to the long-term survival of the human race (Tesla's electric vehicles will slow the effects of climate change; SpaceX's rocket ships will give us an escape route off of Earth when it inevitably becomes uninhabitable). He live-tweeted SpaceX's rocket launches and basked in the [glowing press coverage](#) of Tesla's first mainstream vehicle, the Model S sedan. He also [told lots and lots of jokes](#), usually of the dad variety. "Mountain lions eat cats, which means we *actually* live in a cat eat cat world ... an apology is owed to dogkind!" If only this groaner could have been the last tweet in history, and the past six years of digital chaos could have been averted.

But Twitter did not shut down, and Musk continued to tweet. The platform became a place for him to work through big ideas, personal grudges, and late-night material simultaneously. In 2013, he mentioned climate change 11 times, arguing for the necessity of a [carbon tax](#). He briefly waded into political waters by espousing his admiration for both conservative and liberal presidents ("At the risk of losing more 'cool points,' [I like Reagan too!](#)"), then thought better of it ("No more political

comments for me now that I've [shot off both my feet](#)"). He got into a weeklong battle with *The New York Times* over a questionable Model S review, a back-and-forth that stretched from the Tesla blog to the *Times*' website to a truce negotiated on Musk's Twitter account ("[Faith in @nytimes restored](#)"). He also tweeted about how much he [loved flamethrowers](#), foreshadowing the foolishness to come.

As Musk's Twitter use increased, his different personas—Musk the CEO, Musk the Comedian, and Musk the Regular Dude—started to converge. "Traffic is driving me nuts," he tweeted in December 2016. "Am going to build a tunnel boring machine and just start digging." [And so the Boring Company was born, both to revolutionize transportation in cities nationwide and provide Musk with an endless well of bad puns \(and one very good one\).](#) In late 2017, Musk started selling Boring Company hats "because it's stupid." Then he sold 20,000 \$500 [flamethrowers](#) to his fans as a reward for selling so many hats. He has also proposed selling [short shorts](#) and launching a [candy company](#), which sound like jokes, but also would not rate high on the scale of American absurdities in 2018 should they come to fruition.

Musk's boyish shenanigans have increased proportionally with the growing scrutiny of Tesla. The company's Model 3, the sedan that's supposed to transform electric vehicles into mass-market products, has regularly missed production targets. *The Guardian* and *Reveal* have reported in depth on dangerous working conditions on Tesla's factory floor. In June, Tesla cut 9 percent of its workforce as Wall Street analysts wondered whether the company would run out of cash before the year was out. It's an odd time to be hawking flamethrowers.

Perhaps the stunts are just Musk's way of letting off steam during a high-pressure year. He likes to be seen as a guy who's saving the world and having the best time ever doing it. "The reality is great highs, terrible lows and unrelenting stress," he [tweeted](#) after a follower praised the "amazing" life he seems to lead on Instagram. "Don't think people want to hear about the last two." But the stress has clearly curdled into a more antagonistic relationship with his perceived enemies, who now include Tesla short-

sellers, the United Automobile Workers union, and the mainstream media. “The holier-than-thou hypocrisy of big media companies who lay claim to the truth, but publish only enough to sugarcoat the lie, is why the public no longer respects them,” he [tweeted](#) in May, before implying that negative Tesla coverage was the result of media outlets being in the pocket of big oil companies. He proposed creating a website called Pravduh, where the public would rate the credibility of individual artists and journalists. Is it a joke? We’ll have to wait and see, and be careful not to confuse this endeavor with his other “[intergalactic media empire](#),” which may be called “Thud!” and does have at least a skeleton staff.

In the past year Musk has called his detractors “[sanctimonious idiot](#),” “[boring](#)” (but not in the punny way), “rich kids in Berkeley who took their political science prof [too seriously](#),” “[despots](#),” and “[a docile puppet of the UAW](#).” He has watched his 22 million followers grow [increasingly vicious](#) in lockstep with him, but also implied that online harassment is a [gender-neutral issue](#). He has discarded the false modesty that many CEOs adopt to avoid the ire of the proletariat. “I created jobs for 50,000 people directly and, through parts suppliers & supporting professions, ~250,000 people indirectly, thus supporting half a million families,” he [tweeted](#) to one critic in July. “What have you done?”

It’s not a great look for Elon. But what is Twitter today if not a series of increasingly egregious, cruel, and entirely unnecessary bad looks? The devolution of Musk’s online presence dovetails neatly with the pollution of the platform itself. Structurally, the site’s endless stream of short missives hurtle across timelines without context or explanation, allowing outrage to blossom rather than understanding. And culturally, Twitter users have deemed themselves self-appointed experts on whatever topic happens to be trending. Everyone should have a pithy but cutting opinion about everything, and an insult to win the inevitable argument that opinion sparks. Twitter is an impulsive game of provocation rather than a tool for communication.

Two of Musk's most recent tweets illustrate the problem. In July, he found a huge number of both haters and admirers when he set about trying to build a mini-submarine to help rescue the children trapped in a cave in Thailand (his device was never used in the successful rescue mission). In response to a tweet by *New York Times* columnist Zeynep Tufekci criticizing him, Musk called one of the rescuers a pedophile. It was not exactly a joke and not exactly an accusation either. It was a troll, the truest one in Musk's thousands of messages, and the only one he's acknowledged crossed a line. He later deleted the tweet and apologized.

Three weeks later, Musk tweeted, "Am considering taking Tesla private at \$420. Funding secured." Thanks to his erratic online history, and the conspicuously weed-centric share price, many people thought the tweet might be a joke. It wasn't—or if it was, when Musk wrote "funding secured" and caused Tesla's stock price to jump 11 percent on the huge news, it couldn't be anymore. Lying about securing funding for a change in corporate ownership is a form of **securities fraud**. Musk has since explained the source of this funding in followup tweets and a Tesla blog post, but the Securities and Exchange Commission is still investigating the matter. And Tesla's board of directors, frustrated with Musk's Twitter habit, have issued some salient advice that we all should try to follow: **never tweet.** ■

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How and why did Elon Musk start the boring company? Was he bored?

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2 Answers



CJ Lu Sing, Ecstatic Enthusiast of Elon
Answered Dec 30, 2017 · Author has 540 answers and 1.2m answer views

Elon Musk started The Boring Company to be a subterranean solution to traffic problems in cities across the globe.



He first announced the bold project, through Twitter, on December 17th, 2016. The idea came to him as he was waiting, stuck in traffic, because the traffic was simply "driving him nuts."



Elon Musk @elonmusk · Dec 17
I am actually going to do this



Elon Musk @elonmusk · Dec 17
Boring, it's what we do



Elon Musk @elonmusk · Dec 17
It shall be called "The Boring Company"



Elon Musk @elonmusk · Dec 17
Traffic is driving me nuts. Am going to build a tunnel boring machine and just start digging...

And hopefully people will be **driving** much smoother when the streets of Los Angeles, because his proposed solution was to bore tunnels underneath California's most populous city. These tunnels would allow for cars to zoom underneath the sprawling metropolis.

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So Elon acquired a tunneling machine, and started boring.



 **Elon Musk** 
@elonmusk

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Yes, even I cannot believe that Elon Musk is **boring**.

-CJ Lu Sing

P.S. I apologize for all of the puns, I shall leave before this answer becomes too much of a **bore**.

EDIT: This answer has since been added to the blog, The Boring Blog. [Click here to check it out.](#)

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Bryan Babin, PENA Machine Operations at Tesla Gigafactory 1 (2017-present)
Answered Dec 23, 2017 · Author has 92 answers and 71.1k answer views

Yeah, bored of sitting in congested traffic.

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FORTUNE**Elon Musk's Most Exciting Company Is Boring**

By **CARSON KESSLER** July 22, 2018

UNDER THE WARM ASPHALT of West Los Angeles, beneath bumper-to-bumper traffic and swaying palm trees, Elon Musk is searching for answers. There, a boring machine named Godot may soon grind away at a 2.7-mile tunnel to run below Interstate 405, a key reason that L.A. retains its crown as the U.S. city with the worst traffic.

The tunnel currently awaits a permit, and Angelenos may be waiting a while before it's complete. (Paging Vladimir and Estragon.) But Musk, who spends his days juggling CEO roles at electric-auto maker Tesla and aerospace outfit SpaceX, has something to prove. Practically speaking, the Bel Air resident wants easier transit between his homes and the SpaceX campus in Hawthorne, 17 miles to the south. From a theoretical standpoint, Musk hopes to demonstrate that subterranean, supersonic public transit isn't just a futuristic fantasy but a realistic solution for what ails many of America's busiest (and most cash-strapped) metropolises.

Enter Musk's cleverly named **Boring Company**. It has announced projects to connect Baltimore with Washington, D.C. (a 35-mile span), and downtown Chicago with O'Hare International Airport (a 17-mile stretch). In Chitown, the Chicago Express Loop promises to ferry passengers from one end to the other in 12 minutes—far less time than the usual 25 to 90, depending on the mode of transportation. This Loop—not to be confused with Hyperloop, an ultrafast, regional version—boasts electromagnetic pods that each fit 16 passengers and can reach speeds of 150 miles per hour. It plans to transport nearly 2,000 people an hour in each direction, with cars departing every 30 seconds to two minutes.

But it's not just technology that the Boring Co. is bringing to the table. Unlike other urban projects of this size, no government funding is necessary to realize the Chicago project: The Boring Co. promises to privately fund the entirety of what will likely be a multibillion

dollar effort. And thanks to a City of Chicago request for proposals, the plan has a complete go-ahead from officials—unlike the L.A. and D.C. projects, which face some time in legal limbo. That makes the Chicago Express Loop the Boring Co.'s first sizable victory and strongest validation from a city government to date, in what could be a path forward for future advancements in public infrastructure.

“Let's face it—federal support for urban rail projects is not likely to bounce back anytime soon,” says Joe Schwieterman, director of DePaul University's Chaddick Institute for Metropolitan Development. “Cities will be left to fend for themselves, making it critical that they remain open to private-sector collaboration.”

Major U.S. cities face a chronic shortfall in capital investment dollars. With 35,000 daily passengers projected to move between the airport and downtown in 2045, Chicago is left with little choice but to leverage the private sector—and take a chance on Musk—to fill mobility gaps. But there are risks to placing public projects in private hands, warns Yonah Freemark, the urbanist behind The Transport Politic. In Chicago, for example, residents remain in the dark about the technical and economic feasibility of the Boring Co. project.

“The public sector is allowing the company to move forward with this project without actual consideration from the public,” Freemark says. “That should be concerning for people who want to be involved in the transit future of their communities.”

Elsewhere, regulatory hurdles and governmental requests—such as for environmental analysis and public hearings—have stifled the progress of

Boring Co. projects in California and Maryland. “The signal systems, federal approvals required to put people on these vehicles, and the need for elevators and ventilation shafts when digging long distances beyond the surface—those are really big questions that are going to need answers,” Schwieterman says. (The Boring Co. declined to comment.)

Still, Musk bores ahead. If he is successful in Chicago, elected officials across the country might be inclined to take a similar leap of faith. After all, if Musk can shoot for Mars, what’s a little bedrock between friends?

A version of this article appears in the August 1, 2018 issue of Fortune with the headline “Elon Musk’s Most Exciting Company Is Boring.”



EDITOR'S PICK | 11,118 views | Nov 21, 2017, 09:28pm

A Not-So-Boring Company: Elon Musk's Tunneling Venture Digs Up \$300,000 In Hat Sales



Alan Ohnsman Forbes Staff

I write about technology-driven changes reshaping mobility



A prototype Boring Company drilling machine rests outside of SpaceX headquarters in suburban Los Angeles. THE BORING COMPANY

Elon Musk's latest venture, a plan to speed up urban travel with subterranean tunnel networks, hasn't broken ground on any commercial projects, but The

Boring Company has racked up \$300,000 of revenue -- from promotional ball caps.

A week after the billionaire tech industrialist showed off his vision for a 21st century Semi truck and a restyled Tesla Roadster, Musk tweeted about how sales of the \$20 hats were going. When released in October, he described the headgear as “the world’s most boring hat.”

“Initial Hat Offering going great w over \$300k in hat sales already!” Musk said on Tuesday. “Thanks for buying our super boring hat. You rock, figuratively & literally. All cash goes directly towards more boring.”

Musk, who is already CEO of Tesla and SpaceX, created the tunneling company early this year with a promise of building an underground, high-speed transport network that would travelers avoid crowded city streets and highways. More recently, he’s indicated that tunnels he plans to build could also accommodate his proposed Hyperloop tube trains, capable of transporting passengers and goods at speed of up to 700 miles per hour between major East Coast cities.

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Unlike the current generation of large-scale machines used to build subways and underground tunnels, Musk's concept appears to center around tunnels that are much smaller in circumference and that could be built relatively quickly. Still, the new business unit has yet to provide detailed cost-per-mile estimates or announce specific projects.

In August The Boring Company was given approval to construct a two-mile test loop below Musk's SpaceX operations in suburban Los Angeles. He also hosted a second competition for college engineering teams to create viable Hyperloop pods and race them through a quarter-mile, elevated vacuum test tube adjacent to SpaceX.

It's unclear when The Boring Company will pursue commercial contracts to go to work below Los Angeles or other major cities, but Musk is a shrewd marketer. Rather than going to the capital markets to fund this venture, maybe he's onto something with merchandising.

Musk has become a remarkably popular figure in the tech world, with more than 15 million followers on Twitter alone. If he can sell \$300,000 of baseball caps in a month, who knows how much he could rake in from a full range of Boring t-shirts, Boring mugs, Boring key chains and miscellaneous Boring tchotchkes?

The Boring Company | Tunnels



I write about technology-driven changes that are reshaping transportation and cities from Los Angeles, the U.S. capital of cars and congestion. I've covered global automakers, advanced vehicle tech and environmental policy for two decades, including 15 years with Bloomberg...

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Everything you need to know about the Boring Company, Elon Musk's latest venture

By **Tyler Lacombe** — Posted on October 26, 2017 - 11:28AM

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Elon Musk is excited again, and this time it's all about a new tech venture called "The Boring Company." Yep, that's a play on words, but it's also a real business that wants to revolutionize the way that Americans travel — not [up in powerful space rockets](#) this time, but rather beneath our cities. Here's everything you need to know about it!

What's Elon Musk up to this time?



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Musk and associates believe that “roads must go 3D,” to quote the Boring Company. In other words, they really, really hate traffic, and they believe that as cities get more congested we’ll need to find other traffic solutions beyond our boring old streets and railways. The “3D” solutions could be either flying cars or tunnels — and since flying cars aren’t really feasible right now, the Boring Company is focusing on tunnels. Specifically, a whole bunch of tunnels underneath cities for people to travel in.

Musk likes this tunnel idea because it’s long-term, won’t have much impact on current city structures, and (naturally) because it’s a little sci-fi. It also ties in well to Musk’s high-speed, long-distance transit passion (including dreams like the [Hyperloop](#)), with the possibility of connecting nearby cities to each other.

So, what is “The Boring Company” exactly?



Now Reading: Everything you need to know about the Boring Company, Elon Musk's latest venture



You may be thinking, "Umm, Elon, we already have tunnels below cities. They're called subways. You were about a century too late." Well, Musk knows that, and that's partly why the new venture is [called the Boring Company](#). It's not about seizing some newfound technology, but rather using old-fashioned underground digging more efficiently.

Specifically, the Boring Company wants to vastly increase the speed that city tunnels can be dug, and decrease the associated costs. Additionally, the BC wants to get involved in creating the tunnels themselves. That's where the other meaning of "boring" comes in: The company will literally be boring holes underneath urban areas, using its own assets.

But what is the Boring Company actually doing differently?

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Elon Musk

The BC has several specific goals in tunneling, which include a lot of advanced technology that isn't often seen in today's tunnel-digging. That includes:

- **New TBMs (tunnel boring machines):** These are the giant machines that chew out tunnels. They are very slow: about 14x slower than a snail, according to the BC. The primary goal of the company is to replace these older machines with brand new versions that come with a lot of promises. They will be carried via electrical power instead of diesel; they will be automated for safety; and they will have triple the amount of power compared to their oldschool predecessors. Some of these goals are relatively easy, while some require a lot of new invention.
- **New support strategies:** Currently, TBMs tunnel a little, stop to build supports, tunnel a little, and so on. That's one of the big reasons they are so slow. The BC also wants to find a better way, preferably a method that allows for continuous tunneling *and* reliable support-building.
- **Smaller tunnels:** Current tunnels are around 28 feet wide in the U.S. The BC wants to dig tunnels that are only 14 feet wide. That's where most the speed and savings come from.
- **R&D:** To no surprise, the BC thinks that underground construction equipment is woefully out of date. Part of the organization's purpose is to research new technology to update this industry.

Is the Boring Company a pipe dream, or is it really happening?

[Now Reading](#): Everything you need to know about the Boring Company, Elon Musk's latest venture

[It's really happening](#). Actually, it was really happening back in the summer of 2017, when Elon Musk rented a Canadian boring machine and secured permission to [start digging test tunnels](#) out at the SpaceX headquarters—quite literally [what Musk had threatened to do](#) in response to horrible LA traffic.

From there the project quickly expanded. Maryland gave the company permission to dig a 10-mile tunnel in part of the Baltimore-Washington Parkway, and the company unveiled plans to start using a second, [more advanced boring machine](#). The long-term, Musk-style goal is to build a tunnel [between New York and D.C.](#), which in theory [could take only 30 minutes](#).

Of course, at the moment these are primarily prototype and testing projects as the company forms ways to save money and reinvent tunneling. But there's definitely a lot of activity.

Are there any practical yet fundamentally important problems that the BC needs to address?

[Now Reading: Everything you need to know about the Boring Company, Elon Musk's latest venture](#)

Glad you asked! There are a number of issues with digging new transportation tunnels, some that the Boring Company has addressed and some it has not. That includes:

- **Earthquakes and vibrations:** The BC assures people that, a) the tunnels are too deep for any meaningful vibrations to be felt, and b) tunnels don't really get damaged in earthquakes, and certainly can't cause them.
- **Dirt:** What happens to the dirt from all this excavation? Well, it's usually shipped to landfills or other construction projects — and it looks like that will keep on happening. The BC mentions that it would like to turn the dirt into construction bricks for tunnel support, but no word on when or how this would happen.
- **Emissions:** The BC intends to use an electric skate method to transport gas-burning equipment (unfortunately, tunneling equipment needs a lot of power and cannot be fully electric yet). This helps cut down on at least some emissions involved in the process. Presumably, once tunnels are completed they will be equipped with electric cars and vehicles.
- **Size:** Are 14-foot tunnels large enough for subway cars and transportation equipment? We hope so! However, 14-foot tunnels have been used primarily for sewer and flood control in past projects: It's not certain precisely what sort of vehicles would be used in these smaller tunnels, although we do have some [interesting mock-ups from the BC](#). But would these new tunnels be *required* to use BC vehicles?

Additionally, if you live in NYC, D.C. or another city riddled with public transit, you have probably noticed (especially in recent years) that the big problem with subways and similar solutions is maintenance. Tunnels may reliably stay the same, but underground equipment wears out very fast and is very difficult to replace or keep running on a reliable schedule over time. In other words, you

can have the best tunnels in the world, but unless the city devotes enough resources in maintenance and updates, they are going to run into a whole lot of problems.

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This sounds fun and futuristic. Can I get involved?

The Boring Company is still a relatively small startup, but it's looking for [top-notch engineers and technicians](#) if you are interested in applying. Currently, there's no word on investment opportunities or funding rounds.

Editors' Recommendations

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Musk's Year

2017 could arguably be called the year of Elon Musk. Love him or hate him, he seemed to be everywhere, doing just about everything. From Australian megabatteries, to teasing the world by suggesting he might blast a Tesla Roadster into space, Musk has dipped his toes into every sector. From Neuralink to Tesla to SpaceX and even the Boring Company, Musk is revolutionizing the way we think about and approach transportation, space travel, and even our own brains. So let's take a look back at 2017 through the Twitter of the man who is taking reality and shaping it for the future:

Musk's first tweet of 2017 marked progress in the reusable Falcon 9 rockets. Within this year alone, SpaceX launched 16 Falcon 9 rockets. In the new year, they expect to launch the Falcon Heavy, which includes boosters and modified first-stages from Falcon 9 rockets. The advancement of reusable rockets will allow us to further embrace space exploration.



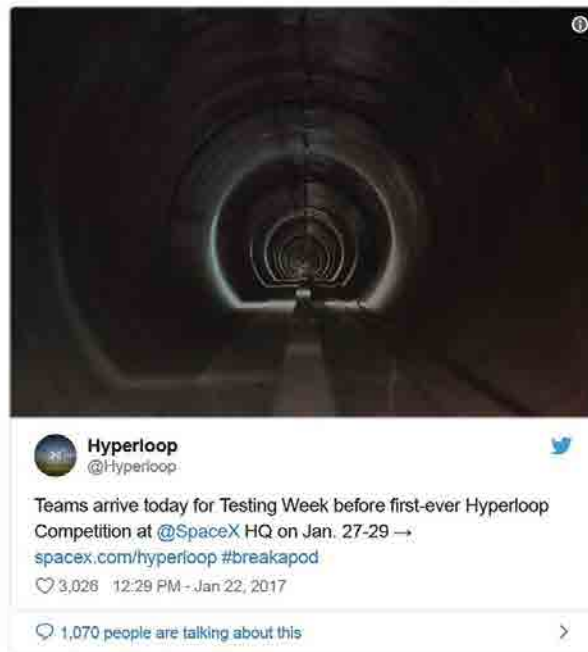
Hold-down firing of [@SpaceX](#) Falcon 9 at Vandenberg Air Force completed. All systems are go for launch next week.

— Elon Musk (@elonmusk) [January 5, 2017](#)

Later in January, Musk retweeted Tesla on exploring the potential of long-term battery life and [charging networks for electric vehicles](#). These developing technologies will be a firm part of the foundation that allows us to develop EV-friendly infrastructure and break away from fossil fuels.



He also tweeted about Hyperloop, which was [not yet Virgin Hyperloop One](#). This year, [more serious testing began](#) for the advanced transportation technology.



Musk also made clear social commentary. He denounced [the travel ban](#) that the president signed in late January, while also asking for specific public suggestions on how to present his dissatisfaction to Donald

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Trump, as Musk was still on his advisory board at the time.

Elon Musk @elonmusk

Please read immigration order. Lmk specific amendments. Will seek advisory council consensus & present to President.
[blogs.wsj.com/washwire/2017/...](https://blogs.wsj.com/washwire/2017/01/29/trump-immigration-order/)

9,468 12:53 PM - Jan 29, 2017



Text of Trump Executive Order on Barring Refugees
 Here is the text of the executive order by President Donald Trump that indefinitely bans Syrian refugees from entering the U.S. and puts a four-

6,502 people are talking about this

NASA announced in February that solar arrays were deployed on the SpaceX Dragon spacecraft, an announcement that Musk retweeted. This cargo craft has furthered the relationship between the government-based and private aerospace organizations.



NASA @NASA

Right on schedule, solar arrays have been deployed on @SpaceX #Dragon cargo spacecraft. Watch: nasa.gov/live

10.5K 6:53 AM - Feb 19, 2017

3,608 people are talking about this

When a group of scientists revisited the Drake equation in March, Musk even eloquently inquired about the current status of extraterrestrial detection. This year, many advances have been made to further our understanding of what could make life in the universe possible, as efforts made to detect habitable planets and contact potential extraterrestrial neighbors continued to move forward.

Elon Musk



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 @elonmusk

Where are the #%*> aliens? inverse.com/article/14957-...



15.3K 11:18 PM - Mar 23, 2017



Scientists Recalculated Odds of Alien Life
A new study revises the famous Drake equation, and gives optimists some more support.
inverse.com


6,781 people are talking about this

Musk also retweeted OpenAI, which he helped to found. This year saw an incredible array of advancements in artificial intelligence and in the ability of these systems to learn.

 OpenAI 
@OpenAI

A neural network teaches itself to analyze sentiment after only being trained to predict the next character:
[blog.openai.com/unsupervised-s...](https://blog.openai.com/unsupervised-s-...)

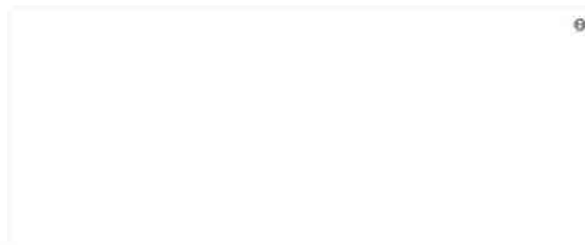
3,762 8:03 AM - Apr 6, 2017



Unsupervised Sentiment Neuron
We've developed an unsupervised system which learns an excellent representation of sentiment.
blog.openai.com

2,094 people are talking about this

Neuralink took the world by storm as it brought to the forefront the concept of brain-computer interfaces. Musk's work towards this "cyborg" goal became actualized this year.



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In May, as throughout the year, Musk **joked about his pun-titled Boring Company** while they continue to dig and make progress in building a tunnel under Los Angeles. The L.A. tunnel will be used to ferry cars and people, and eventually, the company hopes, house a working Hyperloop.



After President Trump announced his intentions to withdraw the United States from the Paris Climate Agreement, Elon Musk publicly stated his departure from the President's advisory council. He concisely expressed his feelings about the departure and the very real threats of climate change on Twitter:



Looking beyond the problems of our own planet, Musk also further legitimized plans to go to Mars. Previous inklings of future hopes to colonize the red planet became developing plans.



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17.6K 9:40 AM - Jun 16, 2017
6,179 people are talking about this

Through Tesla, Musk bet the cost of the battery that he could build the world's largest lithium-ion battery for Southern Australia. And amazingly, he pulled it off ahead of schedule.



HuffPost Australia @HuffPostAU
.@elonmusk's @TeslaMotors is helping South Australia build the world's largest lithium-ion battery
4,961 9:31 PM - Jul 6, 2017
1,585 people are talking about this

Despite his continued investment and work in its advancement, in August Musk warned the public of the potential dangers of AI. He stressed the need for regulation of this potentially disruptive technology.



Elon Musk @elonmusk
Nobody likes being regulated, but everything (cars, planes, food, drugs, etc) that's a danger to the public is regulated. AI should be too.
74K 4:41 PM - Aug 11, 2017
23.4K people are talking about this

Musk unveiled the aptly named "BFR" rocket, which is a work in progress that is part of SpaceX's plan to get to Mars.



SpaceX @SpaceX

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BFR is capable of transporting satellites to orbit, crew and cargo to the @Space_Station and completing missions to the Moon and Mars.

21.3K 9:11 PM - Sep 28, 2017

7,981 people are talking about this

In October, Tesla jumped into action to assist Puerto Rico and other Caribbean islands in the aftermath of Hurricane Maria, sending Powerpacks and solar panels to the island as well as discussing plans to restore its grid. Musk retweeted a series of pictures sent by Tesla from the island.



Hospital del Niño is first of many solar+storage projects going live. Grateful to support the recovery of Puerto Rico with @ricardorossello

42.5K 7:00 AM - Oct 24, 2017

16.5K people are talking about this

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October's Musk tweet of the month was perhaps this haunting photo, of a completed section of the Boring Company's tunnel under L.A.:





Picture of The Boring Company LA tunnel taken yesterday

60K 1:30 PM - Oct 28, 2017

11K people are talking about this

In November, Musk and Tesla finally revealed the Tesla semi, the electric semi truck that promises to make long-distance shipping a greener and more energy-efficient industry. Large companies have already responded to the new semi with enthusiasm.



Elon Musk @elonmusk

Tesla Semi

122K 10:41 PM - Nov 16, 2017

26.7K people are talking about this

He also took to Twitter to publicly confirmed rumors that the Boring company would compete for the contract to build a tunnel connecting Chicago's airport to the city's downtown, but clarified that the short route would not be a hyperloop.

Elon Musk @elonmusk

The Boring Company will compete to fund, build & operate a high-speed Loop connecting Chicago O'Hare Airport to downtown chicago.suntimes.com/news/city-seek...

38.3K 6:31 PM - Nov 29, 2017



City seeking parties to fund, build, operate O'Hare express train

The goal is to deliver express service that would whisk travelers between downtown and O'Hare in 20 minutes or less, cutting travel

chicago.suntimes.com

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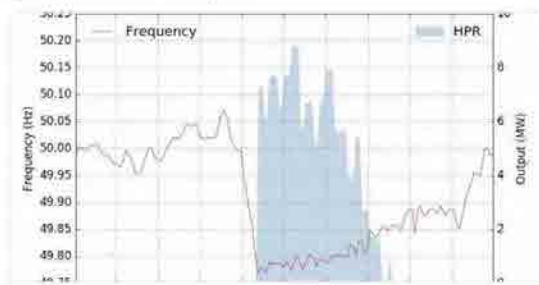
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7,970 people are talking about this

In December, Musk managed to sneak one last success through the closing door of 2017, when the battery Tesla built for South Australia smoothly kicked in to save the region's energy grid after a coal plant failure. Afterwards, he retweeted an article about how the battery is already re-shaping the energy market in Australia.

Mark Nottingham @mnot
"Just a @elonmusk stunt" they said, yet it's already affecting the whole Australian electricity market. reneweconomy.com.au/tesla-big-batt...
11.5K 5:37 AM - Dec 19, 2017



Tesla big battery outsmarts lumbering coal units after Loy Yang ...
Tesla big battery steps in after big Loy Yang coal unit trips, and arrests and reverses a dramatic fall in frequency – before the contracted coal
reneweconomy.com.au

3,777 people are talking about this

From defying government decisions to supporting efforts against climate change, revolutionizing transportation, and making a human future on Mars seem possible, Elon Musk has had a big year. As it drew to a close, however, he did take time to appreciate the network that let him share it all with us.

Elon Musk @elonmusk
I love Twitter
190K 9:50 AM - Dec 21, 2017

43.5K people are talking about this

Here's to hoping that this pioneer will be just as busy in 2018.

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[Toward a More Connected System](#)
MedPage Today

[Old Shoes Best Fit When New Shoes Bring New Problems](#)
Diabetes In Control

[What Does Twitter's Hashtag "#Diabetes" Tell Us about Public Health?](#)
Diabetes In Control

The First SpaceX Falcon Heavy Will Carry Elon Musk's Tesla Roadster to Mars

He's not kidding. We think.

By [Avery Thompson](#) Dec 4, 2017

415



Elon Musk has a space company. Elon Musk has a car company. Elon Musk likes to tweet odd things at odd hours. Here is the inevitable result:



Elon Musk
@elonmusk

Payload will be my midnight cherry Tesla Roadster playing Space Oddity. Destination is Mars orbit. Will be in deep space for a billion years or so if it doesn't blow up on ascent.

7:22 PM - Dec 1, 2017

82.8K 21.5K people are talking about this



[According to the tweet](#) sent late Friday evening—because of course—the payload for the first ever flight of the SpaceX Falcon Heavy will be Musk's very own prototype [Tesla Roadster](#). The car will be launched during the rocket's first test flight early next year and end up in orbit of Mars. That is, "if it doesn't blow up on ascent," he says.

Given Musk's propensity to get weird on Twitter, people weren't really sure how to react to this pronouncement. **Was he joking?** Breaking real news like he did for [landing rockets on boats](#), [building mass-market all-electric vehicles](#), or unveiling an [electric semi](#)? **It was hard to tell when Musk [overcommitted to a pun](#) with the Boring Company, but he has since spent millions of dollars on his tunnel project.** It seems his plan to send a car to Mars orbit is real, too.

[Previously](#), Musk has hinted that the initial Falcon Heavy test flight might not go very well. He lowered expectations by saying the flight will be considered a success if "it makes it far enough beyond the pad so that it does not cause pad damage." It's likely that he's choosing his car as a payload to avoid accidentally blowing up something important.

Of course, Musk could just as easily launch a Falcon Heavy with no payload at all. But that wouldn't be his style. There's a good chance Mars will get a new Tesla Roadster soon, and it'll be all because one billionaire has a flair for the dramatic.

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Driving a Truck Full of Supplies Into Lumberton, N.C.

