

Support investigative journalism

For Canada.

[Subscribe](#) or [log in](#)



CANADA'S
NATIONAL
OBSERVER



Elon Musk's 'Boring Company' is no joke

By [Rufo Quintavalle](#) in [Opinion](#), [Energy](#) | February 13th 2017



Tesla Motors Inc. chief executive Elon Musk. File photo by Canadian Press

Last December, while Donald Trump was lining up his new cabinet and while Vladimir Putin and Bashar Al-Assad were busy bombing what was left of eastern Aleppo, Elon Musk was stuck in traffic. He decided to pass the time by writing a few tweets:

[f](#) Share

[t](#) Share

5 stories left



"It shall be called 'The Boring Company'"

"Boring, it's what we do"

Various media outlets reprinted these tweets and what started as a rather labored pun became a news story. Was Musk for real? Was his next venture going to involve digging tunnels? Probably not was the conclusion, but it provided a little light relief from the ugly stuff that was going on in the real world.

But now, a couple of months later, with Mr Trump sworn in as president in a ceremony watched by the entirety of the free world and with Mr. Musk newly appointed as President Trump's Special Advisor on Job Creation and Productivity, the tunnel idea has resurfaced and it looks like the pun may become reality.

This shouldn't however prevent us from treating it as a joke.

If traffic is really so bad that one cannot move, then digging a tunnel might afford you temporary relief, but without a long term reduction in the number of drivers at some point the tunnel will be packed as well. At which point you could always build a flyover. Or better yet privatize the tunnel and reserve it for tech executives. The genuine solution – a reduction in the number of cars – by definition will not appeal to someone who runs a car company and has just been given a mandate from a Republican President to create jobs through infrastructure investment.

All of which wouldn't really bother me (GOP behaves like GOP, CEO behaves like CEO) if it weren't for the fact that Musk is so regularly held up as a hero by certain parts of the environmental movement, who see in Tesla's electric cars the promise that we can carry on living exactly as we do now and indeed that billions more people can one day live like us. This is a wonderful vision, combining progressive social change, free markets, care for the environment and a car that does 0-60 in two and a half seconds. And best yet, it comes at no cost; we do not need to give up anything and indeed could even make a great deal of wealth if we manage to back the right technological horse.

Unfortunately, it is also a lie. We as a species are in a deep, deep hole right now and we have got here through the extraordinary technological progress of the Twentieth Century, of which fossil fuel extraction is both a cause and a symptom. But we are so wedded to this beautiful, frictionless world which we inhabit that we cannot imagine the solution to our problems coming from anywhere else but technology. If engineers have come up with such amazing things as air travel

5 stories left

replacing fossil fuels? Isn't it only a matter of time before we are all clean, green, wealthy and on our way to living forever? I would love to believe this (apart from the living forever part which has never really appealed) but I cannot see any evidence to support this techno-optimism.

My grandfather, Bruno Antonio Quintavalle, was for almost fifty years the CEO of Magneti Marelli, a company that built high tech component parts for the automobile industry. As early as 1931 Magneti Marelli was building batteries for electric drive vehicles. In 1939 they built the first experimental system for television broadcasts, long before Italy even had televisions. In the 1950s they helped construct the proton synchrotron at CERN in Geneva. My grandfather was a Twentieth Century version of what Elon Musk is now, a technological visionary. Like Musk, he had a good relationship with the ruling parties (including the Fascist regime of Benito Mussolini) and was knighted for his services to the Italian economy.

But his vision of the world was shaped at a time when global population was under three billion, when resources were abundant and when we didn't know what we do now about climate change. And what we do know is alarming. According to the latest figures, if we want to keep the planet below 2°C of warming we have [twenty-five years to wean ourselves off fossil fuels](#). This will be hugely difficult to do, and two degrees of warming will still cause major disruption to human and animal life, but this goal remains within the realm of possibility if we start immediately reducing our energy consumption. However, if we are to maintain our current lifestyles while simultaneously building an entirely new energy and transportation infrastructure then we will need to *expend* a massive amount of energy. This is the Catch 22 situation in which we find ourselves – to get out of the hole by using technology alone we will have to not only carry on digging but also significantly increase the speed at which we dig.

Which is why an electric car, with all the [copper](#), [cobalt](#) and energy it embodies, is a Twentieth Century solution to a Twenty First Century problem. When my workaholic grandfather finally retired in the 1970s, there were approximately 200 million cars in the world; today there are 1.2 billion, of which 260 million are in the US. This is an unsustainably large number and the current boom in electric car sales should not divert our attention from this fact. On paper, an electric car is better than a gas-powered one (although bear in mind that [two-thirds of the world's electricity is still generated by burning fossil fuels](#)), but without a significant reduction in the number of cars on the road and a concomitant reduction in overall energy usage, then electric cars will simply drive us to hell by a slightly more scenic route.




BREAKING NEWS President Donald Trump approves expedited request for major disaster declaration


We're ready again! To be voted the #1 People's Choice for the 12th time! BEST LOCAL CASINO • BEST BUFFET [CLICK HERE TO VOTE](#)

Local governments caught off guard by Elon Musk's Hyperloop announcement








abc NEWS ERIN DOOLEY

Friday, July 21, 2017

Local governments were apparently caught off guard by [Elon Musk's announcement](#) this morning that he has received "verbal" approval to bore a tunnel from New York to Washington, D.C. for a high speed underground train he calls the Hyperloop.


We're ready again! To be voted the #1 People's Choice for the 12th time! BEST LOCAL CASINO • BEST BUFFET [CLICK HERE TO VOTE](#)



But the New York City mayor's office and spokespeople from the D.C. and Pennsylvania Departments of Transportation all told ABC News they were not aware of any ongoing projects involving Musk.

The U.S. Department of Transportation referred ABC News' inquiry to the White House.

"We have had promising conversations to date, are committed to transformative infrastructure projects, and believe our greatest solutions have often come from the ingenuity and drive of the private sector," a White House spokesperson told ABC News.

Musk, also the CEO of rocket manufacturer SpaceX and electric auto giant Tesla and a co-founder of PayPal, served on the administration's advisory council until Trump pulled out of the Paris climate accords.

His tunnel-digging operation, "The Boring Company" (pun intended), has already broken ground on an underground shaft near his rocket company in California to circumvent gridlock in Los Angeles.

"I find holes in the ground exciting," Musk quipped at an engineering competition in January. "We'll see how far we can get, we're just sort of muddling along."

The inimitable entrepreneur first revealed his design for the Hyperloop -- a travel pod designed to speed through an underground pneumatic tube at around 800 miles per hour -- in 2013.

After completing Hyperloop tunnels in Los Angeles and the Northeastern corridor, he plans to continue digging, with tunnels connecting Los Angeles to San Francisco and a network inside Texas, he suggested on Twitter.

"Still a lot of work needed to receive formal approval, but am optimistic that will occur rapidly," Musk clarified a few hours after posting his first tweet.





Kyle Rankin
@kylerankin

Follow

I wonder how long you'd work at @elonmusk's Boring Company before the pun lost its charm. It'd take years for me to drill it into the ground

11:29 AM - 9 Mar 2017

2 Retweets 2 Likes



1



2



2



Tweet your reply



Rtzq0 && sudo rm -rf / @Rtzq0 · 9 Mar 2017

Replying to @kylerankin @elonmusk

Come one, I get it'd be a little rocky, but there's no need to grind it into the dirt before he's even started.



2



1



Kyle Rankin @kylerankin · 9 Mar 2017

It's true, nothing is written in stone. I see the holes in my argument.



1



5 more replies



Trends for you

Clippers #VeteransDay #StanLeeForever Lou Williams Klay Giants Eli Manning Mullens #NYGvsSF Goodwin



Paul Albrecht

@Paunolo

Follow

We all know @elonmusk only started this boring company just to make corny puns all the time, right?

[ted.com/talks/elon_mus ...](https://ted.com/talks/elon_mus...)

#TED2017 #TED



2:20 AM - 1 May 2017 from Uhlenhorst, Hamburg

1 Retweet 1 Like

Reply Retweet 1 Like Message



Tweet your reply

Trends for you

Clippers #VeteransDay #StanLeeForever Lou Williams Klay Giants Eli Manning Mullens

Home

Moments

Notifications

Messages



Marcel Cutts

@marcelcutts

Follow



I'm convinced @elonmusk started The Boring Company just to have an excuse to make terrible puns.

Good work.

2:16 AM - 17 May 2017

3 Likes



1



3



Tweet your reply



Oliver @oliverturner · 17 May 2017



Replying to @marcelcutts @elonmusk

Elon Musk: HR? Hi, I want to hire someone.

HR: [heavy sigh] Is this a replacement role?

EM: Yes... it's a backfill


[fade out to CSI "yeah!"]



Trends for you





Clippers #VeteransDay #StanLeeForever Lou Williams Klay Giants Eli Manning Mullens #NYGvsSF Goodwin


Home Moments Notifications Messages

 **WallyB**
@WalterColson1 Follow

[@elonmusk](#) Yo, Elin. I like the double
entendre in the naming of your company. The
Boring Company. Sounds much like an
aerospace company I retired from in my 40's.
A few years back. I'm looking for something
to contribute to, a cause. Any ideas?

8:58 PM - 15 Aug 2018



Trends for you

Clippers #VeteransDay #StanLeeForever Lou Williams Klay Giants Eli Manning Mullens
#NYGvsSF Goodwin

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info



Elon Musk
@elonmusk · 17 Dec 2016

4.2K 18K

It shall be called "The Boring Company"

rant @theycallmebrant · 17 Dec 2016
Replying to @elonmusk

38 418



Elon Musk
@elonmusk · 17 Dec 2016

4.4K 16K

Boring, it's what we do





Bored Elon Musk
@BoredElonMusk · 17 Dec 2016

482 2.7K




Ditto


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



 **Elon Musk**  @elonmusk · 17 Dec 2016 ▼

Boring, it's what we do


 678  4.4K  16K 




 **Christopher Lauer**  @Schmidtlepp Follow ▼


Replying to @elonmusk


Hm, you mean like boring stuff? Boring.

9:19 AM - 17 Dec 2016

3 Likes  

 1  3 




 **Kieran McCann** @NamesKieran · 17 Dec 2016 ▼

Replying to @Schmidtlepp @elonmusk

I think it's meant to be the company Moto for the boring company.



Trends for you

Cardi Nicki #NationalCatDay Sarah Sanders Napa Jeff Sessions Operation Faithful Patriot #Hardball #WorldStrokeDay Shep Smith

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info

https://twitter.com/Schmidtlepp/status/810127296401207297

1/2



 **Elon Musk**  @elonmusk · 11 May 2017 

Naming theme for tunnel boring machines will be poems & plays. Decided against plays & poems. Too obvious.

 733  857  7.5K 

 **Coder-x**  @coder_x  

Replying to @elonmusk

I get it! Cuz they're boring.

9:31 AM - 11 May 2017

1 Like 

  1 







czr
@czrgarcia_

[Follow](#) 

@elonmusk @boringcompany I get it now.
It's called the boring company because you
are boring tunnels hahahahaha

2:27 AM - 20 Apr 2018

1 Like 

  1 



Trends for you

Cardi Nicki #NationalCatDay #SuspendFarrakhan Josh Gordon Sarah Sanders Jeff Sessions Napa Jason Witten Operation Faithful Patriot





Jakisuaiki
@TobiasHoejlev

[Follow](#) 

Replying to @elonmusk

"Boring Name"....because it's a boring machine? Get it? Hahahahaha....hah....eh..... no?

1:14 PM - 5 May 2017





Trends for you

[Cardi](#) [Nicki](#) [#NationalCatDay2018](#) [Josh Gordon](#) [Sarah Sanders](#) [USA Gymnastics](#) [Jeff Sessions](#) [Napa](#) [Operation Faithful Patriot](#) [#Hardball](#)

© 2018 Twitter [About](#) [Help Center](#) [Terms](#) [Privacy policy](#) [Cookies](#) [Ads info](#)










Elon Musk  @elonmusk · 28 Apr 2017

Even more boring

Home
boringcompany.com

 1.5K  8.6K  21K 






Kevin Costain @CWL
@cwl_cc

[Follow](#)

Replying to @elonmusk

I get it - boring: like making holes...for cars.

9:29 PM - 28 Apr 2017

Tweet your reply

Trends for you

Cardi Nicki #NationalCatDay2018 Josh Gordon Sarah Sanders USA Gymnastics Jeff Sessions Napa Operation Faithful Patriot #Hardball

© 2018 Twitter [About](#) [Help Center](#) [Terms](#) [Privacy policy](#) [Cookies](#) [Ads info](#)





Elon Musk  @elonmusk · 26 Jul 2017

Testing The Boring Company car elevator [instagram.com/p/BW_-mIYAMrs/](https://www.instagram.com/p/BW_-mIYAMrs/)

 788  3.4K  16K 



Please Stand By For An Important M...
@stldesktop

[Follow](#)

Replying to @elonmusk

Yeah, we get it. You're interesting, doing interesting things and you're boring.

2:32 AM - 26 Jul 2017



Trends for you

Cardi Nicki #NationalCatDay Josh Gordon Sarah Sanders USA Gymnastics Jeff Sessions
Napa Jason Witten Operation Faithful Patriot





reece henderson
@ReeceHenderso16

[Follow](#) 

[@elonmusk](#) You're so Boring (Company)

6:29 PM - 26 Oct 2018



Trends for you

Cardi Nicki #NationalCatDay Sarah Sanders Central America #MESenateDebate 🇺🇸
#AmazonSmile #StartWithaSmile USA Gymnastics Napa

© 2018 Twitter [About](#) [Help Center](#) [Terms](#) [Privacy policy](#) [Cookies](#) [Ads info](#)



Rob Strotman

@Skubidu

Follow



@elonmusk is nothing if NOT boring. Only he is. Boring. Not boring. Boring. Get it? Good.



Elon Musk  @elonmusk

12:32 PM - 6 Mar 2017



Tweet your reply

Trends for you

Cardi Nicki #NationalCatDay2018 Josh Gordon Sarah Sanders USA Gymnastics Jeff Sessions Napa Operation Faithful Patriot #Hardball





Sambhav Arora
@Sambhav_Arora

[Follow](#) 

[@elonmusk](#) How boring is The Boring Company?

3:42 PM - 26 Oct 2018



Trends for you

[Cardi](#) [Nicki](#) [#NationalCatDay](#) [Sarah Sanders](#) [Central America](#) [#MESenateDebate](#) 

[#AmazonSmile](#) [#StartWithaSmile](#) [USA Gymnastics](#) [Napa](#)





Elon Musk  @elonmusk · 12 May 2017 

Entry hole, staging area and starting tunnel for Boring Machine 1 (aka Godot) now complete [instagram.com/p/BT_gHStBjm6/](https://www.instagram.com/p/BT_gHStBjm6/)

 278  805  4.4K 



Spookuel Shields
@SamlamShields  

Replying to @elonmusk

Oh I get it because the machine is Boring and it can bore holes in the ground.

12:23 PM - 12 May 2017



Trends for you

Cardi Nicki #NationalCatDay2018 Josh Gordon Sarah Sanders USA Gymnastics Jeff Sessions Napa Operation Faithful Patriot #Hardball

© 2018 Twitter [About](#) [Help Center](#) [Terms](#) [Privacy policy](#) [Cookies](#) [Ads info](#)



Search r/autotldr



r/autotldr

Posts



Join the discussion

BECOME A REDDITOR



Posted by u/autotldr 1 year ago

Elon Musk's Boring Machine Has Begun Tunneling: "No more waiting for Godot"

This is the best tl;dr I could make, [original](#) reduced by 35%. (I'm a bot)

On Wednesday, Elon Musk announced that The Boring Company's first machine, whimsically named "Godot" after the play Waiting for Godot, has begun work in Los Angeles.

"It has begun boring and just completed the first segment of tunnel in L.A."

The Boring Company intends to revolutionize city transit with a system of underground tunnels.

If all goes as Musk plans, the tunnels will eventually be used for metro rail, hyperloop, and personal cars, the latter of which will be lowered into the tunnels on futuristic sleds that will transport the vehicles at 125 miles per hour.

Musk announced the name of this first machine last month, tweeting, "Naming theme for tunnel boring machines will be poems & plays." **He's really relishing the pun opportunities with this company; "Boring" was apparently just the beginning.**

Godot is "a few hundred feet long" and bores at a worse-than-sluggish pace: Last month Musk said that it moves 14 times slower than the company's pet snail, Gary.

[Summary Source](#) | [FAQ](#) | [Feedback](#) | *Top keywords:* **tunnel**^{#1} **bores**^{#2} **Godot**^{#3} **Musk**^{#4} **Company**^{#5}

Post found in [/r/Futurology](#).

NOTICE: This thread is for discussing the submission topic. Please do not discuss the concept of the [autotldr](#) bot here.

1 Comment Share ...

100% Upvoted



This thread is archived

New comments cannot be posted and votes cannot be cast

SORT BY TOP (SUGGESTED)



TechnoYogi 1 point · 1 year ago



So it's devolved to a joke then?

Share Report Save

BUSINESS

Elon Musk has an idea to fix traffic, but it's really 'boring'



Tesla CEO Elon Musk listens as President-elect Donald Trump speaks during a meeting with technology industry leaders at Trump Tower in New York, Wednesday, Dec. 14, 2016. (AP Photo/Evan Vuoc)

By **SAMANTHA BUSH** | sabush@scng.com | San Gabriel Valley Tribune
PUBLISHED: December 19, 2016 at 3:53 pm | UPDATED: September 6, 2017 at 4:41 am

9 COMMENTS

Elon Musk, spaceship/ultra-fast-train/autonomous automobile wunderkind had a stroke of genius over the weekend.
But it ended up being a really boring idea.

ADVERTISING



It sounds funny, sure, but Musk seems to be serious. After all, this is the guy who wants to transport people via pneumatic tube and colonize Mars within this century.
He even changed his Twitter bio to include his tunneling idea.
Of course, Musk's Twitter followers had some fun with his puns.
Even the spoof Twitter account "Bored Elon Musk," which sends goofy tweets along the lines of what Elon Musk might be thinking if he were bored, got in on the fun.

ADVERTISING



Because it's Twitter, a new hashtag for Musk's hypothetical company was born.

#TheBoringCompany

There was no shortage of people who want to help Musk with his boring endeavors. Many offered up critique of his ideas and some brought their own plans to the discussion.

If you're reading this on a mobile device, [use this link for the full story.](#)

Tags: [Elon Musk](#), [SpaceX](#), [Traffic](#), [transportation](#)



SPONSORED CONTENT

Reverse Mortgages: Worth the Risk?

By LendingTree

[lendingtree](#)

If you've been looking for an extra source of income at retirement age, this could be your answer.



Samantha Bush

Samantha is social media director for the Southern California News Group. She oversees social media strategy for each of the 11 properties, including each brand's presence on Facebook, Twitter and Snapchat. She most enjoys trying out new social media platforms and covering events live using all the social tools she can think of. It's usually her on SCNG's Facebook Live videos. When she's not working, look for her huddled over a sewing machine in her home office where she makes all manner of clothing.

ENTREPRENEURS

For \$20, you could win a tour of Elon Musk's Boring Company tunnels under Los Angeles

Catherine Clifford | 10:45 AM ET Fri, 15 Dec 2017



Getty Images
Elon Musk



Everyone who buys or has bought a \$20 hat for The Boring Company, billionaire tech titan Elon Musk's traffic-busting tunneling venture, will be entered into a contest to win a tour of the tunnels under Los Angeles, according to the man himself.

"10 hat aficionados, in appreciation for their exquisite taste in millinery, will be picked at random to tour the LA tunnel & drive boring machine," Musk said Thursday via his personal Twitter account.



PRIMETIME SHOWS:
THE PROFIT



Watch an all new episode of
The Profit On Demand now!

TUESDAYS 10P ET/PT

10 hat aficionados, in appreciation for their exquisite taste in millinery, will be picked at random to tour the LA tunnel & drive boring machine
 12:24 PM - Dec 14, 2017
 23.4K 3,215 people are talking about this

Musk, who is also CEO of electric car maker Tesla and aerospace company SpaceX, became frustrated with the traffic in Los Angeles and decided he would start digging tunnels underneath the roads to provide a faster transportation alternative. He called his new tunneling venture **The Boring Company (pun intended)** and has been selling promotional hats for his company like hotcakes.

First made available for sale in October, Musk has sold more than 35,000 hats, according to his most recent update on Twitter.

 **Elon Musk**
 @elonmusk
 The world's most boring hat boringcompany.com/hat
 7:50 PM - Oct 17, 2017



Hat
boringcompany.com


23.1K 4,421 people are talking about this

 **Elon Musk**
 @elonmusk
 35,000
 9:34 AM - Dec 12, 2017
 26.1K 4,882 people are talking about this

That means Musk has made more than \$700,000 pedaling hats. In a humorous nod to the success of the sale, the tech exec changed his Twitter bio to "hat salesman." He has said he is going to sell 50,000 hats, which would be \$1 million worth of merchandise.

To increase your chances of winning the tour the tunnel in Los Angeles, you can buy more Boring Company hats, according to Musk.

 **Ivan Escobosa** @IvanEscobosa · Dec 14, 2017
 Replying to @elonmusk
 If I buy multiple hats does that increase my chances of winning?

 **Elon Musk**
 @elonmusk
 Yes
 12:26 PM - Dec 14, 2017
 625 28 people are talking about this

Ads by AdKryplo



Bringing an end to fake news.



'Warcraft III: Reforged' Release Date, Latest News & Update: Long-Awaited Remake Announced, Sweet Upgraded Trailers Released



'GTA 6' Release Date, News & Update: Long Wait Expected for 'Grand Theft Auto' Sequel



'Fallout 76' Release Date, News & Update: Beta Players Modding Game, Disaster Looms Over Horizon



Mac Mini 2018 Release Date, Specs & Features: Apple Resurrects a Dead Product

Line



Elon Musk Is In The Business Of Bad Puns, To Start 'Boring' Company And Eliminate Traffic



Tuesday, December 20, 2016 7:20 AM UTC

0 comments

Traffic is a problem that it seems everyone has to deal with, even super-rich CEOs like Elon Musk. Apparently having had enough of those hours behind noisy cars that hardly move, the Tesla Motors CEO is planning on starting what everyone is picking up on as a "boring" company. Bad pun aside, the purpose seems to be to create underground freeways to minimize traffic.

Musk first made his interest in building more tunnels known back in January, during the first phase of the Hyperloop Pod Competition, Futurism reports. At that time, the multi-CEO said that it would be wonderful if people built more tunnels in order to lighten the traffic problem that is becoming worse as population explodes.

Recently, Musk Tweeted out his intention to start a company that will literally bore into the ground and create the tunnels that no one else seems to be making. He even followed up his initial Tweets by saying that he will be creating "The Boring Company," which is as bad of a pun as it can get.

New Blockchain Technology to Fight Fake News

Ads by AdKryplo



ET PRO

Market Data

Market-moving news and views, 24 hours a day >

25m BRENT CRUDE FUTURES SETTLE AT \$73.17/BBL, UP 34 CENTS, 0.47 PCT


28m OIL PRICES FALL, BRENT TURNS NEGATIVE AFTER EARLIER RISING BY MORE THAN \$1 A BARREL

35m BRAZIL'S BOLSONARO SAYS VENEZUELA SHOULD NO LONGER BE IN MERCOSUR BECAUSE IT BROKE THE TRADE BLOC'S DEMOCRATIC CLAUSE

47m BRAZIL'S PRESIDENT-ELECT BOLSONARO SAYS WILL REDUCE TAXES RESPONSIBLY

49m BRAZIL'S PRESIDENT-ELECT BOLSONARO SAYS WILL PROPOSE NEW REFORM OF PENSION SYSTEM AT START OF HIS GOVERNMENT

63m TUNISIA'S PRIME MINISTER ANNOUNCES A CABINET RESHUFFLE

 @elonmusk

It shall be called "The Boring Company"

9:15 AM - Dec 17, 2016

17.7K 4,718 people are talking about this


Now, looking at these Tweets, one would be forgiven for thinking that it's just a mix of jokes and comments of frustration brought out by heavy traffic. However, Musk is not just some juvenile teenager who posts things without thinking. In fact, the tech figure has a reputation for actually following through on some wildly crazy ideas, [TechCrunch](#) notes.

Then again, this doesn't remove the possibility that he is just trolling everyone, as he has been known to do. After all, Musk has a relatively unfiltered Twitter account and it has hosted some troll-ish online behavior in the past.

In the event that the billionaire is serious, however, it's going to be another controversial move in the eyes of Wall Street. The talking heads have never been big fans of Musk's habit of setting really lofty goals.

Conversation

Log In

 Be the first to comment...

Terms · Privacy

Add Spot.IM to your site



Bringing an end to fake news.

PUBLISH

Ads by AdKrypto

Econotimes China Edition

GET INSIGHTS IN CHINESE

[READ NOW >](#)

Editor's Picks



Why life insurance companies want your Fitbit data

Ads by AdKrypto





#1 Crypto Advertising Agency

For Your Blockchain Business

www.ADKRYPTO.com

Most Popular

- 1** FxWirePro: Bitcoin cash pauses bull run at 110-EMA, good to stay long on break above 
- 2** Achieve Triangular Arbitrage between XRP/BTC/ETH/USD 
- 3** Bounty of Institutional Clients Lined-up for OTC Cryptocurrencies
- 4** FxWirePro: EUR/USD Daily Outlook 
- 5** Malaysian ringgit under pressure in medium-term on likelihood of shrink in current account surplus, says Commerzbank
- 6** FxWirePro: GBP/JPY Trade Idea 
- 7** UST yields likely to trade higher in near-term amid Fed's hawkish stance, balance-sheet unwind: Scotiabank
- 8** BCH/USD bullish rout surpasses DMAs and EMAs, but halts at major hurdle ahead of hard-fork 
- 9** FxWirePro: NZD/CHF extends cloud breakout, on track to test 200-DMA, stay long 
- 10** FxWirePro: EUR/GBP extends weakness below 200-DMA, scope for test of 78.6% Fib at 0.8723 

Economics Monitor

November 5 16:00 UTC		Released
US	Exp Soybean Inspected	
	Actual	Forecast
	1229.042 M	1304.907

November 5 16:00 UTC		Released
US	Export Wheat Inspected	
	Actual	Forecast
	327.192 M	393.255 M

January 31 00:00 UTC		6692h 12m
AR	Annual Primary Balance*	
	Actual	Forecast
	2016 bln ARS	Bln AR bln ARS

January 31 00:00 UTC		6692h 12m
AR	Annual Primary Balance*	
	Actual	Forecast
		Previous



ROAD/SHOW
BY CNET

Search

SUBSCRIBE

BROWSE CARS



MENU



FIND A DEALER



JOIN / SIGN IN



CAR INDUSTRY

Elon Musk names first boring machine after boring play

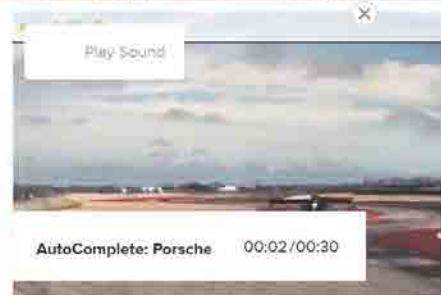
OK, that's not entirely true -- the play is only boring if you take it at face value.

BY ANDREW KROK | MAY 11, 2017 7:47 AM PDT



Elon Musk has a thing for weird names. His SpaceX drone ships, for example, are named "Just Read the Instructions" and "Of Course I Still Love You." Literature buffs may be pleased to learn the name of Musk's first tunneling machine.

Musk announced that the name of The Boring Company's first machine would be named Godot, after the title character in Samuel Beckett's play "Waiting for Godot." Musk, a fan of the occasional corny joke,



made sure to slip a proper dad joke into the tweet announcing the machine's name.



On the surface, "Waiting for Godot" sounds just as boring as the company that's borrowing its name. Vladimir and Estragon are waiting for a man named Godot to show up, and -- spoiler alert, if you can spoil a 64-year-old play -- he never does. Hey, at least the casting is cost-effective, right?

And in that skim-the-surface sense, the name fits. Vladimir and Estragon are stuck waiting for Godot to show up, and Musk's tunneling is currently limited to the SpaceX parking lot, since it's not exactly legal for him to just carve tunnels under major metropolitan areas for funsies.

Ad

Knot Twisted Crewneck Tee Dress

Helmut Lang tee dress with twisted front. Crew neckline. Short sleeves. Body-conscious ...

Neiman Marcus

Dig a little deeper (ha!) into the play and Musk's project, and you can find threads of absurdity, especially as it relates to life and the purpose thereof. There's certainly some absurdity to be found in the idea of digging giant tunnels under cities to relieve transportation issues. In fact, most of Musk's creations to date have been about humanity, its current direction and ideas about its future, so there's a whole bunch of existentialism floating around here.

It's about forging our own paths and not leaving things up to some imaginary idea of fate, and that's exactly what Elon is up to. However, unlike Beckett's play, we won't be waiting for Godot forever -- it's here, even if it's limited to Elon Musk's parking lot for now.



LATEST REVIEWS

2018 Maserati Ghibli: A good car among greats

2019 Lexus IS 350: Losing to Father Time

2019 BMW X4: A style-first luxury crossover

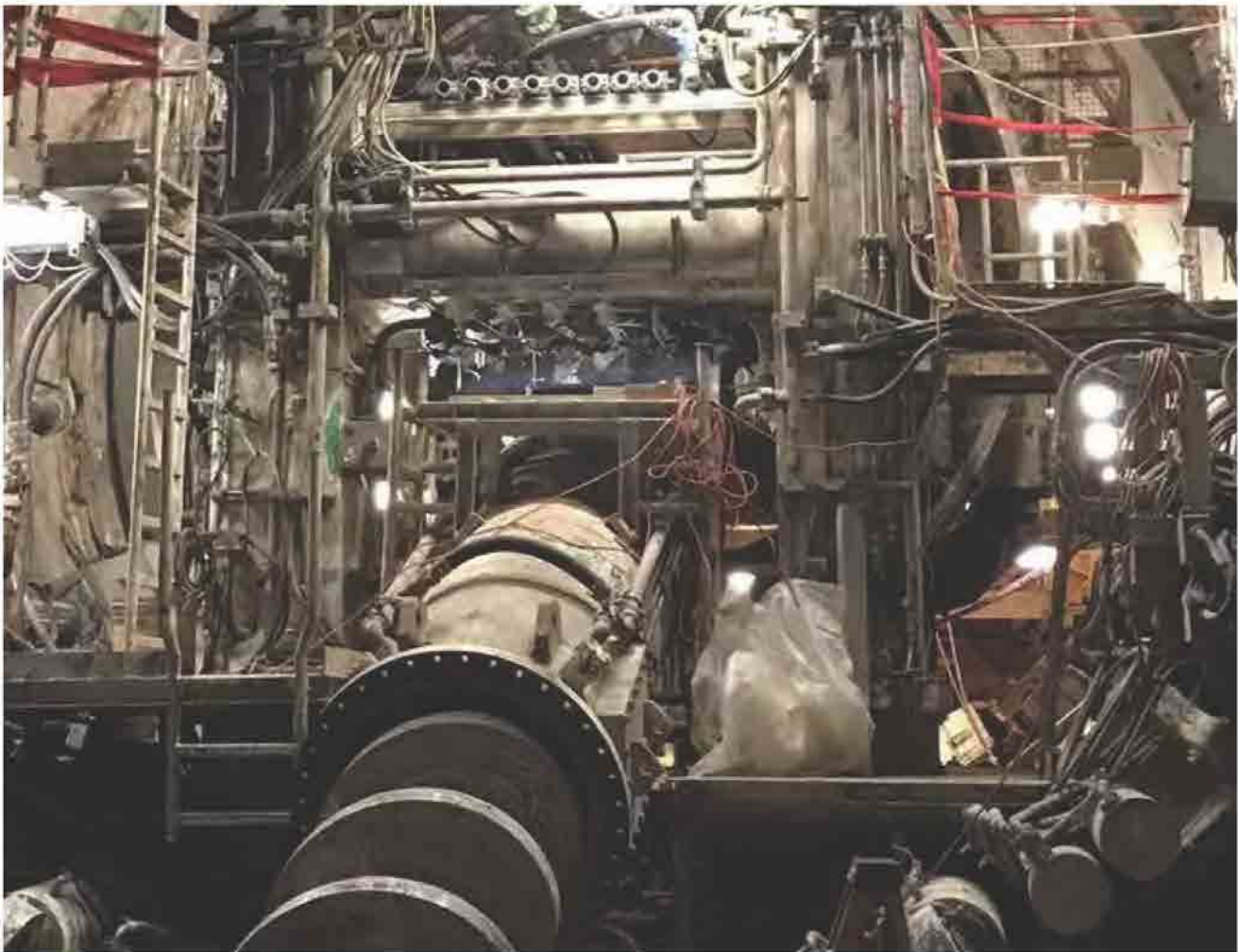
SHARE YOUR VOICE

Post a comment

TAGS

Car Industry Elon Musk SpaceX

▼ **Next Article:** Lincoln Aviator uses Detroit Symphony Orchestra music as warning tones ▼





Elon Musk 
@elonmusk

[Follow](#) 

What I love about The Boring Company are the low expectations. Nowhere to go but down.


9:52 PM - 16 May 2017

8,870 Retweets 43,484 Likes






 1.4K  8.9K  43K





Brian Oliver @Oliver_Brian · 16 May 2017 

Replying to @elonmusk
is this pun intended??

 4  6  161




Elon Musk  @elonmusk · 16 May 2017 


What pun?

 30  42  1.6K



Brian Oliver @Oliver_Brian · 16 May 2017 




you're saying that this company is going down, then what I know is this company will create underground tunnel which supposed in ground/down

 8  1  69



BFS Landing Legs @bfslandinglegs · 16 May 2017 




Elons making fun of you, he's aware it's a pun

 2  1  602




AnonymousEconomist @AnonOnAMoose · 16 May 2017 




actually you are both wrong. its a double entendre.

 8  4  179



Brian Oliver @Oliver_Brian · 16 May 2017 

i guess you're right, your argument is below my expectation

 2  2  131



INNOVATION · Published October 30, 2017

Elon Musk releases first image of Boring Company's 'freeway' under LA

By Chris Ciaccia, | Fox News



Elon Musk takes to twitter to reveal the Model 3 (Reuters)

Tech luminary Elon Musk finally gave the world its first look at what The Boring Company has been up to.

The billionaire posted on a picture on Twitter on Saturday evening showing the tunnel dug by The Boring Company, an infrastructure company he founded. The goal of **The Boring Company (a play on words)**, is to build a series of underground tunnels that can transport cars and help alleviate traffic.



Elon Musk
@elonmusk

Picture of The Boring Company LA tunnel taken yesterday

4:30 PM - Oct 28, 2017

60.1K 11K people are talking about this



A Message from [Quaker](#)

Need Fiber in Your Diet?

Quaker® Original Instant Oatmeal is a good source of dietary fiber. See the digestive health benefits of fiber from foods like 100% whole grain oats.

Musk is starting with a route to Los Angeles, from SpaceX's headquarters in Hawthorne, throughout the rest of the city, one which is considered the most congested in the continental U.S.

ELON MUSK SHOWS OFF BORING COMPANY ELEVATOR FOR THE FIRST TIME

In 2016, Drivers in LA spent on average 81 hours in traffic, according to a story in [The Los Angeles Times](#), which obtained the survey from data company Inrix.

In a separate tweet, Musk added that that the tunnel is 500 feet so far, but should be "2 miles long in three or four months and hopefully stretch the whole 405 N-S corridor from [Los Angeles International Airport] LAX to the 101 in a year or so."



In August, The Boring Company received approval by the city of Hawthorne (a city in southwestern Los Angeles County) to build the tunnel. The tunnel operates using electric skates, so that cars can move along swiftly.

In July, Musk [showed off the elevator](#) that would take cars from the congested roads to the underground network of tunnels.

In addition to the tunnel under LA, The Boring Company is also looking to have tunnels in other cities, including one stretching from Baltimore to New York (stopping in Washington and Philadelphia), as well as Chicago and other U.S. cities.

Elon Musk

11/5/2018

Elon Musk releases first image of Boring Company's 'freeway' under LA | Fox News



ELON MUSK
@elonmusk

Just received verbal govt approval for The Boring Company to build an underground NY-Phil-Balt-DC Hyperloop. NY-DC in 29 mins.

10:09 AM - Jul 20, 2017

197K 77.3K people are talking about this

In addition to being CEO of The Boring Company, Musk is also the CEO of electric vehicle company Tesla, space exploration company SpaceX. He also co-founded artificial intelligence specialists Neuralink and OpenAI.

Follow Chris Ciaccia on Twitter [@Chris_Ciaccia](https://twitter.com/Chris_Ciaccia)



FOX NATION
Opinion Done Right.
BECOME A FOUNDER
PRE-ORDER NOW