ELON MUSK

Elon Musk Reveals His Next Idea as 'The Boring Company'

The serial entrepreneur has tunnel vision.



















Elon Musk has spent his career building companies with flashy goals such as selfdriving cars, human travel to Mars, environmental preservation and friendly artificial intelligence. Now, he's ready to bore.

Tunnels, not people.

On Saturday, Musk took to Twitter to rant about traffic. But he didn't just passive aggressively subtweet bad drivers. In his typical fashion, he offered a solution to the problem.

Related: Elon Musk's Dream Was Put to the Test Today





The man just loves a good pun, it seems.

Musk has long been a proponent of new technologies for moving people. Earlier this decade, he began drumming up momentum for the Hyperloop concept -- a mode of mass transportation that would propel pods through above-ground pneumatic tubes. But as of this weekend, he's pondering subterranean solutions.

Related: 5 Things I Learned Obsessing Over Elon Musk During My Internship



The timing is right. Last week, Musk was among 18 tech executives who met with President-elect Donald Trump as part of a Strategic and Policy Forum. Musk's tunnel vision (pun intended) is in line with Trump's emphasis on infrastructure. The president-elect has proposed \$1 trillion of government infrastructure investment to boost the U.S. economy.

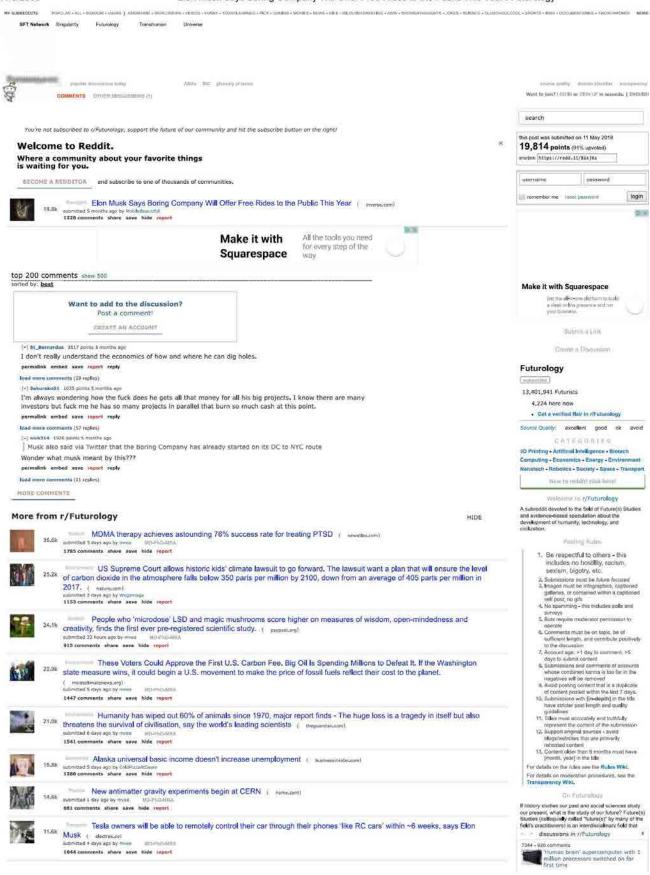
While Musk tweeted "I am actually going to do this," whether he will in fact launch a new venture called "The Boring Company" is yet to be seen. However, he's since revised his Twitter bio, which now reads, "Tesla, SpaceX, Tunnels (yes, tunnels) & OpenAI."



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Australians will soon power their homes with hydrogen in a five-year trial that scientists say could open the door to the widespread use of a new form of renewable energy. | thegas submitted 5 days ago by more MD-PhD-M 553 comments share save hide report

Comments, continued...

For a second I thought Elon Musk was calling a specific company boring and that since they were so boring they'd permalink embed save report reply

-1 wunker33 440 points 5 months an

I think he named it that as a joke almost. Play on words.

permatink embed save parent report reply

Can't be, "Big Fucking Rocket", "Boring Company" and some barges named "Just Read the Instructions" and "Of Course I Still Love You"

He's definitely not loking around. permalink ambed save garent report reply

[-] thebrainypote | 179 people 5 months a

The tesla models certainly won't spell out S.3.X.Y.

permatink embed save parent report reply

f=1 Jukelnepuce 52 points 5 months ago

Don't forget the Semi. permalink embed save perent report reply

(-) earthtokeebs 71 points 5 months ago

Or Tesla's "Ludicrous speed" Space Balls reference.

permalink embed save parent reply

[+] [deleted] 5 months ago (1 child)

(-) curryhalls 6 points 5 months one

Ludacris speed.

permalink embed save parent report reply

load more comments (6 region)

foad more comments (4 replies)

(w) Teh Copples Do Northing 16 points 5 months and

And the only reason the Model 3 wasn't a Model E was because Ford holds the trademark.

permulink embed save parent reply

unityChestThRppe 6 points 5 months ago

Ford has a trademark on the letter E?

That ain't right

permatink embed save parent tuport reply

foud more comments (4 replies)

[-] MaritMonkey 45 points 5 months ago

It amuses me that naming a rocket after the Millennium Falcon has been so overshadowed that it seems, by now, like an obviously appropriate choice.

malink embed save parent report reply

Oh, thats where falcon comes from?

I just thought they picked falcon because... Well... It's cool.

permulink embed save parent report reply - If In Doubt Lick_It 35 points 5 months ag

I thought it was cause it was a falcon big rocket.

BFR- Big Falcon Rocket (big fucking rocket)

permakink embed save parent report reply

[-] bryceO110 26 points 5 months ago

The BFR has barely anything to do with the falcon rocket at all, so Big Falcon Rocket is just it's official name while Big Fucking Rocket is 100% what he meant.

permalisk embed save parent report reply

And the original mockup capsule was called "magic dragon" as in "puff the ..."

These are the things that still make me smile even when I'm having a really bad day. It's like "oh hey, just in case you

forgot - you live in THE FUTURE and it is pretty damn cool" :) permalink embed save parent report reply

loan mum communit (reply)

3rd barge (being built) will be named Shortfall of Gravitas, so, yeah.....

permalink ambed save parent reply

found morre communité (3 replies)

- Alchemical Winet 104 points 5 mm

The company is really boring, and it's actually not boring at all!

-1 SharelPonks 12 could 5-months ago

But it is actually boring

permallok embed save parent report reply

load more comments (Crestevi

He's going to send rockets to mars with automated boring machines that will create underground living quarters

before he sends the first mars settlers.

varying degrees of likelihood but that it is impossible in principle to say with certainty which one will occur.

Buccommended Lines

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. Best of 2015

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PriCollapse vs mississingly Details
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Chispy Timin Fines

Chispy Trans randomined & Street Good, The Mensoe randomined & Street Good, The Mensoe randomined & Street Good, The Mensoe randomined & Street Good, The Stree

ImLivingAmangYou 5-107 A.1



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permalink embed save report reply
toad more comments (1 repty)
[+] MrPotetoWedges 175 points 5 months ago
I swore this was an Onion article about Elon's new boring company and its gonna start doing its boring thing "in the
coming years"
permalink embed save report reply
    (=) Providey() 13 points 5 months ad
    I just love that this is an actual sentence from a real article, and not a Simpsons quote
       Progress on test tunnel continued through 2017, raising money with Boring Company hats and Boring Company-
      branded flamethrowers.
    I can't figure out if Musk is a real life Hank Scorplo, or Cave Johnson.
    permalink ambed save parent report reply
    load more comments (1 reply)
 [-] greergwra 231 points 5 months ago
Sweet! I always wanted to go to mars!
...what?
A-tunnel?!
 permalink embed save inpurt reply
    [-] Quality_Bullishit (01 points 5 months ago
    What if the tunnel is on Mars
    permalink embed save parent report reply
         [~] maximillarryuen 125 points 5 months ago
         What if the tunnel go to Mars.
        permalink embed save parent report reply
             [-] Quality_mullsnit 45 points 5 months ago
            A tunnel through space
             permalink embed save parent report reply
                1-1 dustofficatio 91 points 5 months ago
                 Boring Wormhole Company.
                permatink embed save parent report reply
                foad more comments (2 replies)
                The spice must flow.
                permalink embed save parent report reply
    load more comments (I reply)
 -] soluceinsleap 1157 points 5 m
Ever notice how Elon's companies are all about colonizing Mars?
   · SolarCity to provide electricity
      Boring company to dig tunnels
   · SpaceX to get us there
   . Tesla for electric vehicles to drive around when we get there (one's already on the way ;))
 permalink embed save report reply
    I-1 WilliamJeremiah 134 points 5 months ago
    Also Kimball Musk, Elon's brother is doing farming with water and no soil in shipping containers. It doesn't really
    address growing plants in space though.
     permalink embed save parent report reply
         [-] ZorphibOX: 41 points 5 minths ago
        It kinds does though. From my understanding ice, and thus water, is relatively plentiful on Mars at the poles, not having to bring literally tons of dirt to make settlements self sustaining is a huge benefit.
         permatink embed save parent report reply
            [-] William/Jeremiah 5 points 5 months ago
            Maybe, I am not knowledgeable enough on this subject. I was just thinking that Mars only having 38% of the gravity of Earth or one of the other factors might impact how plants grow there. I'm not sure if they do though.
             permalink embed save parent report reply
            foad more comments (2 mples)
        lead more comments (1.reply)
    load more comments (4 replies)
    [-] Thel@ne@uyPromAZ 559 points 5 months ago
    Don't forget about his global satellite mesh network. That sure would come in handy down on mars to keep all of the
    early settlers interconnected on those long exploratory trips.
    permalink embed save purent report reply
         what if he could make a line of satellites that would connect mars to earth with a good network connection
         permalink ambed save parent report reply
             Speed of light is a bitch though.
             permalink embed save parent report reply
                  -1 squirrHorez 143 points 5 months ago
                 12.5 (4 to 24min average) lightmins.. well we cant skype.. but other than that
                 permalink embed save gerent report reply
                     (-) tripoguy 148 points 5 months ago
                    Streaming's fine, but the ping times... So much for Age of Empires
                     permatink embed save perent reply
                        [-] thrt.emniscate. 92 points 5 mooths ago
                        Calling it now. Strategic turn based videogames making a comeback.
                             [-] Apatomoose 32 points $ months ago
                            Reverse speed chess where you can't take less than 12 minutes per turn.
                            permulink embed save parent report reply
                             [- TehGogglesDottetlung: If points 5 months age
                             Anyone up for a game of Civ?
                             permatink embed save parent report reply
                            foad more comments (1 reply)
                        load more communes () reply)
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Time for a mars server
                    permalink embed save parent report reply
                    (+) [asseted] $ months ago (1 child)
               load nore comments (5 replies)
            [=] I=d=even=k= 29 points 9 months ago
            It's a small delay all things considered.
            permalink embed save parent report reply
                - MythoeRoelm 40 points 5 months ago
                It's a standard Skype delay...
               permillink embed save parent reply
                       mte (7 replies)
        You think you're ping is bad now, just wait 'till it's 3 minutes on Mars.
        permatink embed save parent report reply
            I-I Locke Step 47 points 5 months equ
            S'ok, I'm a Torb one-trick.
            permatink embed save parent report reply
                Why are you playing a projectile on hugh ping? Get your laggy ass on Mercy so you don't have to aim!
               permatink embed save parent report reply
              load more community (3 replies)
            7-1 Zaottirous 6 points 5 months an
            Lead the target.
            permalink embed save parent report reply
       toad more recomments (3 replay)
        |-| great-testicle-sace 28 points 5 months ago
        Not sure if it's what you meant, but you can't "string a line" of satellites between planets, since those satellites have
        to be in orbit around something (the sun).
        permalink embed save parent report reply
       toad more comments (1 roofy)
        [-] willin_dylan 7 points 5 mm
        What do you mean by "line"?
        permalink embed save parent report reply
       foad more comments () reply)
   food more community (10 replies)
load more community (2 replies)
 (-) Permutaguited and yet 94 points 5 months ago
It took me to this comment to realize why it's called the Boring company. I'm a fucking idiot
permatink embed save parent report reply
    (-) Geckon 30 points 5 months ago
    Oh
    Me too then.
    permatink embed save parent report reply
        (-) Chusten 4 points 5 months ago
        I don't know I find it kind of exciting.
        permalink embed save parent report reply
[-] Erectfortion 76 points 5 months ago
Earth is the beta test
permalink embed save perent report reply
load more comments (1 reply)
Tell and vidualistical 17 holots 5 months and
What's next for him then, lab grown meat?
permalink embed save perent report reply
And the flame throwers is for the marsians.
permalink embed save parent report reply
    I-1 kernelsaunders 40 points 5 meeths acc
    marsians
    Asian martians?
    permalink embed save parent report reply
       [-] Roferer 12 points 5 months a
        Right, thats how you spell it.
        permalink embed save parent report reply
   foad more comments (5 replies)
    (-) curryhalle 6 points 5 months ago
    Wrong by a long marsian.
    permalink embed save parent report reply
load more comments (1 reply)
- AutomatedChane 9 points 5 months acc
Don't forget he kickstarted Hyperloop technology for fast transportation in low pressure environments
permalink embed save parent report reply
Don't forget the most important company : candy company by elon musk
permakak embed save parent report reply
[-] LebdaRi 26 points 5 m
Well if we're going to establish a society in Mars then we're going to need the very same structures and technologies
we need here on earth, don't we?
permatink embed save parent seport reply
    [+] Wenches-And-Mead 36 points 5 months
    It would much more practical and safer to live underground than in giant Total Recall-esk domes
    permalink embed save parent report reply
       I-I Insunsinthelikraine 38 points 5 months ago
```



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Don't mean to shoot you down but the suffix ought to be "-esque" my man
            permaknik embed save parent report reply
                [-] Wenches-And-Mead 20 points 5 months
                Thanks my dude I'll remember that in the future
                permulink embed save perent reply
               It's -usk when talking about anything Elon gents.
                permulink embod save parent report reply
              load more comments (2 reply)
       load more comments (1 resty)
     [-] codurgen 6 points 5 months age
    All of these projects are awesome
    permalink embed save parent report reply
     - methoffs is points 8 months ago
    And flamethrowers for the aliens!
    permatink embed save parent report reply
        [4] Falconberger 7 points 5 months ago-
        I'd prefer we kept them for ourselves.
        permalink embed save parent report repty
    [-] Nickismoble 17 points 5 months ag
    The holes are for us to live in when there's no more atmosphere here.
(+) [deleted] $ months ago (22 children)
That's a good thing. If he opens it directly on paid basis then most of the people will have a little fear in them and feel hesitated to spend money on it.
Giving free rides in the beginning will make people approach it more easily and getting used to it.. Nice strategy and I
hope it goes good.
permatink embed save regort reply
    (a) Nathangelikemen 786 79 points 5 months and
    Nice way to test if the hole underground holds up.
    permalink embed save parent report reply
        [-] dm_fucking_t 52 points 5 months ago
        people have digging holes a long time now. I think Elon can handle it.
        permalink embed save parent report reply
       food more comments () reply)
    load more comments (3 replies)
Unfair media always tryina do people dirty. I think elon musks company is actually very interesting.
permalink embed save report reply
    (-) Communist_Iguana 141 points 5 months ago.*
    Can you elaborate?
    Edit; nym I'm an idiot
        I think he's making a Joke because it's called the "boring" company and he's trying to say that the media is calling his
        company boring
            I can't believe I didn't get that. BRB gotta commit seppuku
             permatink embed seve parent report reply
                Fel The Alliestor Gar 11 poors 5 m
                It's okay at first I didn't get it either. I thought for a minute that they were shitting on his company in the article or
                something.
                permatink embed save parent report reply
                    (-) Communist, foremer 15 points 5 months ago
                   Nice of you to ball me out but I've already lost like 3 quarts of blood
                   permalink embed save parent report reply
                  load more comments (2 replies)
                /-t sraykneeumin
                                           5 points 5 munths ago
               Don't worry we all miss an obvious joke sometimes.
                permulink embed save parent report reply
                           (Vigen 2) eates
foad more comments (4 reples)
Just looking at the concept and imagining being in a tiny tunnel gives me anxiety
permalink embed save report reply
    [-] Communist_iguana 128 points 5 months ago
    Have you never been in the Tube or a Subway?
    permatink embed save parent report reply
        This was a real thing that happened to a bunch of commuters just like me, and it started happening with some
        regularity on the subway system I used to take to work every day. The idea of being stuck on a crowded train in a
        tunnel with no information as the air slowly fills with smoke really freaks me out.
        permalink embed save parent report reply
            [-] derangedkile 33 points 5 months ago
            That's a regulation issue, not a technology issue. There are so many ways that problem could be solved. Oxygen
            Masks, Emergency Oxygen Pipe running the length of the tunnel. Emergency stopping bays, emergency engines that are built into the individual pods so it can go to the nearest stopping bay.
            Idk what's up with your subway regulation guys but this should not be a problem. It's like if planes didn't come with
            Oxygen Masks.
            permalink embed save parent report reply
           food more comments (7 replies)
            [-] dustofdeath 5 points 5 months ago
```



Elon Musk Says Boring Company Will Offer Free Rides to the Public This Year : Futurology

Those cars are airtight with onboard oxygen etc - because the tunnels themselves are under a vacuum.And in vacuum fast spreading fire is also unlikely - no oxygen. The real problem here is when the engine fails - you are stuck deep under ground in a small car shaped tunnel under a vacuum. Your exit doors are blocked by the tunnel. You have to wait for some emergency cart to drag you out assuming you are not lammed or stuck in there. permalink embed save parent reply load more community (1 reply) food more comments (3 replies) - John Des 007 64 goms 5 months ago Different thing altogether, I've been down a mine shaft 400 metres (1300+ feet) underground. That's the height of the Empire State building. Underground, A subway has stations and multiple exit points and you're out on street level in no time. But knowing there's 400m of earth above you and the only way out is an open caged elevator is claustrophobic as fuck. permalink embed save parent report reply [-] Trigger#1ppy420 | 22 points 5 months ago How about the Mponeng Gold Mine? 2.5 miles deep. Think its something like a 2 hour commute from the surface to the bottom. permalink embed save parent report reply (-) John Der 007 10 points 5 months Jesus Christ. Yeah I'll stay topside, thanks. permatink embed save parent reply [-] Wish:WasHOnPotenuss. 6 points 5 months is I'm down if they pay me for those 2 hours lol permalink embed save parent report reply load more comments (\(\frac{1}{2}\) in \(\frac{1}{2}\) - retrementable 17 points 5 min Well I ussally just order a sandwich and go I've never stayed long load more comments (1 recty) boad mung community (1 mpb) (-) Crooksarekinge & Joints 5 months and permatink embed save parent inport reply head more communes (1 (10h)) food more comments (1 reply) hopefully the rides aren't as boring as the company permatink united save court reply (+) aManOfTneNorth 32 points 5 months ago It's like the 1890 World's Fair and Musk is Ferris. permatink embed save report reply food more comments (5 replies) That's not Elon Musk, that's his third or fourth clone. He perfected the "Cloning Company" many years ago, which allows him to run multiple cutting-edge companies simultaneously with nobody noticing that it's actually different clones. The real Elon Musk is already on Mars waiting for his clones to join him. permalink embed save report reply load morn community (1 mply) local more comments (965 replies)



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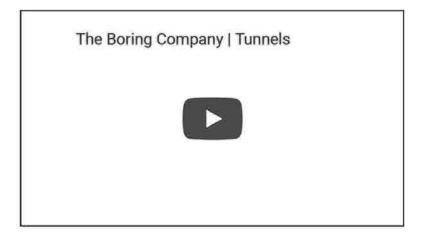
Elon Musk's Boring Company is boring... For now.

Elon Musk. What can you say about him? The Nikola Tesla of the 21st Century. Maybe he will succeed, maybe he will fail, but he already left a mark and he'll never be forgotten.

One of his latest crazy (in a good way) initiatives is the Boring Company, focused on excavating tunnels under cities to reduce street traffic. The name is a nice pun on the fact that "boring" means "excavating", and it has been so far a very "boring" (uninteresting) topic.

Elon's idea is to rivolutionize the technology being used to excavate, to justify boring tunnels under a city like LA, and then offer automated transportation from point A to B for cars.

Here's a short video released just a few days ago:



Many people have already heavily criticized this initiative, based on mostly superficial or wrong assumptions.

What I'd like to do is to take a closer look and try to discern whether there's a real opportunity here, or not, and if the Boring Company has a chance to succeed.

State of tunneling today

Government-funded, large infrastructure projects are typically the ones where the digging of a large tunnel is involved.

There is little economic incentive to increase the efficiency of the **TBM**s (Tunnel Boring Machines), because that's only a small fraction of the total cost.

There are several types of TBMs (Tunnel Boring Machines), also called *moles*, such as **Earth-pressure balance** (cutting wheel pressed against the tunnel face by hydrolic cylinders), **mixed shield TBMs**, and so on. The "**new Austrian method**" (it's 50 years old; when are they going to drop the "new" in the name?) might be the most recent relevant innovation that happened in the tunneling industry.

Tunnels are primarily dug for cars powered by a combustion engine, which requires the tunnels to be large enough to support multiple lanes of traffic AND the expulsion of exhaust gases. Tunneling machines are therefore huge—they require big efforts to be transported on site and assembled, and then another big effort to start operating them.

As you can guess, and as Musk points out, being able to reduce the diameter of the tunnel is one of the most relevant ways to reduce its total cost.

Furthermore, most manufacturers of TBMs have little incentive to invent better ways to dig, or to "risk" recent innovations and apply them to TBMs.

For example, the latest innovation in saws is the <u>water jet cutter</u>: it uses water, sent at very high pressure (up to 100,000 psi) and mixed with an abrasive substance, against the material that needs to be cut. The water jet exits at supersonic speeds (up to 4,000 km/h), and is capable of cutting any material with high precision and minimum waste.

Nobody has successfully or extensively applied water jet technology to excavation of tunnels, because at these companies the "innovation

cycle" lasts for 15–20 years—in other words, any new idea, assuming it gets funded, takes 15–20 years to make it into a commercially available solution.

You are starting to see "some" use of water jet cutting in tunneling today, and only for minor "retouches", not for the main digging.

As you might agree, the sector is really **boring**, and ripe for disruption —or at least, ripe for a faster way to introduce new technology that can improve efficiency, increase speed, etc.

Can Elon Musk bring this disruption to tunneling?

The opportunity

Let's assume, for a moment, that the Boring Company can drastically reduce the cost of tunneling—by 10x.

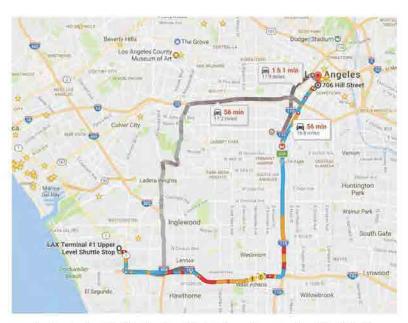
Current cost in optimal conditions (medium, stable rock; no big water infiltration; etc), with the best machinery available, runs at about \$20,000 per foot excavated. Average costs in good conditions, with good machineries, are more in the area of \$30,000 per foot. Let's say that the Boring Company gets to \$3,000 per foot. His claim of "\$10M for a mile-long tunnel" (which equates to less than \$2,000 per foot) might be really too aggressive.

But even more aggressive is to increase the speed of digging from an average of 300 feet/week to 5,000/week (one mile), or 15x.

But still, let's assume that he manages to do that. He's Elon Musk, after all.

Can this then become a real business? And can it stand competition from Herrenknecht AG and other TBM manufacturers? Or is competition going to come from another angle?

Let's say you start offering an LAX to Beverly Hills, which is 12 miles of driving, and usually 50 minutes of traffic; or LAX to downtown LA, which is 17 miles and usually an hour of traffic.



Los Angeles airport (LAX) to downtown LA-17 miles, and usually an hour sitting in traffic

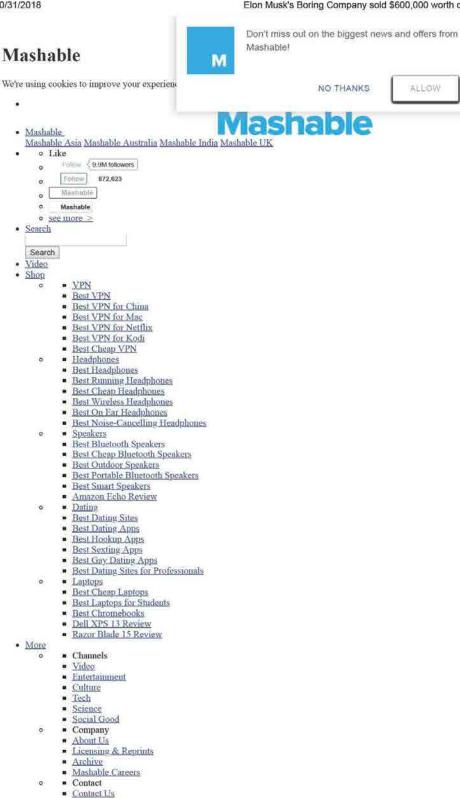
You would need to build several "elevators" to load the car into the tunnel; then power the tunnel with those nice-looking automated "pods", and make the car emerge at the other end through another elevator.

This "car elevator" needs to be excavated, you need to build an actual elevator in the shaft, and you need to pay permits to the city. Let's assume that you can build one for a million dollars. Let's also assume that each elevator can carry one car every minute.

Ok, get ready for some back-of-the-napkin calculations.

30 "car elevators" in LAX: \$30M 30 "car elevators" in downtown LA: \$30M 17 miles of tunneling: \$170M Additional costs (electrified, automated pods; miscellaneous stuff): \$20M

Total is \$250M. You can transport 30 cars per minute from LAX to downtown LA. Assuming there's demand for that volume for 20 hours a day, it means you can transport a total of 36,000 cars/day on that single trip alone, or 13 million cars a year. With a "ticket" of just \$10, and assuming that \$2 dollars out of each trip are going for operational



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Elon Musk's Boring Company sold \$600,000 worth of hats

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Elon Musk's Boring Company sold \$600,000 worth of hats

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IMAGE: BORING COMPANY

BY STAN SCHROEDER DEC 10, 2017

Elon Musk is quite the hatter.

Elon Musk's Boring Company sold \$600,000 worth of hats



Besides running a car company, a space company, a tunnel company and an AI company, he also managed to sell roughly \$600,000 worth of hats, and the demand just keeps on rising.

SEE ALSO: Elon Musk totally didn't invent Bitcoin, you guys



Musk's Boring Company sold 30,000 hats adorned with the company logo since they launched in October, Musk tweeted Monday. Just a few weeks ago, Musk said the company has sold \$300,000 worth of hats, meaning the sales have roughly doubled since that time.



If you order the \$20 $\underline{\text{hat}}$ right now, you'll likely get it in 3-4 weeks. But you might want to hurry, as Musk $\underline{\text{says}}$ the hats will be limited to 50,000 pieces only.

As people scramble to buy these boring hats, Musk is certainly having himself a good time. Besides making an outrageous amount of boring puns, he also changed his Twitter bio to "Hat Salesman," as you can see in the screenshot below.



Check that bio.

Musk (jokin MYS ay The String Deling as Will Start selling a branded flamethrower next. The way hat sales are going, it would probably sell like crazy, too.

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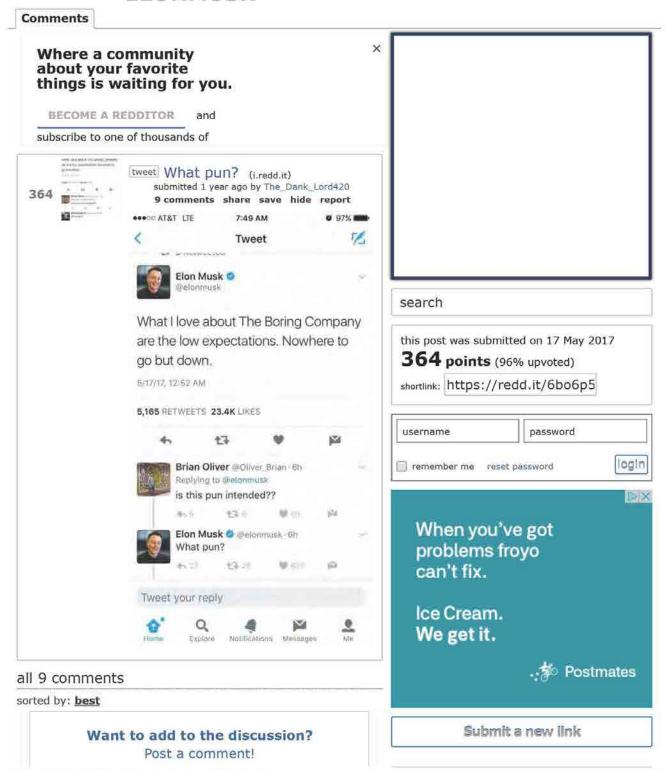
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ELONMUSK



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[-] [deleted] 35 points 1 year ago This post is quite boring. permalink embed save [-] TheVineyard00 11 points 1 year ago This is getting a little old. permalink embed save parent [-] cdrootrmdashrfstar 25 points 1 year ago I concur, it is quite a bore. permalink embed save parent [-] TheVineyard00 15 points 1 year ago ರ ರ permalink embed save parent [-] GreyRobe 12 points 1 year ago Nowhere to go but down! permalink embed save parent [-] griffenator99 8 points 1 year ago Hit rock bottom a long time ago. permalink embed save parent [-] thewayoftoday 12 points 1 year ago This man is a meme dream permalink embed save [-] KeenWolfPaw 3 points 1 year ago No pun allowed permalink embed save [-] johnnwho 4 points 1 year ago First time in ages I have just sat here laughing for a couple minutes. permalink embed save

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This subreddit is for any news or stories about Elon Musk.

We ask that items that are not newsworthy (like memes, home-made Youtube videos or non-credible news and articles, etc.) be kept to a minimum.

a community for 6 years

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557 · 74 comments
Since Elon takes outrageously
expensive/poorly performing products and
makes them usable with each company he

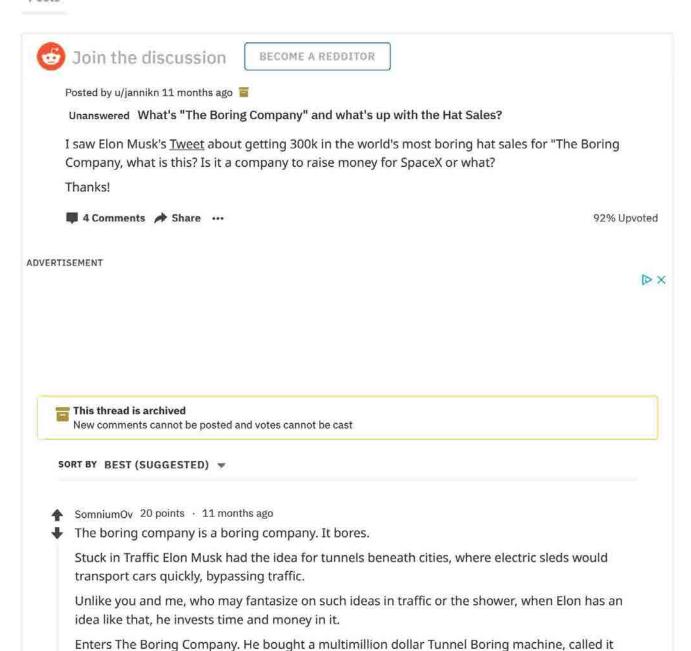




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Posts



Godot, and set a few engineers on it to improve it, digging a test hole in the SpaceX parking

lot.

There's more things, like an annouced second machine with another nice name, and merch sales for the lols. You can learn more at <u>/r/boringcompany</u>

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- ♠ StillAfloat 0 points 11 months ago
- Stuck in Traffic Elon Musk had the idea for tunnels beneath cities, where electric sleds would transport cars quickly, bypassing traffic.

How is this any different from a subway but with cars?

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- ♠ SomniumOv 6 points 11 months ago
- Well "a subway but with cars" is something that doesn't exist currently so yeah that's what it is, and that seems useful.

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- ♠ Cyrius 11 points · 11 months ago
- Elon Musk started a company to try to reduce the cost of underground tunnel construction. A process that involves making holes (boring).

Instead of giving the company a name that is in any way impressive, he decided it would be funny to call it The Boring Company. The joke being the double meaning of the word 'boring'.

They sell hats that say 'The Boring Company' on them. They're somewhat more popular than one would expect from such a boring piece of apparel.

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UNITED STATES DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

In Re the Appl	ication of:	3
Applicant:	The Boring Company)
Mark:	THE BORING COMPANY	(
Serial No.:	87/514,563) Trademark Law Office: 101
Class:	37, 39) Examiner: Barbara Rutland
Filed:	July 3, 2017	
In Re the Appl	ication of:	
Applicant:	The Boring Company)
Mark:	THE BORING COMPANY	ý
Serial No.:	87/542,474) Trademark Law Office: 101
Class:	42	Examiner: Barbara Rutland
Filed:	July 25, 2017	

DECLARATION OF STEVE DAVIS

- I am President of Applicant The Boring Company ("Applicant"). I have been employed by Applicant for two years. In my business role, I have personal knowledge of the facts contained in this declaration in support of Applicant's Office Action responses for the abovecaptioned mark ("Applicant's Mark"), which are submitted herewith.
- Applicant's Mark was selected because it conveys multiple meanings to the public:
 (1) certain of Applicant's services relate to the digging of tunnels (i.e., "boring"); and (2) the

mundane or dull nature of such services. In my experience, companies typically do not want to refer to themselves as boring or dull, but the humorous incongruity of Applicant's Mark has captured the attention and imagination of the public. In my experiences discussing Applicant with individuals throughout the United States, the consuming public readily comprehends Applicant's Mark as a double entendre.

- Applicant's transportation services in Class 39 are provided via underground tunnels, but do not involve or otherwise relate to digging tunnels or boring.
- 4. Likewise, most of Applicant's services in Class 42, specifically, "[r]esearch, development.... and design services in the field of high speed transportation of passengers and goods in tubes; Testing for new product development of high speed transportation systems of others to assure the viability of system designs; Product quality testing of high speed transportation systems of others to assure the viability of system designs; Consulting and advisory services in the field of [] transportation technology," do not involve or otherwise relate to digging tunnels or boring.

I declare under penalty of perjury that the foregoing is true and correct

Executed this 14th day of November, in Hawthorne, California.

Steve Davis