

Tesla Is Losing Customers Because of Elon Musk

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Tesla is facing big challenges right now. The company's sales have dropped in many countries, including Germany, France, the UK, China, and the U.S. Even in California, the biggest electric vehicle market in the U.S., sales have been falling. This decline could be linked to CEO Elon Musk's strong political views and his close relationship with U.S. president Donald Trump.



One major source of controversy is Musk's recent political actions. European leaders are upset about his attempts to influence elections on the continent. At a recent Trump rally, Musk made a hand gesture that some experts called a "Nazi salute," which shocked and angered many people. In response, political activists in Germany projected an image of Musk's gesture onto the outside of his Tesla factory.

Beyond political backlash, Tesla is also facing serious business challenges. There are growing concerns that Trump's proposed trade policies, including higher taxes on imported goods, could make it more expensive for Tesla to build and sell its cars. Since Tesla uses parts imported from around the world, any new trade restrictions could significantly hurt its profits.

Adding to the company's troubles, Tesla stores and cars have been vandalized in the U.S., Canada, Australia, and Europe. People have sprayed paint on the cars, smashed their windows, and slashed their tires. The backlash against Musk may be affecting both the company and its customers.

Comprehension Questions:

1. Tesla stores and cars have been vandalized. What does "vandalized" mean?
 - a) To be cleaned and repaired.
 - b) To be sold at a lower price.
 - c) To be moved to a new location.
 - d) To be damaged or destroyed on purpose.
2. How might the vandalism of Tesla cars affect the company?
 - a) It could make Tesla cars more popular.
 - b) It could scare customers away from buying Tesla cars.
 - c) It could help Tesla sell more cars.
 - d) It could make Tesla cars cheaper.
3. Which of these might explain Tesla's declining sales?
 - a) People are choosing cheaper electric vehicle brands.
 - b) Elon Musk's political actions have upset many people.
 - c) Tesla has stopped manufacturing electric vehicles.
 - d) Tesla cars are becoming less popular only in California.

4. Which of these statements is false?
- Tesla's sales have dropped in many countries.
 - Tesla uses parts imported from around the world.
 - Elon Musk has no connection to Donald Trump.
 - Tesla cars have been vandalized in several countries.
5. Why are European leaders upset with Elon Musk?
- Because he is selling too many cars in Europe.
 - Because he is building more Tesla factories.
 - Because he is not paying taxes in Europe.
 - Because he tried to influence elections in Europe.
6. What does the article suggest about Elon Musk's relationship with Donald Trump?
- It is helping Tesla sell more cars.
 - It is not important to Tesla's business.
 - It is making Tesla more popular in Europe.
 - It is causing problems for Tesla.
7. Why did activists project an image of Musk's Nazi salute onto the outside of his Tesla factory?
- To show support for Elon Musk's actions.
 - To protest against Musk's controversial gesture and political behavior.
 - To advertise Tesla cars to the public.
 - To celebrate the opening of a new Tesla factory.
8. What could happen if Trump's trade policies are put into action?
- Tesla cars will become cheaper.
 - Tesla will sell more cars in the U.S.
 - Tesla might have to pay more for imported parts.
 - Tesla will stop making electric cars.
9. What does the article suggest about the connection between politics and business?
- Politics has no effect on business.
 - Business is more important than politics.
 - Politics can have a big effect on business.
 - Politics only affects small companies.
10. What is the main idea of the article?
- Tesla is facing challenges due to political and business issues.
 - Tesla is a company that makes electric cars.
 - Donald Trump and Elon Musk are working together.
 - Tesla cars were vandalized in several countries.

Speaking and Writing Activities:

- Discuss these questions with a partner or a small group
- Choose one topic and write a response to it. Show your writing to a classmate or teacher.

1. Think of a company that you don't like. What are the reasons you don't like it?
2. Do you think it's ever okay to vandalize property for political reasons? Why or why not?
3. How do you think Tesla can win back customers who are upset with Elon Musk?