# World's biggest anti-Elon Musk protest takes place at Black Rock Sands



A significant protest against tech billionaire Elon Musk unfolded on Black Rock Sands, known as Traeth y Greigddu, near Porthmadog in Gwynedd, Wales. The demonstration was organised by the British political campaign group Led By Donkeys, who proclaimed it to be the "world's biggest anti-Elon Musk protest." The focal point of the protest was a massive 250-metre long message carved into the sand, reading "Don't buy a Tesla."

The message was created by a Tesla owner referred to as Prama, who ingeniously attached a large rake to the back of her Tesla Model 3. This unique contraption was then driven around the beach to arrange the words into the sand, alongside a silhouette reflecting a controversial gesture made by Musk during Donald Trump’s inauguration ceremony earlier this year. In an interview, Prama expressed her disillusionment with Musk, stating, “We used to joke that Elon Musk was like a real-life Iron Man, but then there’s so many things that have happened. He’s gone into becoming someone who is obsessed by power, and that’s really changed my view on him.” She clarified on her decision to sell her Tesla, saying it was prompted when Musk began to align himself more closely with extreme right-wing politics. "I’m not really sure I should be driving a Tesla," she remarked.

The protest is reflective of a wider backlash against Musk, particularly due to his perceived embrace of far-right global politics and the implications of his ownership of Tesla. A spokesperson from Led By Donkeys mentioned, “Like thousands of others, Prama is selling her Tesla in response to Musk’s embrace of the global far-right.” This public sentiment appears to be reigniting conversations around consumer choices and ethical considerations in technology and autos.

This protest comes on the heels of a series of violent incidents linked to Tesla vehicles and their owner. In a separate incident in New York City, a driver was arrested after vandalising a Cybertruck with a swastika, while in Northern Ireland, a Tesla dealership sustained significant damage, with around 20 vehicles found vandalised. In France, a dealership fire resulted in a loss of approximately 12 vehicles valued at £550,000. Amidst these acts of vandalism, there have been peaceful protests across the US, with demonstrators gathering outside Tesla showrooms to voice their concerns about Musk’s political affiliations and business practices.

Musk has faced scrutiny for his management of social media platform X, formerly known as Twitter, where he has been accused of allowing the spread of conspiracy theories and misinformation. In reaction to the critiques surrounding his inauguration day gesture, Musk defended himself on X, stating, “Frankly, they need better dirty tricks. The 'everyone is Hitler' attack is soooo tired.”

The protest at Black Rock Sands marks a convergence of varied sentiments surrounding Musk, showcasing the polarized views that have emerged as a result of his recent political actions and business decisions.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.businessinsider.com/elon-musk-tesla-activisits-protest-message-beach-led-by-donkeys-2025-3> - This article corroborates the protest organized by Led By Donkeys on a Welsh beach, where they used a Tesla to write 'Don't buy a Tesla' in the sand. It also highlights the reasons behind the protest, including Musk's political affiliations and actions.
* <https://nation.cymru/news/huge-anti-musk-message-raked-into-welsh-beach/> - This source confirms the creation of the massive anti-Musk message on Black Rock Sands in Wales, emphasizing the scale and visibility of the protest.
* <https://www.thepinknews.com/2025/03/18/led-by-donkeys-tesla-elon-musk/> - This article supports the claim that Led By Donkeys staged a significant protest against Elon Musk, using a Tesla to create a large message on a beach in Wales.
* <https://www.businessinsider.com/elon-musk-tesla-activisits-protest-message-beach-led-by-donkeys-2025-3> - This article further details the backlash against Musk due to his perceived alignment with far-right politics and the impact on Tesla sales and public perception.
* <https://www.noahwire.com> - This source is mentioned as the original provider of the information regarding the protest and Musk's controversies, though it does not directly corroborate specific details without access to its content.
* <https://www.businessinsider.com/elon-musk-tesla-activisits-protest-message-beach-led-by-donkeys-2025-3> - This article also mentions the broader context of protests and vandalism targeting Tesla vehicles and showrooms, reflecting growing dissatisfaction with Musk's leadership and political stance.
* <https://www.express.co.uk/news/uk/2028886/worlds-biggest-elon-musk-protest> - Please view link - unable to able to access data