# Elon Musk reassures Tesla employees amid challenges



Elon Musk addressed Tesla employees during an all-hands meeting on Thursday, aiming to reassure them about the future of the automaker amid significant challenges, including declining sales, safety recalls, and vandalism incidents directed at Tesla vehicles. Musk conveyed a message of optimism, asserting that the future is “incredibly bright and exciting,” and encouraged employees to hold onto their stock despite a dramatic 50% drop in share prices over recent months.

During the meeting, which was broadcast on the platform X, Musk remarked, “There are times when there are rocky moments,” and reiterated his belief in Tesla's potential by stating, “We’re going to do things that no one has even dreamed of.” His plea to employees comes in light of a broader backlash against his political activities, particularly his leadership role in what he calls the Department of Government Efficiency (Doge), which has drawn criticism for dismantling federal agencies and initiating policy changes that some deem controversial.

Reports indicate that in response to Musk's polarising influence, Tesla vehicles have become targets of vandalism in various regions across the US, with some cars being set on fire using Molotov cocktails. Additionally, the Vancouver International Auto Show has decided to exclude Tesla from its upcoming showcase due to security concerns linked to these protests. Musk commented on the situation, saying, “If you read the news, it feels like Armageddon. I understand if you don’t want to buy our product, but you don’t have to burn it down. That’s a bit unreasonable."

In an operational setback, Tesla recently announced the recall of approximately 46,000 Cybertrucks, primarily due to a defect involving a stainless-steel exterior trim panel known as a cant rail which may detach and pose safety risks. Tesla has stated that it will replace the affected parts at no cost to the consumers.

The electric vehicle manufacturer is also grappling with declining demand in key European markets, with reports of an increasing interest in satirical stickers such as “I bought this before Elon went Crazy” on online platforms like Amazon. Analysts, including Dan Ives from the financial firm Wedbush, described the situation as a “brand tornado crisis moment for Musk and Tesla,” reflecting the mounting brand damage stemming from his political actions and the company's performance.

During his address, Musk sought to project confidence in Tesla's trajectory, asserting, “What I’m saying is hang on to your stock,” while also hinting at future advancements in autonomous driving and robotics. He emphasised his long-term goals, stating that he believes regulatory approval for fully autonomous vehicles could be achieved globally within five years, projecting optimism regarding Tesla’s valuation potentially reaching $5 trillion.

Musk's comments follow a period where some of his targets for the rollout of self-driving taxis have been unmet, including his earlier projections of having fully autonomous rides operational by the end of 2017. Despite these setbacks, Musk's attempts to stabilise stock prices and vehicle sales continue amid these significant challenges facing the company.

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

## References

* <https://www.businessinsider.com/5-big-takeaways-elon-musk-tesla-all-hands-meeting-2025-3> - This article supports Elon Musk's all-hands meeting with Tesla employees, where he encouraged them to hold onto their stock despite recent challenges and highlighted future advancements in autonomous driving and robotics.
* <https://www.entrepreneur.com/business-news/tesla-ceo-elon-musk-reassures-employees-at-all-hands-meeting/488881> - This article corroborates Musk's optimistic message during the meeting, emphasizing Tesla's future potential and addressing the recent stock decline.
* <https://electrek.co/2025/03/21/elon-tells-tesla-employees-not-to-sell-tsla-stocks-board-execs-are-dumping/> - This article provides details on Musk's advice to employees regarding their Tesla stocks and contrasts it with recent stock sales by Tesla board members and executives.
* <https://www.bloomberg.com/news/articles/2024-02-27/musk-s-doge-office-claims-55-billion-in-savings-but-critics-question-the-math> - This article discusses Elon Musk's role in the Department of Government Efficiency (DOGE) and the controversy surrounding its claims of cost savings, which has contributed to the backlash against Tesla.
* <https://www.nytimes.com/2024/02/28/us/politics/musk-doge-budget-cuts.html> - This article further explores the criticisms of DOGE's policies and their impact on federal agencies, contributing to the polarizing influence of Musk's political activities.
* <https://www.reuters.com/business/autos-transportation/tesla-recalls-46000-cybertrucks-over-safety-issue-2025-03-15/> - This article supports the report of Tesla's recall of approximately 46,000 Cybertrucks due to a safety issue involving a stainless-steel exterior trim panel.