# Global protests erupt against Tesla and Elon Musk



On Saturday, protests erupted across the globe as part of the “Tesla Takedown” movement, explicitly targeting the car manufacturer headed by Elon Musk. In the UK, the demonstrations prominently featured at various Tesla locations, including a significant turnout at the dealership in Park Royal, west London, where activists voiced their discontent against Musk’s perceived political affiliations and business practices.

Participants like NHS worker Louise Cobbett-Witten, who has family in the United States, conveyed their frustration. Speaking to The Guardian, she expressed that "it’s too overwhelming to do nothing" and lamented the failure of social and political checks and balances, asserting, “They are fascists, they are white supremacists, they’re xenophobes, they’re misogynists, and they’re coming for everyone.” This gathering saw not only local participants but also a broader sentiment shared across many cities internationally.

The protests coincided with a surge in anti-Musk sentiment linked to his new role as head of the newly created Department of Government Efficiency (DOGE) under the Trump administration, where he has significant influence over federal spending and has closed agencies as part of budget cuts. The involvement of Musk in such governmental actions has raised concerns among protestors, who believe these changes threaten democratic norms and social equity.

Across the Atlantic in the U.S., similar scenes unfolded as protesters targeted 277 Tesla locations in states including New Jersey, Texas, and Massachusetts. Demonstrators branded signs with messages such as “Honk if you hate Elon” and “Fight the billionaire broligarchy,” echoing sentiments that resonated in the UK. A key figure in the protests was Rep. Jasmine Crockett from Dallas, who urged crowds to "keep screaming in the streets" during an organising call ahead of the event, reinforcing the movement’s intent to amplify voices against Musk’s influence.

In Edinburgh, Scotland, activists gathered outside the Tesla Centre, affirming a call to boycott Musk's business. Local reports indicated protesters held signs bearing messages such as "Save democracy, boycott Tesla," reflecting the campaign’s core motives which aim to intertwine economic actions with political advocacy. The protesters in Edinburgh, like their counterparts in other cities, categorically distanced themselves from any form of violence, underscoring their commitment to a peaceful protest, amid calls for the community to take collective action against Musk.

These protests come alongside financial reports indicating a decline in Tesla sales across Europe, thus adding economic pressure in parallel to the political protests. However, Tesla registered an uptick of over 20% in sales within the UK just last month, according to the Society of Motor Manufacturers and Traders, demonstrating that while protests gain attention, the company's financial resilience remains complex.

Notably, Elon Musk has not publicly responded to the growing protests. Observers in attendance at the London protest noted the atmosphere of dissatisfaction among Tesla consumers, including disillusioned owners who feel drawn to such activism as a means of expressing their unease over Musk’s recent actions.

As the protests unfolded, the scale of discontent towards Musk, both politically and economically, has led some analysts to speculate on its potential impact on Tesla's future sales, branding, and public perception. According to Wedbush Securities analyst Dan Ives, these protests represent a critical moment for Musk to navigate a challenging phase for his brand amidst growing backlash.

This surge of protests encapsulates a wider narrative about the intersection of corporate power and political involvement, and the role of civic action in responding to the influence of wealthy individuals like Musk on global policies.

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

## References

* <https://www.axios.com/2025/03/28/tesla-protests-saturday-elon-musk-trump-doge> - This article supports the claim that the 'Tesla Takedown' movement is organizing global protests targeting Tesla showrooms due to Elon Musk's involvement with the Trump administration, specifically his role in budget cuts and government spending.
* <https://actionnetwork.org/event_campaigns/teslatakedown> - This URL provides evidence of the global day of action planned by the Tesla Takedown movement, listing various protest locations around the world, which aligns with the report of widespread protests across different regions.
* <https://techcrunch.com/2025/03/29/tesla-takedown-protesters-are-planning-a-global-day-of-action-on-march-29-and-things-might-get-ugly/> - TechCrunch reports on the 'Tesla Takedown' protests, highlighting the movement's objective to peacefully express dissent against Elon Musk and the challenge of maintaining nonviolent demonstrations amidst concerns of violence and authoritarian response.
* <https://www.theguardian.com/business/2025/feb/20/elon-musk-tesla-protests-uk> - This article from The Guardian, if available, might support the details about protests in the UK and the sentiments expressed by participants like NHS worker Louise Cobbett-Witten.
* <https://www.smmtonline.co.uk/news/2025/02/25/tesla-sales-uk-see-surprise-uptick/> - This URL, if accurate, would provide financial data on Tesla's recent sales performance in the UK, supporting the claim of an uptick in sales despite protests.
* <https://www.cnbc.com/2025/03/28/elon-musk-tesla-sales-pressure-doge-influence.html> - This CNBC article might address the pressure on Tesla sales due to anti-Musk sentiment and the involvement of DOGE, connecting corporate operations with political influence.
* <https://www.theguardian.com/technology/2025/mar/29/protesters-picket-london-tesla-showroom-anti-musk-demonstrations> - Please view link - unable to able to access data