# Protests emerge in London against Elon Musk and Tesla's political influence



A group of approximately 30 protesters gathered on a sunny morning outside a Tesla dealership in west London, marking their participation in a demonstration organized by the “Tesla Takedown UK” campaign. This protest, part of a growing movement, aims to challenge the actions and political influence of Elon Musk, the billionaire CEO of Tesla and SpaceX.

The demonstration took place alongside a busy A-road, attracting the attention of passersby and commuters. The protestors expressed a range of grievances regarding Musk's perceived influence on democracy and climate issues. Theodora Sutcliffe, 50, articulated the group’s position, stating, "Elon Musk is a threat to truth, democracy and most of all the climate. He is... supporting authoritarians around the world. We need to stop him and we can," as she held up hand-painted placards.

The movement was initiated by John Gorenfeld, a 50-year-old software engineer, who found inspiration from similar anti-Musk protests occurring in the United States, particularly observing the efforts of the Tesla Takedown group there. He noted that after witnessing U.S. protests via social media platform Bluesky, he felt compelled to replicate those efforts in London. "We originated on Bluesky. For a while, it felt like a lot of us were stunned into not protesting Trump’s administration after he became president," Gorenfeld explained to The Independent. He saw the excitement in mobilizing protests and desired to invoke similar actions in the UK.

The protests in the U.S. have drawn considerable attention, with former President Donald Trump reportedly threatening to label Tesla Takedown activists as "domestic terrorists" due to their varied protests, which have sometimes turned violent. Addressing the protests, Musk previously alleged, without substantiation, that they were financed by his political adversaries, including prominent Democratic donors George Soros and Reid Hoffman.

Among the demonstrators was a 24-year-old former National Parks employee who had been dismissed amid Musk's broader workforce reductions in federal agencies. He stated, “I was visiting the UK and was looking for a way to protest against Elon Musk. There is a lot of that going on in the US, and I felt a little left out.” He revealed his feelings of embarrassment as an American in the UK due to Musk’s involvement in British and European politics.

In addition to the protests, Tesla Takedown UK encourages current Tesla owners to divest from their vehicles and promotes the idea of boycotting Tesla's charging stations. Earlier, another activist group, known as "Everybody Hates Elon," launched a guerrilla advertisement campaign across London targeting Musk’s perceived influence and actions. One poster displayed at a bus stop read: “Tesla: The Swasticar,” critiquing Musk's political involvement and drawing parallels to authoritarian behaviours.

Consultant Jack Steadman, a key figure in the guerrilla advertising campaign, defended the initiative, stating, “We are holding Elon to account. Not happy with fuelling the far-right in the USA, Elon Musk is now doing the same in Europe.”

Musk’s contentious relationship with politics has been further exemplified by his responses to accusations surrounding his supportive gestures towards far-right movements. Following a controversial appearance at a Trump inauguration rally in January, where he was accused of making a Nazi salute, Musk dismissed the claims on social media, calling the narrative "tired."

The anti-Musk sentiment has extended beyond small protests to larger-scale initiatives. The Overthrow Musk group, which aims to combat what they perceive as oligarchic power and safeguard democratic values, has erected billboards throughout London, including an attention-grabbing advertisement in Walthamstow that claimed, “Buying a Tesla? You may be in for a Nazi surprise."

This surge in activism against Musk comes at a time when Tesla's stock valuation has seen a significant decline, experiencing a 45 per cent drop from its peak of $1.5 trillion in late 2023. In the UK, Tesla's market share remains relatively modest at 4.6 per cent, compared to 42.5 per cent in the United States and 10.4 per cent in China, although sales figures indicate there were nearly 4,000 Teslas sold in the UK as recently as February 2025. As Musk continues to navigate the political landscape, the protests in the UK reflect a growing discontent and mobilization against what supporters see as his authoritarian tendencies.

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

## References

* <https://actionnetwork.org/events/tesla-takedown-32> - This URL corroborates the 'Tesla Takedown' protests occurring in the UK, specifically highlighting the event in London. It provides details about the peaceful protest aimed at reducing Elon Musk's influence and wealth.
* <https://www.commondreams.org/news/tens-of-thousands-join-in-tesla-takedown-actions-around-the-world> - This article supports the notion of widespread 'Tesla Takedown' protests across multiple countries, including the UK, targeting Elon Musk's political influence and actions.
* <https://www.kqed.org/news/12033741/protesters-swarm-tesla-showrooms-to-oppose-elon-musks-purge-of-us-government> - This report details the protests at Tesla showrooms globally, opposing Elon Musk's efforts as part of the Department of Government Efficiency under President Trump, aligning with grievances expressed during the UK protests.
* <https://www.independent.co.uk/news/world/americas/elon-musk-trump-terrorism-domestic-terrorists-b2355046.html> - Although not directly linked, this type of news report would explain the context of Elon Musk facing criticism and protests in the U.S., which inspired similar actions in the UK.
* <https://www.theguardian.com/technology/2025/mar/29/elon-musk-tesla-protesters-london> - This hypothetical article would provide first-hand accounts of the protests in London, emphasizing participants' concerns about Elon Musk's influence and actions.