# Protest against Elon Musk set to take place in London this Saturday



Campaigners opposed to Elon Musk are organising a protest event in London titled ‘London vs Musk,’ which is set to take place this Saturday. The demonstration, run by the group Everyone Hates Elon, aims to critique Musk’s influence in American and global politics and to express dissatisfaction with what they term the detrimental effects of billionaires on society. Participants will have the opportunity to "safely and legally smash up a Tesla," specifically a second-hand vehicle destined for scrapping, as a form of artistic protest against Musk and the broader issues they associate with economic disparity.

The initiative, resembling an art installation, invites Londoners to physically dismantle the vehicle as a means to vent their frustration regarding the increasing number of billionaires amid rising food bank use in the UK. A spokesperson for Everyone Hates Elon remarked, “There are more billionaires than ever before and there are more food banks than ever before. These things are obviously connected.”

Tesla owners who feel disillusioned with Musk's recent decisions have been given priority access to partake in the smashing. The vehicle will subsequently be auctioned off, with the proceeds earmarked for local food banks. This initiative is part of a broader wave of anti-Tesla protests that have erupted across the UK, featuring a variety of creative and confrontational actions aimed at drawing public attention to their cause.

The event comes at a time when Tesla’s reputation and market performance have faced significant challenges. Following Musk's appointment in Trump’s administration as head of the Department of Government Efficiency, Tesla's stock has reportedly fallen by 38%. Furthermore, the company experienced its worst quarter since 2022, delivering 336,681 vehicles between January and March— a decline of 13% compared to the previous year and falling short of analyst expectations.

Supporters of the protest have been vocally critical of Musk's political affiliations, particularly his ties to the far-right, and have previously used satirical imagery in their campaigns, including labeling Teslas as “Swasticars” in their promotional materials. Other recent actions targeting Tesla include an incident involving the environmental activist group Just Stop Oil, which vandalised a Tesla robot, and coordinated demonstrations in multiple cities including London, Berlin, and Paris.

In the US, acts of vandalism against Teslas have escalated tensions, with Trump referring to those responsible as “domestic terrorists” and the FBI establishing a task force to address threats to the company.

As part of their message, the spokesperson for Everyone Hates Elon cautioned against any unlawful damage to vehicles outside of the designated event, emphasising that the protest is meant to be a controlled and legal expression of dissent. They stated, “We absolutely do not condone damage to any other vehicles... you would face serious legal consequences.”

The event represents a growing sentiment among activists who feel that billionaire influence, such as that exerted by Musk, is contributing to societal issues, including economic inequality and political polarisation.

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

## References

* <https://bylinetimes.com/2025/04/09/everyone-hates-elon-protesters-invite-londoners-to-smash-up-tesla-in-protest-stunt/> - Corroborates the 'London vs Musk' event, where participants can legally smash a Tesla as part of a protest against Elon Musk and billionaires' influence. The event is run by Everyone Hates Elon and aims to raise money for food banks.
* <https://bylinetimes.com/2025/04/09/everyone-hates-elon-protesters-invite-londoners-to-smash-up-tesla-in-protest-stunt/> - Details the broader wave of anti-Tesla protests and satirical campaigns against Elon Musk, including the labeling of Teslas as 'Swasticars'.
* <https://actionnetwork.org/event_campaigns/teslatakedown> - Mentions peaceful protests against Tesla happening globally, which aligns with the broader context of anti-Tesla actions described in the article.
* <https://www.vacourts.gov/courts/scv/rulesofcourt.pdf> - Although not directly related to Tesla or Elon Musk, it provides legal context which might be relevant in discussing legal protests and potential legal actions against property damage.
* <https://www.youtube.com/watch?v=zLoLJbpYRws> - Illustrates protests in London against figures like Elon Musk and President Trump, showing a broader opposition movement.