# Climate protesters stage sit-in at Tesla showroom over wealth disparity and environmental concerns



On Saturday, 1 March 2024, a group of climate change protesters affiliated with Climate Resistance staged a protest at the Tesla showroom located within the Westfield shopping centre in Shepherd’s Bush, West London. Approximately 30 individuals participated in this demonstration, which included a sit-in inside the showroom as well as the unfurling of a large banner from a balcony that proclaimed, “Abolish Billionaires.”

The protest aimed to draw attention to claims surrounding Elon Musk, describing him as a figure who has thrived amid exploitation and harmful working conditions. In a statement posted to X, the group elaborated on their grievances, stating, “The super-rich profit from poverty, torch the planet, and rig the system in their favour — it’s time to tax them out of existence and use that wealth to fund climate action.” They specifically pointed to Tesla’s use of cobalt sourced from the Democratic Republic of the Congo and the associated challenges that have led to significant human costs in terms of death and displacement.

During the sit-in, protesters chanted slogans such as “hey hey, ho ho, Elon Musk has got to go” for approximately 25 minutes, expressing their demands for the abolition of extreme wealth disparity. Security personnel quickly intervened, eventually removing the protesters from the premises, with some being physically carried out while still vocalising their messages through megaphones.

This protest coincides with troubling news for Tesla, which has seen a sharp decline in sales across Britain and Europe. According to figures from the European Automobile Manufacturers Association, Tesla experienced a 45.2 per cent drop in sales in January 2024 compared to previous months, with only 9,945 units sold in Europe—a significant decrease from 18,161 units sold in January 2023. The company has particularly struggled in key markets, including Germany, where it sold just 1,277 vehicles, marking its lowest sales figure since July 2021.

The context of the protest deepens as Elon Musk, a known ally of former US President Donald Trump, has faced scrutiny over his political activities in Europe. Critics argue that his interventions have meddled in the political landscape, particularly in Germany where right-wing parties have seen a surge in support. A recent YouGov poll indicated that 71 per cent of respondents in both the UK and Germany hold a negative view of Musk, exacerbated by his controversial actions and statements.

Additionally, activists have responded to Musk’s political affiliations through various forms of expression, including satirical advertisements disassociating themselves from him and using stickers that read, “I Bought This Before We Knew Elon Was Crazy.” These actions reflect a growing discontent among consumers regarding Musk’s political stance and its implications for the Tesla brand.

As the landscape for electric vehicles continues to evolve with increased competition from traditional automotive manufacturers like Volkswagen and Renault, Tesla must navigate not only operational challenges but also its public perception amid political controversies and the rising calls for corporate responsibility in the face of climate change.

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

## Bibliography

1. <https://deceleration.news/event/tesla-takedown-san-antonio/> - This URL supports the claim of protests against Elon Musk and Tesla, highlighting a broader movement to challenge Musk's influence and the company's practices.
2. <https://www.justice.gov/opcl/overview-privacy-act-1974-2020-edition/disclosures-third-parties> - Although not directly related to the protest, this URL provides context on legal frameworks that might be relevant to discussions around corporate responsibility and privacy, which are tangentially related to the broader themes of the protest.
3. <https://www.mobilize.us/janefondaclimatepac/event/759398/> - This URL supports the claim of protests against Tesla and Elon Musk, showing that similar actions are happening in other locations, such as Maryland.
4. <https://www.youtube.com/watch?v=VSzeZjflCgQ> - This URL provides evidence of protests against Tesla and Elon Musk, specifically in Washington, D.C., which aligns with the broader theme of protests against Musk's actions.
5. <https://www.vacourts.gov/courts/scv/rulesofcourt.pdf> - This URL does not directly support any specific claim in the article but provides legal context that could be relevant to discussions around corporate and personal accountability.
6. <https://www.noahwire.com> - This URL is the source of the original article and provides the primary context for the protest and its associated claims.
7. <https://www.independent.co.uk/tv/news/elon-musk-tesla-protest-london-westfield-video-b2707240.html> - Please view link - unable to able to access data
8. <https://www.dailymail.co.uk/news/article-14450423/Climate-protesters-occupy-Tesla-showroom-Westfield-Elon-Musk.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data