# Public protest sees participants smash Tesla to voice frustrations with Elon Musk



Protective helmets were worn and sledgehammers were swung in a public art project that occurred on Thursday at Hardess studios, located in south London. Organised by the social media campaign group Everyone Hates Elon, the event drew attention as participants expressed their frustrations towards Tesla CEO Elon Musk through a peculiar form of protest: smashing a disused 2014 Tesla Model S.

The vehicle was provided by an anonymous donor and was described by a spokesperson for the campaign as a means to “create a debate about wealth inequality.” The car, which has a retail value of approximately £14,000, was destined for the scrap heap prior to being repurposed for this event. Following the destruction, the remains of the vehicle will be auctioned off, with all proceeds designated for food bank charities in the coming weeks.

A spokesperson for Everyone Hates Elon stated, “We’re giving Londoners a chance to stand up to far-right hatred and billionaires and express how they feel about the current state of the world. Therapy is expensive, but this is free.” This sentiment echoed through the event as participants took turns to swing various implements at the car while music played in the background.

Among the participants was Talia Denisenko, a 32-year-old writer, who donned a Ukrainian flag while hammering at the car's bonnet. “My family is Ukrainian and Elon Musk wants to keep us occupied,” she remarked. “Things feel very disempowering at the moment. This is a little bit of therapy.”

Another participant, Alice Rogers, a 24-year-old researcher from the University of Cambridge, shared her thoughts on Musk’s actions in the United States, stating, “Musk is acting in ways which violates our constitution. I’m very concerned by what I’m seeing – he’s gutting agencies and cutting USAID. This felt really cathartic. I’m not normally a smasher, but that felt really good.”

The event, dubbed London vs Musk, has garnered significant attention, particularly given the group's previous activism, including distributing stickers with the slogan “Don’t buy a Swasticar.” The spokesperson for Everyone Hates Elon clarified that this event was controlled and supervised, urging attendees not to replicate the stunt elsewhere. “This is a private event with a used Tesla that was destined for the scrapyard... We urge people not to damage other Teslas or any other cars,” the spokesperson added.

Among the participants was Lee Woods, a 45-year-old university lecturer who traveled from Hampshire. Woods expressed his discontent with Musk's influence, commenting, “I’m just aghast at what I see going on in America at the moment. I think Musk is using his obscene wealth to promote the far right.”

Musk, who is currently regarded as the world's richest person, has been a controversial figure, recently leading the Trump administration’s “department of government efficiency” (Doge). This initiative was tasked with significantly reducing U.S. government jobs while also aiming to cut national debt.

The event coincides with ongoing protests on both sides of the Atlantic calling for a boycott of Tesla, branded as Tesla Takedown. In recent months, these protests have escalated, with demonstrations including a global day of action targeting numerous Tesla branches. Recent market trends indicate a backlash against Tesla, with the company’s shares seeing a 13% decline in the first quarter of 2025, leading many to question the relationship between Musk's political actions and consumer sentiment.

Giles Pearson, 32, who initiated the destruction of the car, remarked, “My opinion [on Musk] has changed hugely. Since buying Twitter, he’s become seriously rightwing and alienated a lot of people by doing so. I would never normally do something like this … but I’ve always wanted to smash a car.”

Tesla has been approached for comment regarding the protest and the sentiments expressed by participants.

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

## References

* <https://www.the-independent.com/news/uk/home-news/elon-musk-protests-tesla-takedown-london-b2716372.html> - This article supports the claim of ongoing protests against Elon Musk and Tesla in London as part of a broader movement to boycott the company due to Musk's political actions. It highlights similar motivations behind the protests, such as Musk's influence on politics and his support for authoritarian figures.
* <https://www.indy100.com/politics/elon-musk-tesla-stunt-london> - This article provides details on the Everyone Hates Elon group's stunt where participants smashed a Tesla as a form of protest against Elon Musk's political involvement and as a symbol of resistance to billionaire influence. It mentions the event's purpose and the legal nature of the protest.
* <https://www.indy100.com/politics/elon-musk-tesla-stunt-london> - This article also emphasizes the group's belief that Tesla is a key source of Musk's power and wealth, echoing the sentiment that by impacting Tesla, one can reduce Musk's influence.
* <https://www.courts.michigan.gov/492eca/siteassets/publications/benchbooks/evidence/evidbb.pdf> - While not directly related to Elon Musk, this document is important for legal references regarding evidence and its admissibility, which could be useful in understanding potential legal implications of such protests.
* <https://www.instagram.com/wired/reel/DH5psVMMyGa/> - This video showcases the ongoing activism by Everyone Hates Elon, supporting their efforts to challenge Elon Musk's influence through various public campaigns and stunts.