Brand Doctor

Brand Check-up

Tesla

As of May 27, 2025

Status: Bleeding

Tesla's brand is now tied to its CEO's public role: European demand is bleeding and reputation has fallen, though the share price has recovered over half its fall.

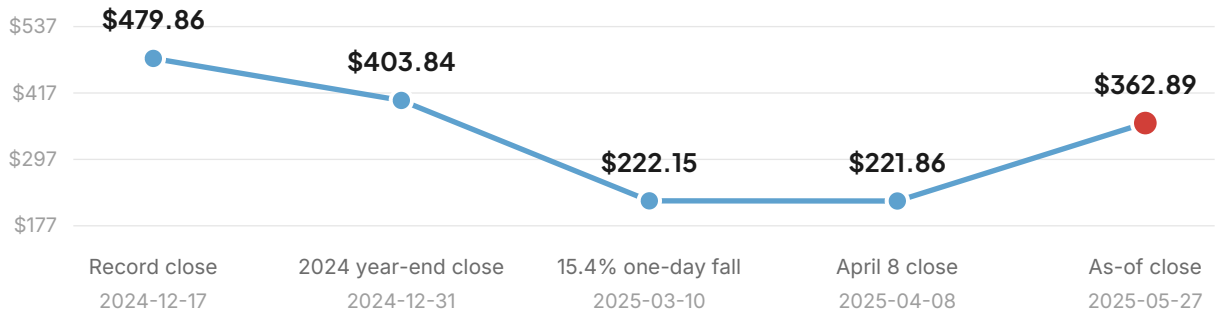
About this check-up

Brand Doctor reviews well-known brands the way we review a client's marketing: symptoms, diagnosis, treatment. This check-up uses public information available on May 27, 2025. It is brand and marketing analysis, not investment advice. Sources are listed at the end.

Vital signs

Share price

USD, at the dates shown [2, 3, 4, 5, 1]



Share price

$362.89

Nasdaq close, May 27, 2025 [1]

Change from record close

-24%

About 24% below the record close of $479.86 on December 17, 2024, and about 10% below the 2024 year-end close of $403.84 [1, 2, 3]

Latest annual revenue

$97.69 billion

Fiscal 2024, up 1%; automotive revenue down 6% to $77.07 billion [8]

Q1 2025 deliveries

336,681

Down 13% from 386,810 in Q1 2024; Q1 revenue down 9% to $19.34 billion [6, 7]

Europe registrations

-38.8%

EU, EFTA and U.K., January to April 2025 (61,320 cars); market share 1.4%, down from 2.2% [9]

Reputation rank

95th of 100

Axios Harris Poll 100, May 2025; 63rd a year earlier, 8th in 2021 [10]

Timeline

2024-12-17 Tesla shares close at a record $479.86. [2]

2025-01-29 Tesla reports 2024 revenue of $97.69 billion, up 1%, with deliveries down 1% to 1,789,226. [8]

2025-03-10 Shares fall 15.4% in one session to close at $222.15. [4]

2025-03-29 Tesla Takedown protesters aim to surround all 277 U.S. Tesla showrooms and service centres, with rallies planned at more than 230 sites abroad. [11]

2025-04-02 First-quarter deliveries of 336,681; Tesla says the Model Y line changeover cost several weeks of production. [6]

2025-04-08 Shares close at $221.86. [5]

2025-04-22 First-quarter revenue falls 9% and net income 71%; Musk says he will allocate far more of his time to Tesla from May. [7, 13]

2025-05-20 Tesla ranks 95th of 100 in the Axios Harris Poll 100, down from 63rd a year earlier. [10]

2025-05-27 ACEA reports Tesla's April registrations in Europe down 49%; shares close at $362.89. [9, 1]

Symptoms

- First-quarter 2025 deliveries fell 13% to 336,681, and net income fell 71%.
- EU registrations fell 46.1% from January to April while the EU battery-electric market grew 26.4%.
- Reputation rank fell to 95th of 100 in the Axios Harris Poll 100.
- Protests at Tesla showrooms and service centres in the U.S. and abroad, with some vehicles set on fire.
- Shares fell from a $479.86 record close to $221.86 in April before recovering to $362.89.

Diagnosis

1 The CEO became the brand's loudest message

Musk's DOGE role drew protests to Tesla sites, including a March 29 plan to surround all 277 U.S. showrooms and service centres. Tesla's own first-quarter update named "changing political sentiment" as a factor that could affect near-term demand. [11, 7]

2 Brand appeal split along party lines

Tesla fell to 95th of 100 in the Axios Harris Poll 100, from 63rd a year earlier and 8th in 2021. Axios reported that, across Musk's largest companies, Republicans expressed more favourable opinions than Democrats did, which can narrow the pool of buyers open to the brand. [10]

3 Losing share in a growing category

Tesla's EU registrations fell 46.1% from January to April 2025 while EU battery-electric registrations rose 26.4%. Across the EU, EFTA and the U.K., Tesla's market share for January to April fell to 1.4% from 2.2%. [9, 12]

4 A product gap during the Model Y changeover

Changing over Model Y lines at all four factories cost several weeks of production in the first quarter. Automotive revenue fell 20% while energy generation and storage revenue rose 67%, so the car business carried the decline. [6, 7]

Prognosis

As of May 27, 2025, Tesla's car brand is under strain while its share price has won back more than half of its fall from the December record. The next tests are the second-quarter delivery report and whether the new Model Y lifts European registrations in the coming months. Watch whether Musk's stated shift of time back to Tesla shows up in reputation surveys, and whether the gap in

favourability between Republicans and Democrats narrows. A recovery in the brand will show first as market share within the growing electric car category, a better measure than the share price.

Treatment

- Give the brand more voices than its CEO, with product, safety and owner stories told by engineers, designers and customers.
- Track consideration and favourability each month by country and by political segment, to separate reputation losses from product-cycle effects such as the Model Y changeover.
- Back the new Model Y with local brand-building in Europe, where the electric category is growing and Tesla is losing share.
- Tell customers and investors plainly how much of the CEO's time goes to Tesla, building on Musk's April 22 statement that he would give it far more.

Lessons for growing companies

A founder is a channel with risk

A founder who speaks for the brand brings reach and trust. Every public stance the founder takes travels with that reach into the buying decision.

Measure share, not only volume

Tesla lost registrations in Europe while its category grew. Compare your sales with your category, because a growing market can hide a brand problem until it is large.

Define the brand apart from any one person

Write down what the brand promises in words that do not depend on one leader. Then the brand can hold its meaning when that leader becomes controversial.

Sources

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About Brand Doctor

Brand Doctor is a marketing strategy consultancy founded by Cliff K. F. Lin. He has spent 17 years in marketing and managed more than $30 million in spend for SaaS, tech and lead-generation companies.

A Brand Check-up applies the method we use with clients to a well-known brand: the symptoms you can see from outside, the root causes behind them, and the treatment we would prescribe. For your own company, we look at six areas (positioning, messaging, customer journey, channel mix, budget and spend, and measurement) and rank what to fix first.

$30M+	135+	8×	17
In marketing spend managed	Campaigns treated	Growth achieved	Years in marketing

Find out where your marketing is bleeding.

Brand Doctor runs the same check-up on your marketing. Book a free diagnosis at brandmd.ca/contact.

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