



WHAT'S GOING ON WITH TESLA? - ASIAN PERSPECTIVES

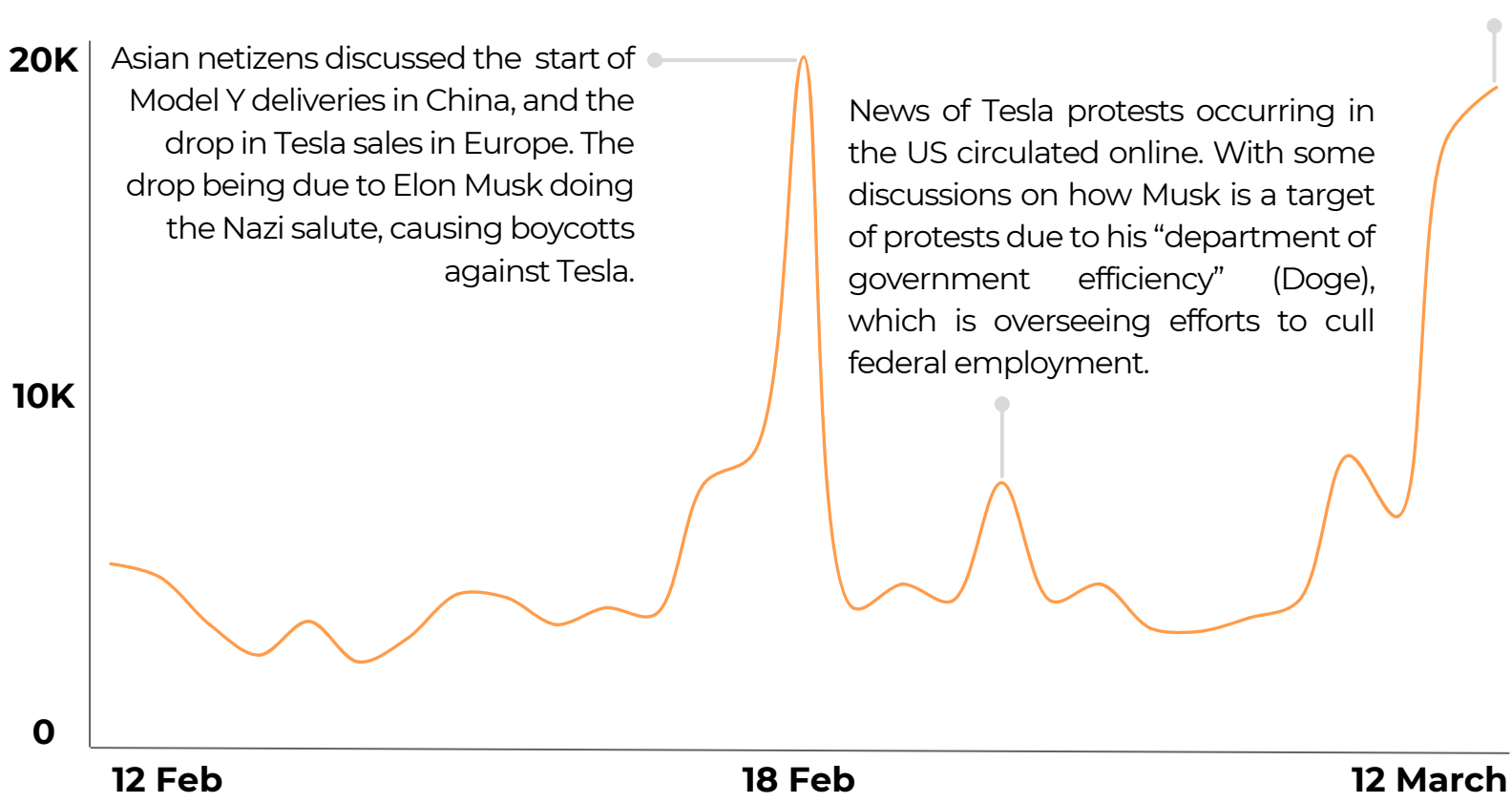
Social Media & Online Overview

Data: Feb 12 - March 12

THE NEWS CONSUMED ONLINE BY ASIAN NETIZENS IS REFLECTIVE OF THE CONTENT THEY SHARE.

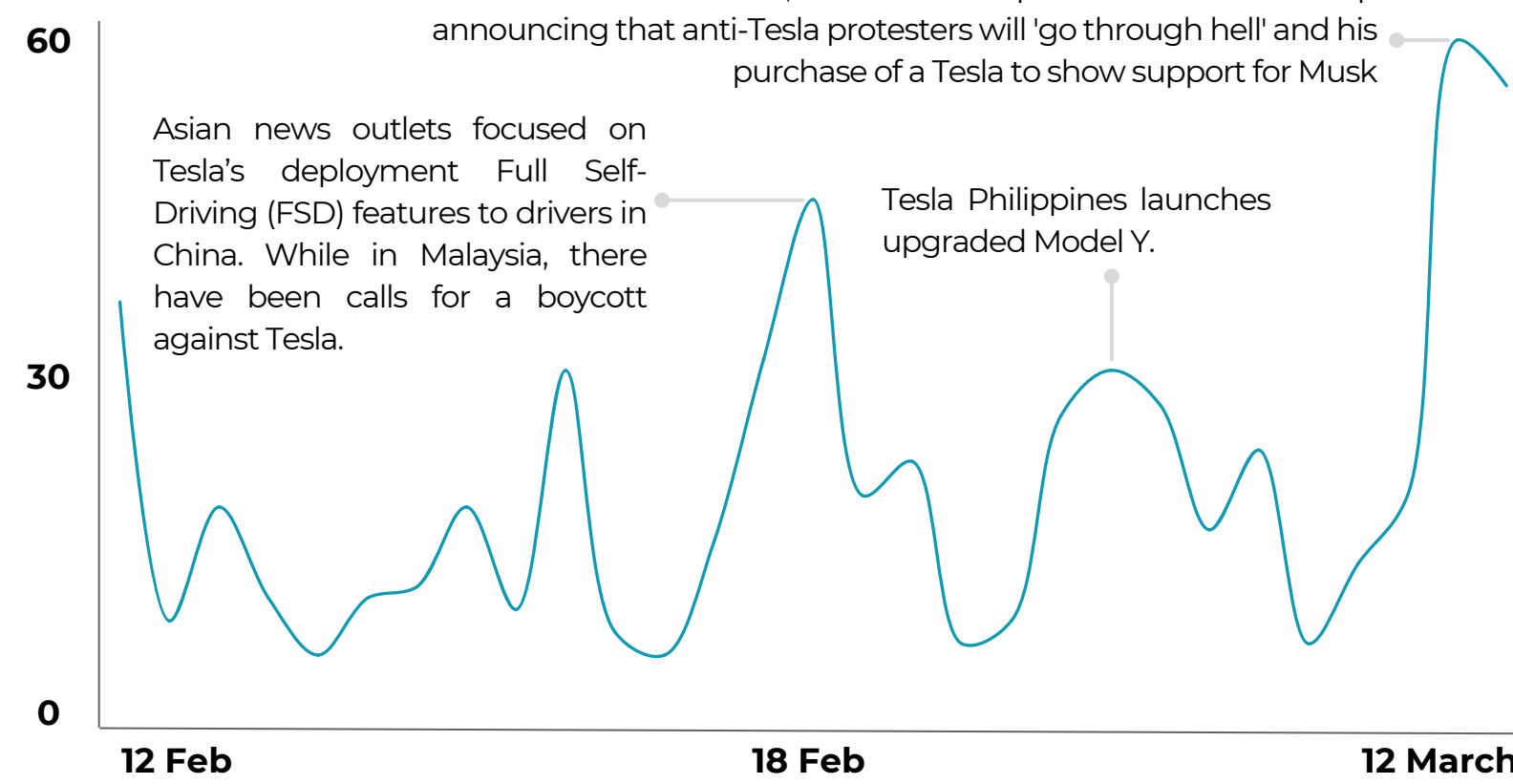
VOLUME OF MENTIONS OF TESLA ON SOCIAL MEDIA

Users shared news of Tesla's stock being down 55% in less than two and a half months, as well as US President Donald Trump labelling violence against Tesla as domestic terrorism.




VOLUME OF ARTICLES OF TESLA ON ONLINE MEDIA

Tesla shares plunged 15% in biggest single-day drop since 2020 amid EV demand concern. In addition, news outlets reported on Donald Trump announcing that anti-Tesla protesters will 'go through hell' and his purchase of a Tesla to show support for Musk



SUARA (INDONESIA) LEADS IN TOTAL ONLINE MEDIA IMPRESSIONS

#1



Impressions: 5.68M

#2



Impressions: 5.66M

#3



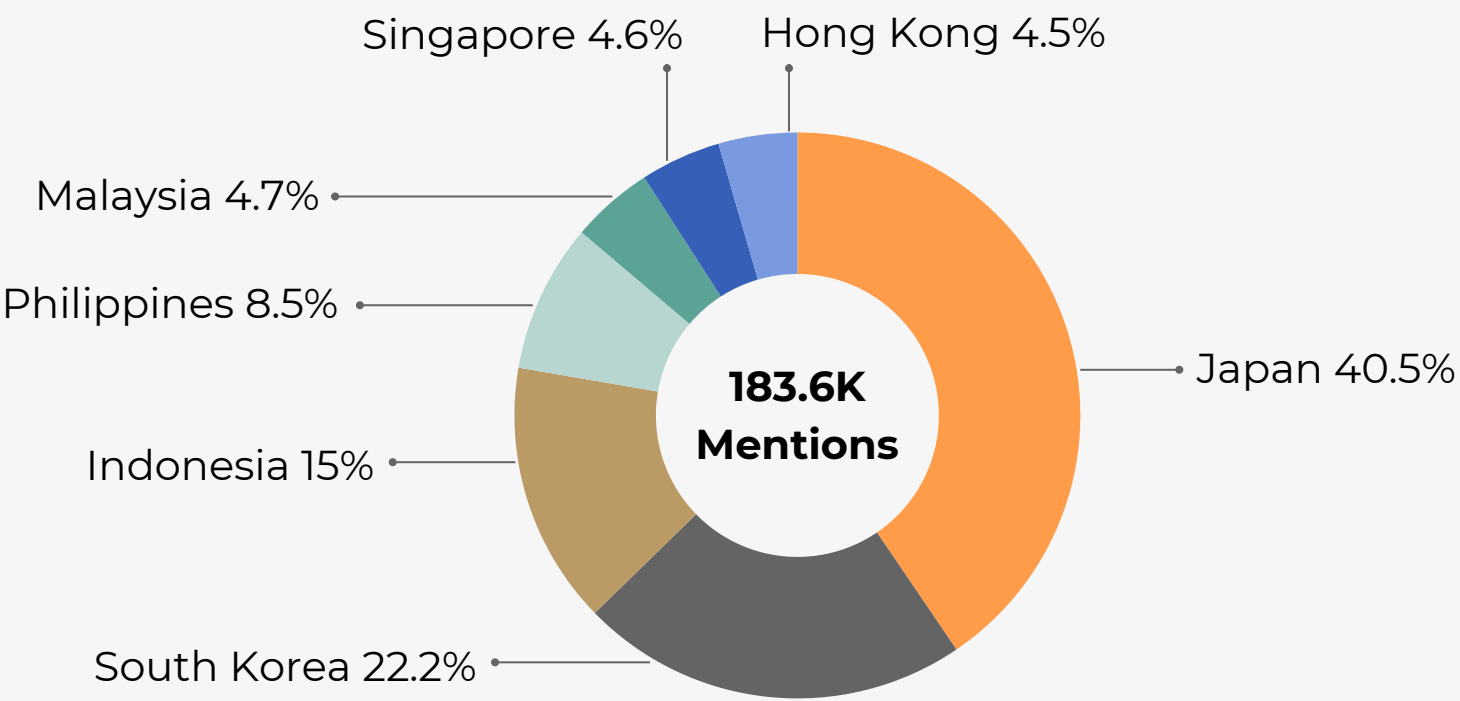
Impressions: 3.23M

#4

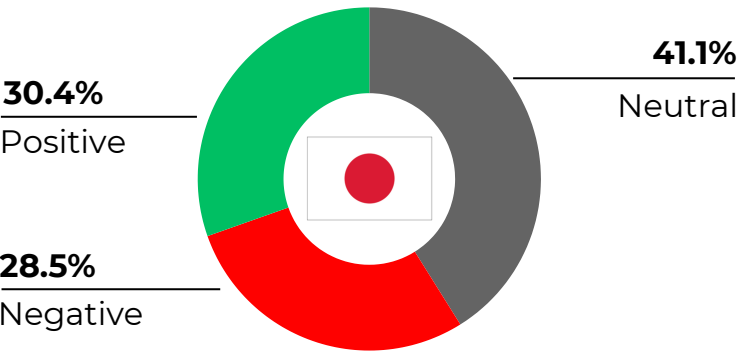


Impressions: 2.04M

JAPAN LEADS IN SOCIAL MEDIA MENTIONS OF TESLA IN ASIA, AMONGST STUDIED COUNTRIES.

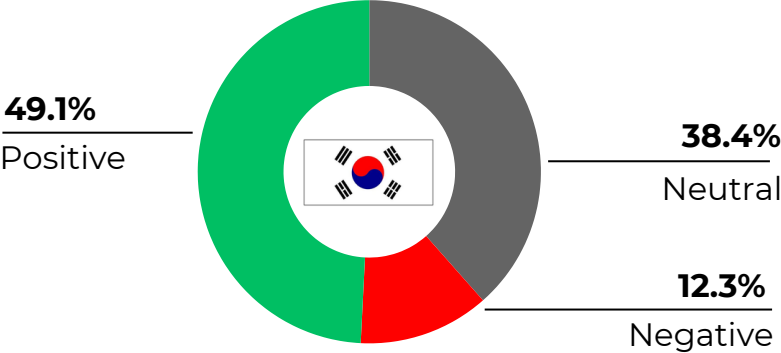


SOCIAL MEDIA CONVERSATION SENTIMENT BREAKDOWN BY COUNTRY

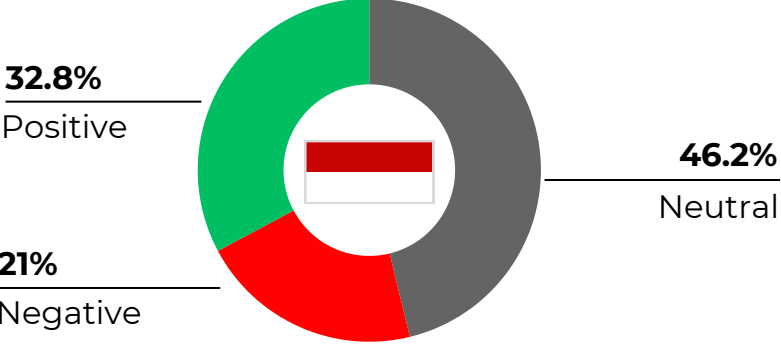


In Japan, users commented on the anti-Tesla protests and boycotts in the US.

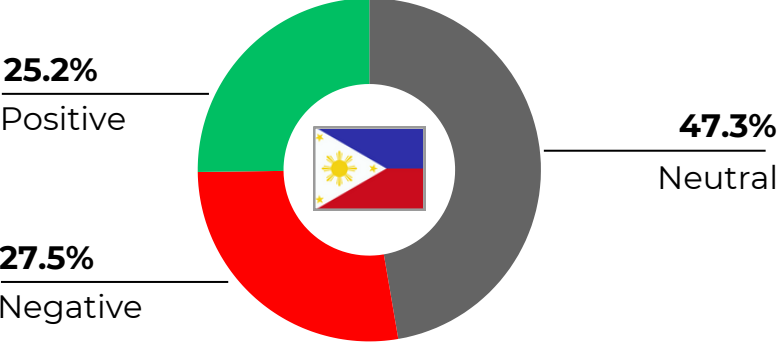
Japanese netizens seemed to be critical of Elon's controversial role in the US government and they commented his ties with Tesla damaged the brand reputation world wide.



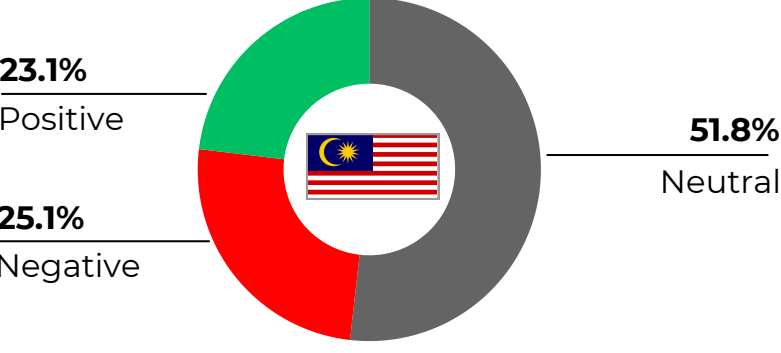
Users from South Korea shared achievements of Tesla related to China. For example by sharing videos of Tesla's FSD capabilities in various scenarios.



Some users expressed disappointment that Tesla hasn't invested in Indonesia, suggesting the government should focus on improving infrastructure and bureaucracy.

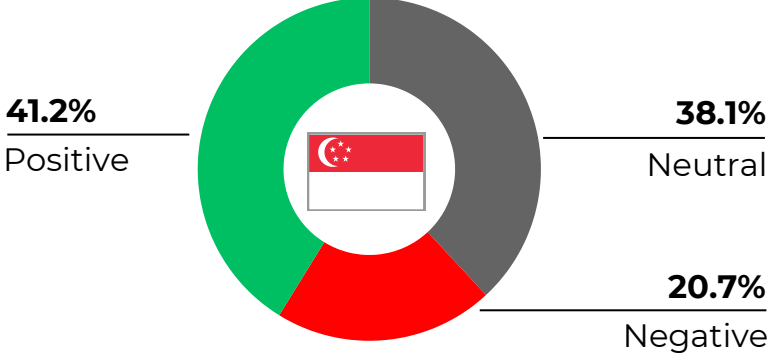


Netizens shared the unveiling of the Tesla Model Y in the Philippines, as well as international news regarding Tesla such as the boycotts in France.

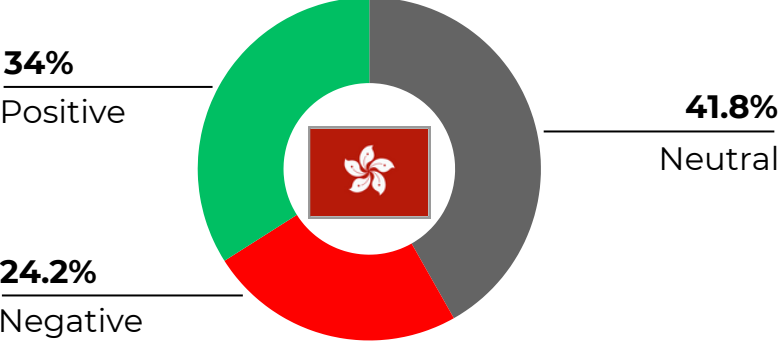


Many netizens in Malaysia encouraged boycotting Tesla due to its perceived association with Israel and Nazi ideology.

Users celebrated the decline in Tesla's stock price, attributing it to Elon Musk's actions.



Mentions mostly revolved around the decline of Tesla's stock price. Some commented that Elon Musk's actions and statements are negatively impacting Tesla's sales.



Majority of mentions in Hong Kong expressed strong support Tesla despite recent stock price drops and negative news.