

# BERTHOLLET'S PRESS REVIEW

## *The Cybertruck*

*Timothée, Hugo, Léandre*

*FastCompany*, August 8<sup>th</sup>

### ***Tesla's Cybertruck has a serious problem that only a complete redesign can fix***

Tesla's Cybertruck from the Texas factory faces serious aesthetic and structural issues, according to an internal email from Elon Musk. The polygonal design leads to misaligned doors and uneven surfaces, challenging precise manufacturing. Musk demands sub-10 micron accuracy, but experts doubt its feasibility for production. The Cybertruck, initially promised in 2021, now faces repeated delays. The flaws expose broader quality concerns in Tesla's lineup, including misaligned body panels and software glitches. Critics, like Michael Burry, foresee a challenging future for Tesla. The Cybertruck's fate remains uncertain, with doubts about its production and potential need for a significant redesign.

<https://www.fastcompany.com/90945689/teslas-cybertruck-has-a-serious-problem-that-only-a-complete-redesign-can-fix>

*The Conversation*, December 7<sup>th</sup>

### ***The new Tesla Cybertruck is super-fast and bullet-proof - but who is it for? An expert analyses the design***

The Tesla Cybertruck introduces a groundbreaking design with high-strength stainless steel, showcasing innovation in both aesthetics and material strength. Its bulletproof capability, though controversial, emphasizes a commitment to safety. With its powerful performance and unique features, the Cybertruck targets a diverse audience seeking both utility and advanced technology of capability, though controversial, emphasizes a commitment to safety.

<https://theconversation.com/the-new-tesla-cybertruck-is-super-fast-and-bullet-proof-but-who-is-it-for-an-expert-analyses-the-design-219184>

### ***Pickup or Lunar Lander? Tesla's Cybertruck Enters a Crowded Market.***

Tesla's Cybertruck, finally being delivered after delays, faces questions about its appeal with its unique design and a high starting price of \$100,000. Analysts are uncertain if it will attract traditional pickup buyers, appeal to a different market, or be a costly venture for Tesla, even if the company is already claiming hundreds of thousands in refundable deposits.

*The New York Times*, November 30<sup>th</sup>

<https://www.nytimes.com/2023/11/30/business/tesla-cybertruck-delivery-release.html>

