

Tesla has long been hailed as the leader in the electric vehicle revolution







Andrew Stotz, PhD, CFA

But recent developments raise serious questions about the company's future

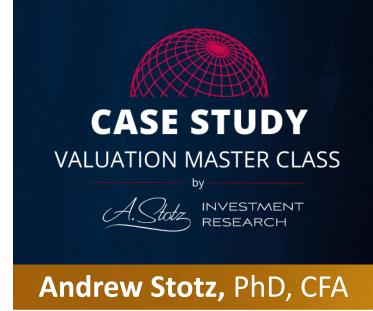
With billion-dollar projects like RoboDrivers, Tesla's financial strategy is starting to look risky





Should You Sell Tesla Stock Before It's Too Late?

★ Let's find out



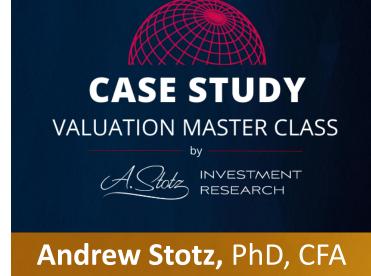
Welcome to this Valuation Master Class case study!

- ★ My name is Andrew Stotz, and for 30 years, I've helped thousands master company valuation in months, not years
- ★ Click the link in the description to join us at the Valuation Master Class Boot Camp
- ★ And while you are there, get this presentation and my exclusive Global Stock Tracker of the top 500 companies for free!



In this video I will

- ★ Share how Tesla's autonomous driving technology could make or break the company
- ★ Assess the effectiveness of Tesla's competitive advantage
- ★ Evaluate Tesla's potential using my Global Stock Tracker for assessing any stock's attractiveness



I typed in Tesla on YouTube and up came this video by Bjørn Nyland



Tesla Model 3 LR Highland roadtrip from Bangkok to Chiang Dao

18K views • 17 hours ago **966 vph 2.1x**

IIB Bjørn Nyland ◎ 331K subscribers

Get 10 % discount on S3XY buttons, knob and stalks for Tesla: ...

Nev



- It was fun to watch him drive a Tesla 3 LR Highland from Bangkok to his home in the north of Thailand
- The car worked fine, the charging was a bit of a hassle, but not a deal breaker
- Link in the description

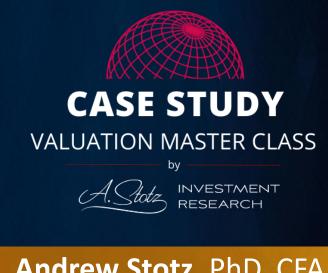
Tesla's Next Big Play— Revolution or Risk?



- What is the company's background?
- What is its competitive strategy?
- Does that strategy lead to a competitive advantage?
- What does the valuation look like?

A global leader in electric vehicles and renewable energy

- ★ Tesla is renowned for its cutting-edge electric vehicles, autonomous driving technology, and clean energy solutions
- ★ Of course, the company owes most of its success to Elon Musk, the charismatic CEO, who has become synonymous with Tesla's innovation and bold vision for a sustainable future

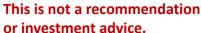




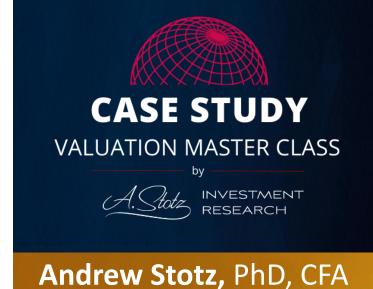


85% of Tesla's US\$97bn 2023 revenue came from EVs, regulatory credits, & leasing income

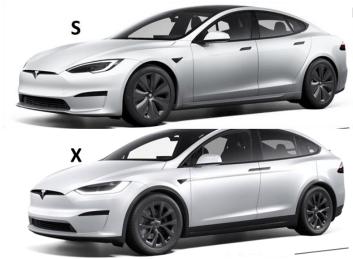




Sources: Tesla.com



Model 3 and Y are the future



Production: 100,000	Model S	Model X
Year launched	2012	2015
Price (US\$)	88,490	98,490
Vehicles produced 2023	55,000	40,000
Estimated 2024	60,000	45,000
Estimated 2025	65,000	50,000
Standard-Long range	324-405	288-348
% inc	25	21
	Luxury sedan	Premium SUV
Description	with speed and	with falcon-wing
	range	doors

Production: 1,600,000	Model 3	Model Y
Year launched	2017	2020
Price (US\$)	40,240	47,490
Vehicles produced 2023	700,000	800,000
Estimated 2024	750,000	850,000
Estimated 2025	800,000	900,000
Standard-Long range	272-360	279-330
% inc	32	18
	Affordable	Compact SUV
Description	sedan, versatility	with tech and
	& appeal	range



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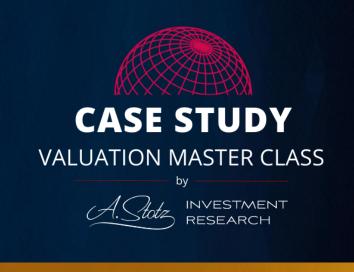


Sources: Tesla.com



A small 6% of revenue comes from solar products and energy storage solutions



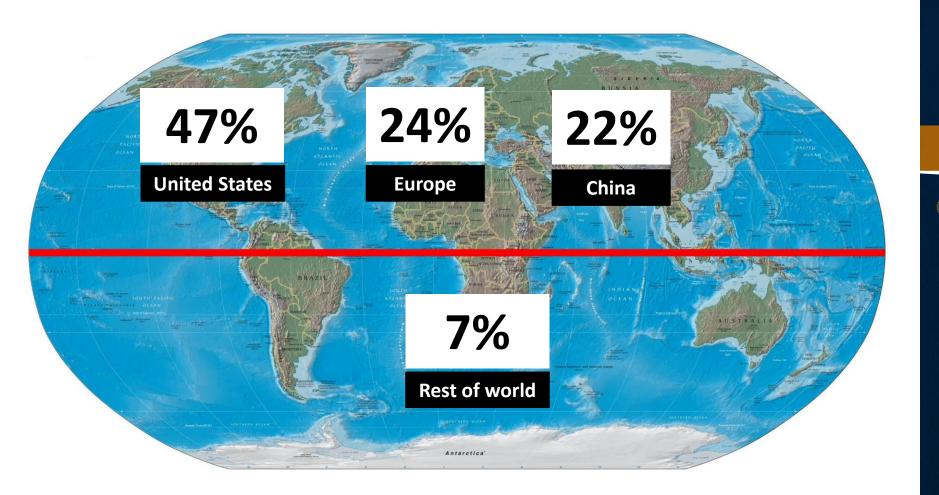


The remaining 9% comes from vehicle servicing, insurance, and merchandise





Tesla's demand is largely concentrated in premium markets with high paying consumers





Andrew Stotz, PhD, CFA

Expanding beyond these countries will require more affordable models and infrastructure

Tesla timeline





In 2003, Martin Eberhard and Marc Tarpenning founded Tesla Motors in California





In 2004, Elon Musk invested US\$6m, becoming the largest shareholder & chairman of the Board





Andrew Stotz, PhD, CFA

- Eberhard, was ousted asCEO by Musk in 2007
- Musk is the company's 4th CEO

or investment advice.

Finally, in 2008, the company launched its first all-electric sports, the sporty Tesla Roadster

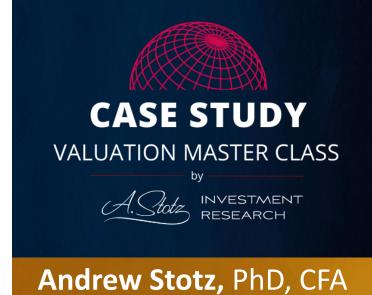




- Based on a modified Lotus chassis
- It offered an impressive 0– 60 mph in under four seconds and a range of over 200 miles per charge
- Groundbreaking for EVs at the time

In 2010, Tesla went public on NASDAQ, raising US\$226m, first car IPO since Ford in 1956





In 2010, launched the sedan Model S, and began building its proprietary charging infrastructure





Sources: Tesla.com, finance.yahoo.com, Wikipedia



In 2015, Tesla unveiled its Model X, an all-electric **SUV** featuring signature falcon-wing doors





Then in 2016, Tesla acquired SolarCity to integrate solar energy solutions into its portfolio





Andrew Stotz, PhD, CFA

This acquisition was controversial due to Elon Musk's dual role as Tesla CEO and SolarCity's largest shareholder, alongside its founding by his cousins, raising concerns of conflict of interest

In 2017 Tesla opened its first Gigafactory, focused on battery production, in Nevada





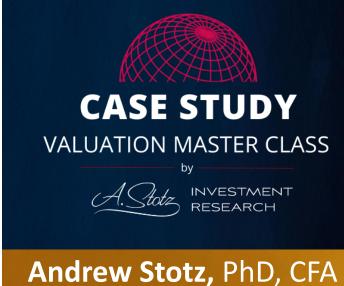
In 2019, Tesla unveiled its futuristic all-electric Cybertruck, which came into production in 2023





In 2023 Tesla made strides in autonomous driving with its RoboTaxi vision





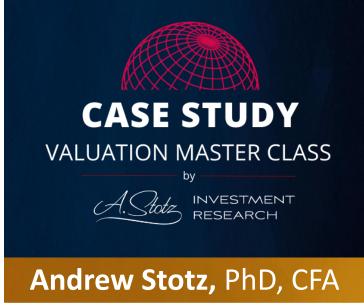
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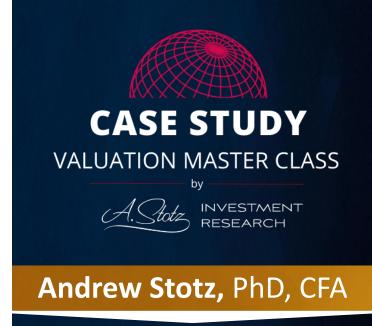
Tesla's RoboDriving technology aims to revolutionize autonomous transportation

- ★ RoboDriving could create a global autonomous ride-hailing network, disrupting traditional transportation models
- ★ Tesla projects that Robotaxis could operate at significantly lower costs than human-driven taxis or ride-hailing services
- ★ This network is expected to be a high-margin business, generating billions in recurring revenue for Tesla

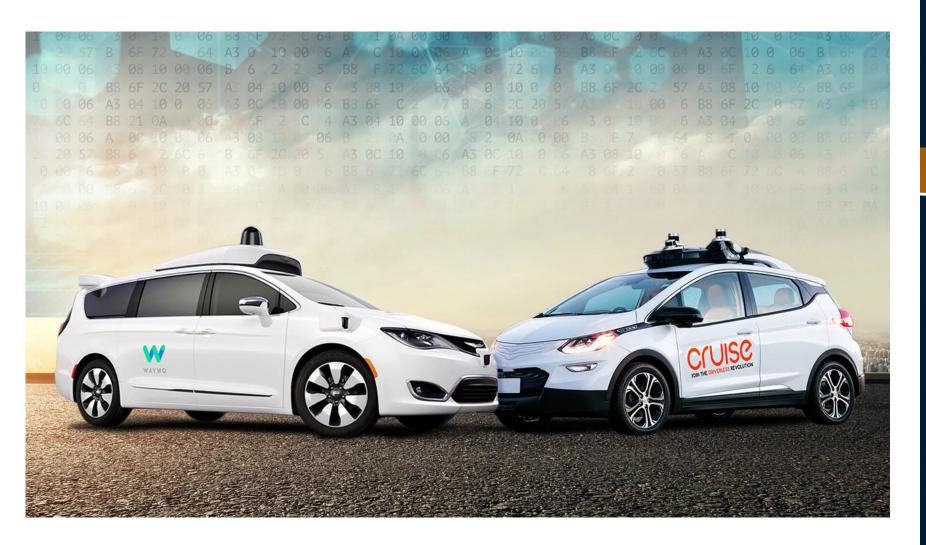


RoboDriving would transition Tesla from a carmaker to a tech-driven mobility provider

- ★ It could add hundreds of billions to Tesla's valuation, justifying investor's high expectations
- ★ For years, Musk has promised full autonomy but, as of 2024, it has yet to deliver any fully self-driving capabilities
- ★ This has raised concerns about its credibility due to repeated missed deadlines

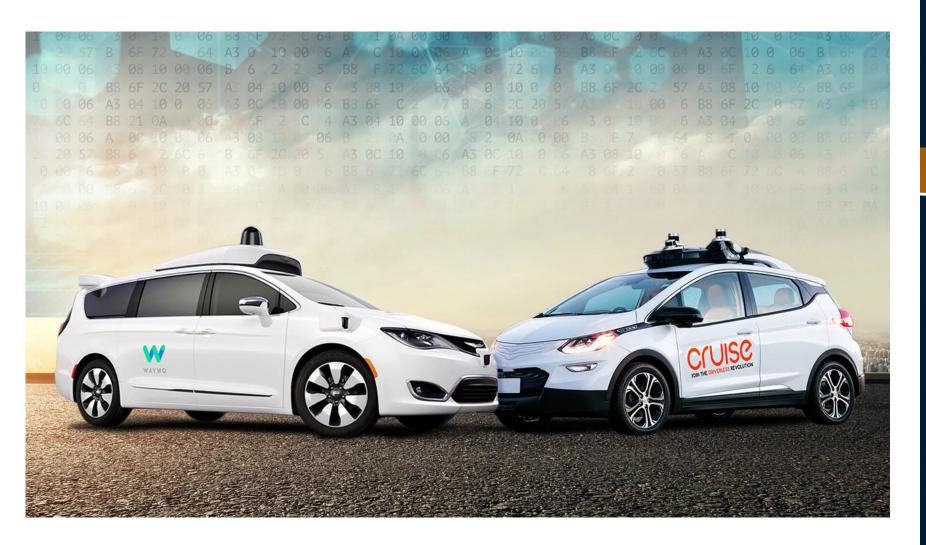


Companies like Waymo and Cruise are making strides in autonomous driving and robotaxis





If competitors launch RoboDriving networks, Tesla could lose their first-mover advantage





But autonomous driving is heavily regulated, and Tesla has yet to secure FSD approval

- ★ Accidents or misuse of full self-driving (FSD) could lead to lawsuits, regulatory pushback, and reputational damage
- ★ FSD development demands substantial investment in AI research, hardware, and infrastructure like superchargers
- ★ If the returns on RoboDriving don't materialize quickly, it could strain Tesla's financial health and negatively impact market sentiment



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- ★ Don't miss this opportunity—click the link in the description to learn more and sign up



Recap: What is the company's background?

- Tesla, led by Elon Musk, revolutionized the electric vehicle industry
- While autonomous driving offers future revenue potential, Tesla faces challenges with safety and regulatory concerns



Tesla's Next Big Play— Revolution or Risk?



- What is the company's background?
- What is its competitive strategy?
- Does that strategy lead to a competitive advantage?
- What does the valuation look like?

Tesla - US - Founded 2003

Automotive Industry, 120,000 employees, US\$97bn revenue

Main segments/products/divisions

- Electric vehicles (EVs)
- Solar energy and energy storage
- Software and services

Its competitive advantage

Competitive advantage through technological leadership, brand strength, cost efficiency, and a first-mover position in the EV market

How it achieved its competitive advantage

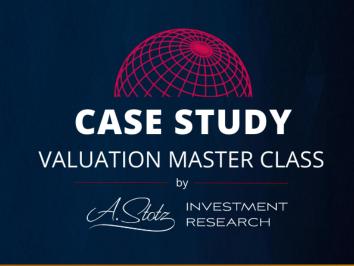
Achieved by investing heavily in R&D, continuous innovation, direct-to-consumer sales, economies of scale from Gigafactories, and an integrated product and charging ecosystem



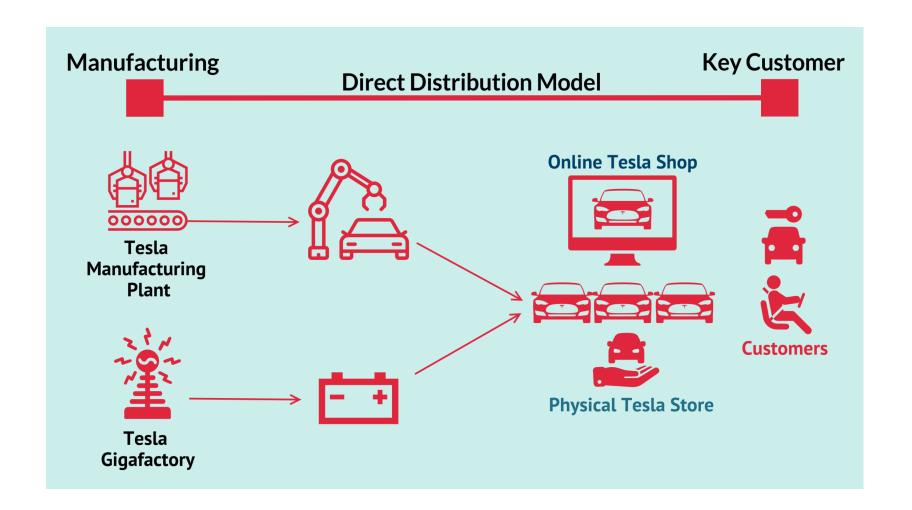


Tesla leads in battery efficiency and costeffectiveness through continuous innovation





Tesla's business model integrates D2C sales and proprietary charging networks



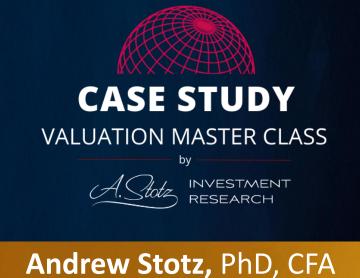


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This model outperforms competitors due to its vertical integration and a unified ecosystem for unmatched efficiency and scalability

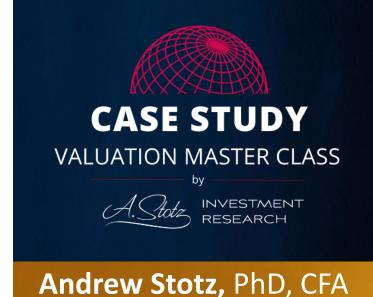
Tesla positions itself competitively in both premium and mass-market segments

- ★ Despite being seen as a premium brand, Tesla's innovations in manufacturing keep reducing production costs
- ★ Tesla's Gigafactories enable mass production of batteries and vehicles at lower costs, driving economies of scale
- ★ Plans for more affordable models indicate its ability to compete in mass-market segments



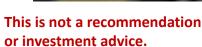
Tesla is synonymous with electric vehicles and innovation holding a strong brand reputation





Elon Musk's vision and appeal gives Tesla unmatched access to capital and public attention





Sources: Tesla.com



Recap: What is its competitive strategy?

- Tesla's brand focuses on innovation, sustainability, and high performance
- Its D2C business model enhances control over pricing and customer experience



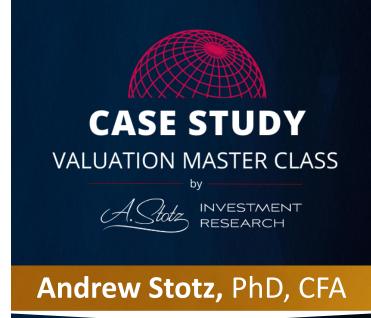
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I use my World Class Benchmarking scorecard to measure if a company has a competitive advantage





I developed this scorecard ten years ago; here's how we construct it

- ★ My team gathers the yearly and quarterly financial data of 26,000 companies worldwide
- ★ We then calculate each company's Profitable Growth score
 - Which is a composite measure of both profitability and growth



I developed this scorecard ten years ago; here's how we construct it

- ★ After that, we rank the company relative to sector peers of similar size
 - A decile ranking of 1 or 2 is financially world class, while 10 is the worst
- ★ We assess the company's performance over the prior four years and the past 12 months (PTM)

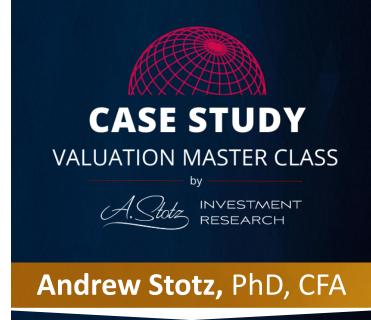


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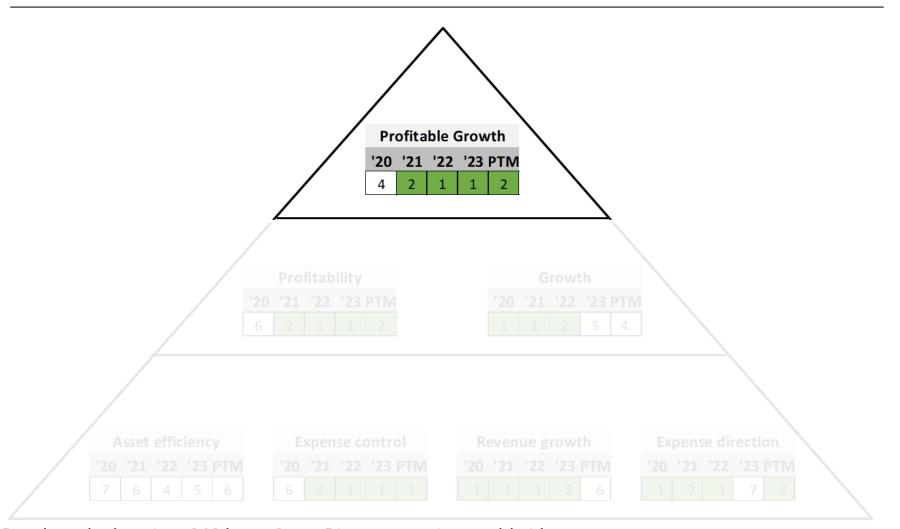
Is the company financially world class?

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Tesla: A. Stotz Profitable Growth



Benchmarked against 940 large Cons. Disc. companies worldwide.

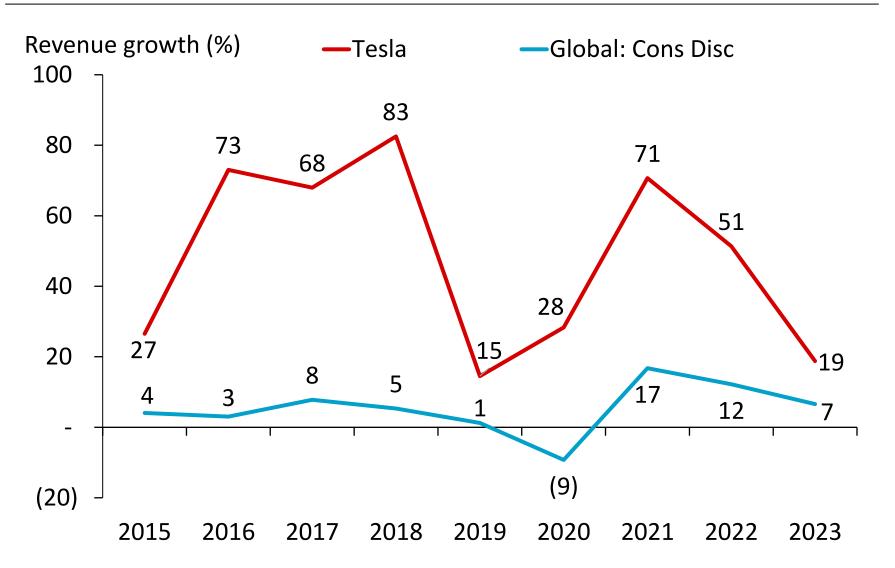
This is not a recommendation or investment advice.

Sources: A. Stotz Investment Research. Notes: 1 = top ranking and 10 = worst. Most recent year's data is based on 47 the past 12 months (PTM) of published data.



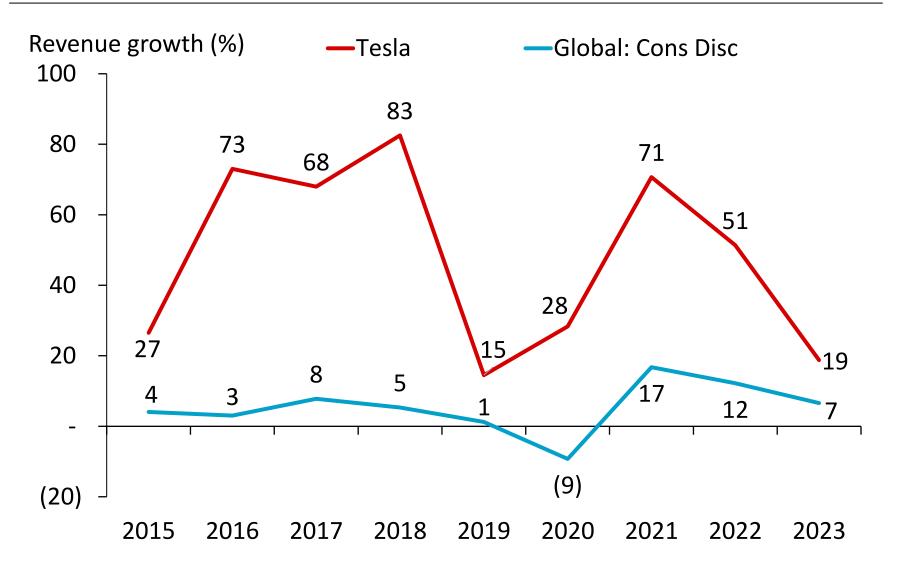


Tesla's revenue growth has consistently outperformed the global sector average



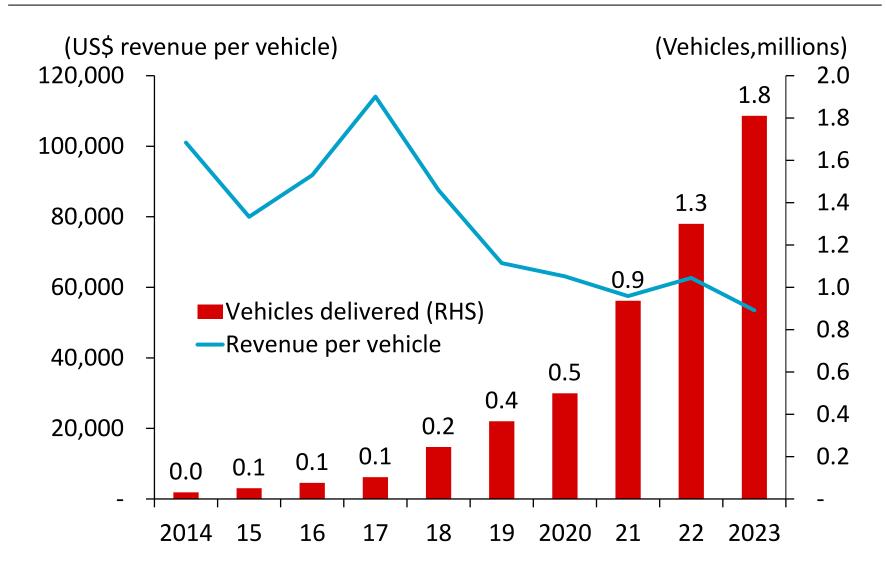


However, it has recently slowed due to market maturity, price cuts, and rising competition





2024 production about in line with prior years, 2025 capacity is expected to be 2.5m vehicles





- 2018: Production surged due to Model 3 ramp-up at Fremont Factory
- 2021: Jump driven by Gigafactory Shanghai, now at max capacity of 950,000
- 2025: Gigafactory Berlin and Texas are each expected to produce 500,000 vehicles annually

Recap: Does its strategy lead to a competitive advantage?

- Yes
- Tesla has shown consistent profitable growth according to our scorecard

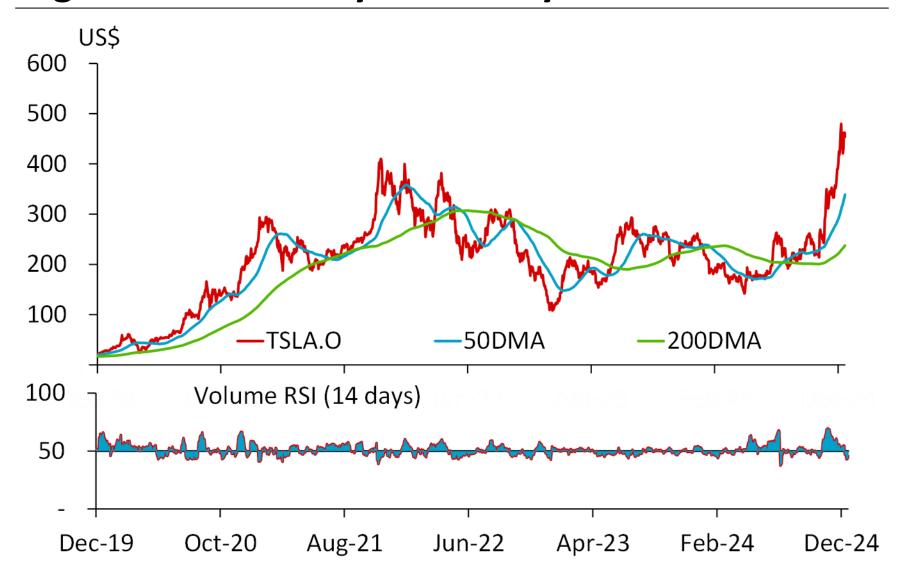


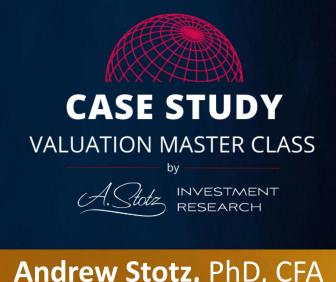
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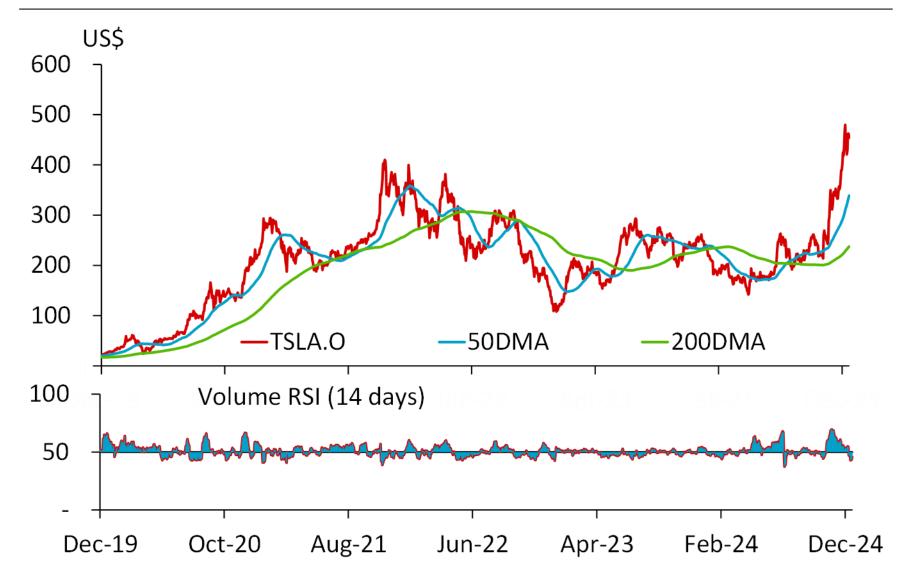
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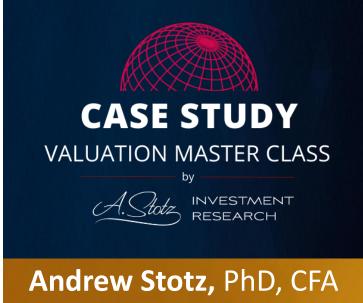
Tesla is a highly active and speculative stock with significant volatility over the years





Recently, there's been a sharp rise, suggesting renewed bullish momentum





I use my FVMR methodology to determine the attractiveness of the company



Net profit margin (NPM)
Return on assets (ROA)



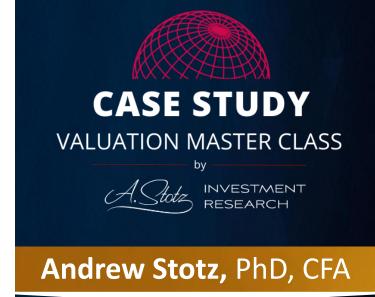
FUNDAMENTALS

FVR

PRICE

Let's have a look at the net margins of Tesla

	Tesla
US\$bn	2023
Revenue	96.7
Net profit	15.0
NPM (%)	15.5



Margins are much higher than GM and Ford's due to innovative ability and premium pricing

	Tesla	GM	Ford
US\$bn	2023	2023	2023
Revenue	96.7	157.3	166.0
Net profit	15.0	10.5	4.3
NPM (%)	15.5	5.8	2.6



EARNINGS MANA GENENT VALUATION **PRICE**

Price-to-earnings (PE)

Price-to-book value (PB)

EPS growth (EPS)

MANA GENENT

EARNINGS

MOMENTUM

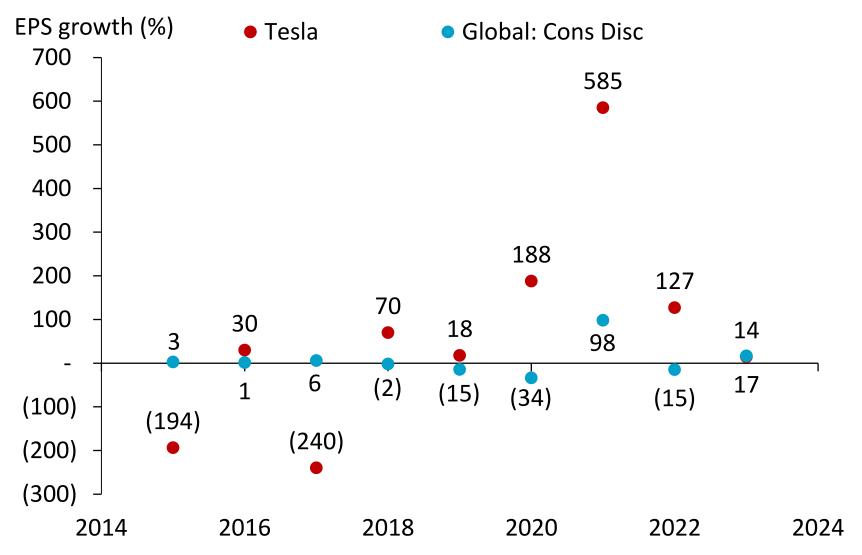
FVIR

MOMENTUM

PRICE

% Price change (Price*)

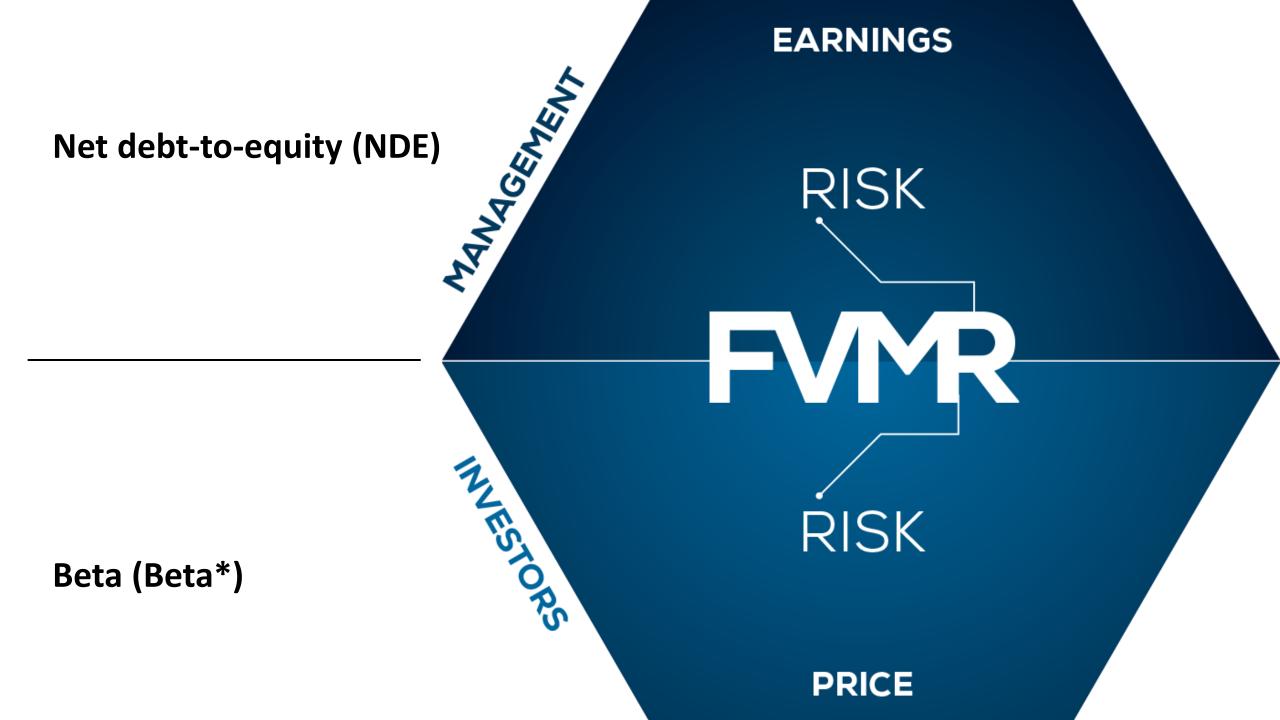
EPS CAGR from 2015 to 2023 was 27%, 22 ppts higher than the global sector average





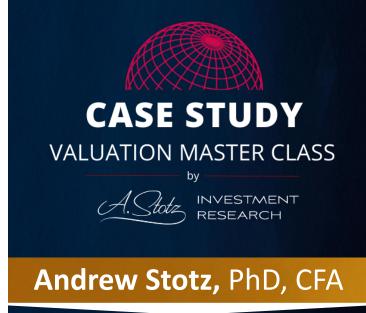
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2021 surge thanks to Gigafactory Shanghai ramping up

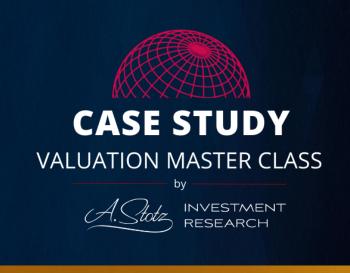


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Let's look at Tesla on my Global Stock Tracker



Tesla trades at a PE of 110x, the highest of all companies in the autos and comp. sector

A. Stotz FVMR Methodology - Cons. Disc.: Autos & Comp.

	Мсар	Fund. (%)		Valuation (x)		Momo (% chg)		Risk (x)	
Company	US\$bn	NPM	ROA	PE	РВ	EPS	Price*	NDE	Beta*
Cons. Disc.: Autos & Comp.	2,343	11.0	9.9	71.8	13.6	15.2	48.6	0.0	2.1
Tesla Inc	1,400.1	13.1	12.7	109.9	20.0	17.5	78.8	(0.4)	3.4
Toyota Motor Corp	277.9	9.2	5.1	9.8	1.0	11.0	4.4	0.7	0.1
BYD Co Ltd	108.9	5.0	5.4	22.9	4.8	17.9	11.8	0.3	(0.1)
Ferrari NV	82.2	22.1	17.3	52.6	27.7	22.5	(4.3)	0.5	1.0
General Motors Co	55.4	6.0	4.0	5.0	0.8	31.7	3.5	1.2	0.9
Mercedes-Benz Group AG	53.3	7.4	4.1	4.5	0.6	(25.9)	(9.4)	0.9	(0.1)
Bayerische Motoren Werke AG	50.7	5.5	3.2	5.7	0.5	(28.4)	1.5	0.8	0.5
Volkswagen AG	45.9	3.8	2.0	3.4	0.3	(12.2)	(10.4)	0.9	0.3
Honda Motor Co Ltd	41.6	4.6	3.6	6.4	0.4	9.5	(21.0)	0.3	0.0
Stellantis NV	38.7	7.5	6.7	2.7	0.6	(29.8)	(11.4)	(0.3)	0.5
Ford Motor Co	38.7	1.9	1.3	11.0	0.9	(42.6)	(10.8)	2.2	1.0
Denso Corp	38.7	4.7	4.1	17.5	1.1	(9.1)	(1.3)	0.1	0.3
SAIC Motor Corp Ltd	29.1	1.5	1.0	21.8	0.7	(35.0)	55.0	0.5	(0.7)
Kia Corp	27.5	9.2	11.9	3.8	0.7	6.0	(2.8)	(0.3)	(0.2)
Great Wall Motor Co Ltd	27.4	6.4	6.5	15.7	3.0	138.1	13.5	0.5	(0.3)
Seres Group Co Ltd	27.1	3.1	6.8	49.7	13.2	211.3	71.7	0.7	0.3

Sector data is market cap weighted. *Price change and beta over the past three months as of 19 December 2024





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Investors are willing to pay a premium, betting on the company's long-term success in EV, autonomous driving, and energy solutions

or investment advice.

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