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Is the Tesla Cybertruck Really Happening?

Our Friends · Friday, December 15th, 2023

If the 2019 unveiling of the Tesla Cybertruck is any indication of its future, the future is not bright. When Elon Musk made the bold claim of unbreakable windows and encouraged his employees to throw metal balls at the windows, it didn't take long for a window to break. As social media users laughed and joked about the incident, Musk backtracked and claimed the windows aren't actually unbreakable, just designed to withstand a certain amount of force. Between this and the cartoonish design of the vehicle, the public has greatly questioned its success.

In the realm of electric vehicles, Tesla stands as a pioneering force, consistently pushing the boundaries of innovation and design. The Cybertruck is their most anticipated creation, an audacious pickup truck that has captured the attention of automotive enthusiasts and skeptics alike. However, the Cybertruck's journey from concept to reality has been a tumultuous one, clouded by delays, doubts, and a fair share of intrigue.



Photo: Tesla

A Bold Vision, An Uncertain Path

The Cybertruck's initial production timeline, set for late 2021, **quickly unraveled**. But now, with production having begun at the Gigafactory in Texas, consumers can get their own Cybertrucks as of late November 2023. Unfortunately, this is happening at a time of decreased interest in electric vehicles and comes after the release of three other company's electric trucks.

And with an impractical design and high price tag, it's hard to imagine there being a big demand for this futuristic-looking truck. Yet Tesla fans remain excited, defending what others are calling a "child's toy" or an "angry triangle."

What other electric pickup trucks have in practicality – like a truck bed with lots of space – Tesla makes up for in uniqueness. The Cybertruck **uses stainless steel** which is unusual, due to how difficult it is to bend and manipulate the material. This is a big challenge when it comes to shaping a car, and combined with the material's high price, it's rarely used in auto manufacturing. It also shows every fingerprint or scratch. Musk insisted on a bulletproof exterior, however, which stainless steel can provide. If this material can be used in mass-produced vehicles, perhaps it could reduce the risk of **truck accidents**.

As production delays continued and the years passed, the retail price for the vehicles rose. Some models of the truck are predicted to run as high as \$80k, with the first one rocking a \$61k price tag. Despite the cost of production and supply chain issues, Tesla is moving full steam ahead with the Cybertruck, with a goal of producing 500,000 vehicles per year by 2025.

As it stands, this truck could either revolutionize the pickup truck market or become a big flop. To quote Musk himself, "We dug our own grave with the Cybertruck."

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