

Activists Brand Tesla Vehicles with 'Swasticar' Stickers

AU.K. group called Everyone Hates Elon is branding hundreds of [Tesla](#) vehicles in London with stickers saying "don't buy swasticars," according to a Novara Media [Instagram](#) post.

Newsweek has reached out to a Tesla via email, and to Everyone Hates Elon via social media for comment.

Why It Matters

Musk, the richest man in the world and a close ally of President [Donald Trump](#), has grown increasingly unpopular in the U.K. after using his platform X to [push far-right political movements](#), and [attack elected U.K. politicians](#). Activists are using the salute Musk made at Trump's inauguration to hit back by trying to taint his brand with a reference to the Third Reich's swastika symbol.



Tesla, SpaceX and X CEO Elon Musk gestures while speaking during an inauguration event at Capital One Arena on January 20, 2025 in Washington, DC. Christopher Furlong/Getty Images

What To Know

In a post shared on Instagram by the outlet Novara Media @novaramedia, video footage shows individuals putting the "don't buy a swasticar," sticker above the Tesla logo on vehicles around London.

A recent survey by *The Times* and YouGov found that in the U.K, 71 percent of people have an unfavorable view of Musk, which is a seven-point increase since their last poll in November.



Object 1



The post says: "The People vs Elon campaign, launched on Sunday, is already projected to raise more than £50,000 for anti-racist and anti-fascist causes. Last week, UK activists turned each tweet Musk posted into donations, where donors pledge as little as 1p per tweet. The money is donated evenly between organizations such as Everyday Racism, Rainbow Migration and Women for Refugee Women."



This post, and the post from the Everyone Hates Elon account state that Musk is reportedly furious over people calling Tesla cars "Swasticators."

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The [backlash against Musk following the inauguration gesture](#), seen by many as resembling a Nazi salute, has been prolonged and from a number of different sources. The Everyone Hates Elon group are not the only activists criticizing Musk.

Two left-wing activist groups, Led By Donkeys from the U.K. and Germany's Center for Political Beauty recently [claimed responsibility after they beamed an image of Elon Musk making the inauguration salute](#) onto Tesla's gigafactory in Berlin, along with the words "Heil Tesla."

At the end of March, 2024, Tesla announced its 200,000th sale in the U.K, meaning one fifth of all EVs on U.K. roads are Teslas, according to carmagazine.co.uk.

Many people have come to Musk's defense, denying he made a Nazi salute.

During his inauguration speech, Musk said: "I just want to say thank you for making it happen, thank you." He then pumped his hand against his chest, extended his straightened arm upward toward the crowd, with his fingers outstretched and palm facing downward.

Immediately afterward, he said, "my heart goes out to you. It's because of you that the future of civilization is assured."

What People Are Saying

Elon Musk, [on X](#), in response to critics: "Frankly, they need better dirty tricks. The 'everyone is Hitler' attack is sooo tired."

The Anti-Defamation League, [on X](#): "It seems that @elonmusk made an awkward gesture in a moment of enthusiasm, not a Nazi salute, but again, we appreciate that people are on edge."

British journalist Owen Jones, [on X](#): "This honestly could not look more like a Nazi salute."

Everyone Hates Elon in a post on their Instagram: "Elon Musk is reportedly furious people keep calling Teslas "Swasticators."" So activists put hundreds of Swasticator stickers on Teslas in central London."

What's Next

Musk is expected to be deeply involved in the Trump administration as the head of the newly created Department of Government Efficiency (DOGE).