

According to the latest data from the CNBC and the European Association of Automobile Products in the automotive industry (ACEA), the sales of Tesla electric cars in Europe in July were reduced by 40%, which became the seventh for a month of reducing positions. At the same time, in the annual calculation of BYD sales in Europe, they increased by 225%, reaching 13,503 new EVs.

According to CNBC, competition from the Chinese brands, such as BYD, intensifies, and they actively expand their presence in Europe, offering competitive prices. And Tesla is steadily faced with a number of problems, including the absence of new models and a spoiled reputation, which suffered due to the statements of Ilon Mask and his connections with the Trump administration.

The company's revenue in the second quarter of 2025 has decreased around the world, and Musk warned of the upcoming difficult periods. Perhaps, in order to get out of the situation, Tesla plans to present a more affordable electric car in the second half of 2025, which, as investors hope, will lead to an increase in sales.

Apparently, the trend in the European electric car market applies not only to Tesla, since, according to Jato Dynamics, Chinese brands occupied a record share of the market of 5% in Europe for the first half of the year. Other European car manufacturers also noted a decrease in sales in July, including Jeep (Stellatis), Hyundai, Toyota and Suzuki. At the same time, the number of registrations of new cars increased in Volkswagen, BMW and Renault Group.