



A CASE STUDY

# Tesla Cybertruck's Market Potential

*Helping Investors Understand Market Conditions*

## CHALLENGE

In November 2019, Tesla announced the release of the Cybertruck, the company's all electric pickup truck and the automaker's sixth vehicle since its founding. While initial research had been conducted, GLG clients still had questions regarding consumer sentiment about electric trucks and where the luxury brand's truck fit into the marketplace before making an investment decision.

## THE GLG SOLUTION

To evaluate the marketplace for the Cybertruck, GLG conducted a survey of more than 300 pickup truck owners to gauge their opinions about the forthcoming Tesla Cybertruck. Additionally, GLG Events hosted a webcast that connected investors with a former Executive Director of Manufacturing Strategy and Planning at General Motors who analyzed the survey results and provided insight.

## OUTCOME

GLG's insights helped supplement investors' own research on the Tesla Cybertruck and helped them better understand where the electric pickup truck fits in the marketplace.



GLG delivered access to quantitative insights on consumer sentiment and the overall marketplace for electric trucks, helping clients understand the market potential for the Tesla Cybertruck.”

## Why GLG?

### Survey Analysis Webcast

Webcast featuring a former executive director of manufacturing strategy and planning at General Motors

### In-Depth Survey

Survey of more than 300 pickup truck owners

## FEATURED PRODUCTS



GLG Surveys



GLG Events

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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