

# Tesla Shares Plunge Below Lutnick Never This Cheap Level

Story by Esha Dey

(Bloomberg) -- Tesla Inc.'s stock extended losses Monday, dropping below a price at which Commerce Secretary Howard Lutnick predicted they'd never fall to again.

The shares plunged as much as 9.2% to \$217.41 as of 9:41 a.m. in New York, amid a broader selloff in global equity markets. Lutnick [said](#) during a Fox News interview on March 19 — when Tesla closed at \$235.86 — that viewers should buy the stock, saying “it’ll never be this cheap again.” Chief Executive Officer Elon Musk told Tesla employees the following day that they should [hang on to](#) their shares.

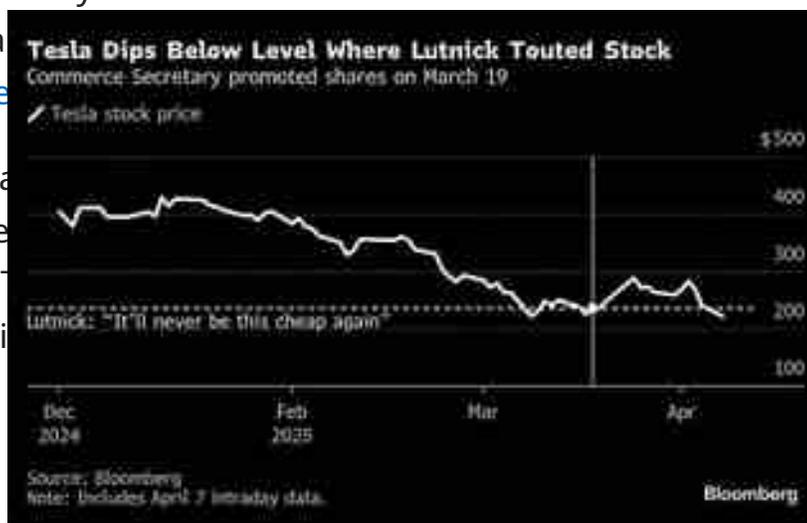
Tesla Dips Below Level Where Lutnick Touted Stock | Commerce Secretary promoted shares on March 19 © Bloomberg

The latest decline comes after one of Tesla's biggest bulls — Wedbush Securities analyst Daniel Ives — slashed his price target on the stock by more than 40%, citing Trump's trade policies and [a brand crisis](#) created by Musk.

Tesla shares have fallen 55% from a record high reached in mid-December. The stock had surged following Trump's election victory, which many expected to be a boon for the company, given Musk's proximity to the then president-elect. Instead, Musk's involvement in political controversies both in the US and abroad has repelled some car buyers and spurred protests against the company.

Last week, Tesla reported first-quarter [vehicle deliveries](#) that failed to meet drastically lowered expectations, falling to the lowest level since 2022. JPMorgan Chase & Co.'s Ryan Brinkman — one of Wall Street's most bearish analysts on the stock — said the company's “consumer reaction and “unpre

Several analysts have cut their price targets on Tesla in recent weeks, citing concerns over Musk's focus on AI and earnings in the short term. The company's recent delivery numbers, which fell below analyst expectations, and price cuts announced by Musk in response to stiff competition in the EV market, aren't being unscathed.



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“The tariffs in their current form will disrupt Tesla, the overall supply chain, and its global footprint which has been a clear advantage over the years versus rising competitors like BYD,” Wedbush’s Ives said in a note to clients on Sunday.

The bigger worry, according to Ives, is Tesla’s position in China.

“The backlash from Trump tariff policies in China and Musk’s association will be hard to understate, and this will further drive Chinese consumers to buy domestic such as BYD, Nio, Xpeng, and others,” Ives wrote.

Explainer: [Why Tesla Is Losing Ground Around the World](#)

--With assistance from Subrat Patnaik.

(Updates with opening stock move in second and fourth paragraphs, updates chart.)

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