

"Words Fail Me. It's Insanity": Inside Tesla's "Preposterous" Model 3 Production Tent



by Tyler Durden

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Bears and bulls alike following Tesla's gripping nailbiter of a story - the company has until the end of the month to pump out 5,000 Model 3 sedans a week - both agree on one thing: the output of the company's new "tent" structure which Musk erected recently to produce Model 3 vehicles is going to decide whether or not the company hits its production goal that it has touted over the last couple of months.

Photo Credits: Bloomberg

The tent was erected in just a matter of weeks, and came online in early June, to help the company produce more vehicles at a time when they are under the microscope. Until recently, we didn't know the details as to when it was erected, what the timing looked like and what it is expected to produce. However, a [Bloomberg article out today](#) helped shed some light on the details of what is arguably the most important - if archaic - structure that Tesla has built yet.

Not surprisingly, opinions extend the whole gamut, with some manufacturing experts claiming the tent is "basically nuts":

*Elon Musk has six days to make good on his pledge that Tesla Inc. will be pumping out 5,000 Model 3 sedans a week by the end of the month. If he succeeds, it may be thanks to the curious structure outside the company's factory. **It's a tent the size of two football fields that Musk calls "pretty sweet" and that manufacturing experts deride as, basically, nuts.***

...

Inside the tent in Fremont, California, is an assembly line Musk hastily pulled together for the Model 3. That's the electric car that is supposed to vault Tesla from niche player for the wealthy to high-volume automaker, bringing a more affordable electric vehicle to the masses.

Analysts at Bernstein are equally unimpressed. Here is a quote from Max Warburton who benchmarked auto assembly plants before his job as a financial analyst: **"Words fail me. It's insanity,"** said Max Warburton, who benchmarked auto-assembly plants around the world before becoming a financial analyst.

Ironically, Musk's "Hail Mary" is the polar opposite of Tesla's own vision for its future of state of the art robotics, hermetically sealed manufacturing facilities and millisecond efficiency.

To be sure, the tent is also a far cry from the automation that investors were promised during the early days of Tesla. The company's goal, which once was to have a state of the art factory producing vehicles, has now been reduced to a literal tent using manual labor and spare parts to put together cars. Worse, nobody seems to even know whether or not the line is up and running. Welcome to the future?

*Musk announced it on Twitter on June 16, saying the company had put together an **"entire new general assembly line" in three weeks with spare parts**; the building permit was issued on June 13, though the company could have started working on aspects of the project before that.*

Whether this new line is fully operational is unclear. Company officials declined to comment. *The Tesla-obsessed users of Twitter and other internet forums have posted photos and videos and comments either praising or ridiculing the parking-lot big top. Apparently in response to the intense interest, the tent has recently been surrounded by very large trucks, which obstruct the view.*

Predictably, the tent is being called a "hail mary" move by analysts, after the company finally admitted that its vision for automation and assembly - pitched as the "most sophisticated in the world" as recently as February 2018 -was simply "not working":

*What gives manufacturing experts pause about Tesla's tent is that it was pitched to shelter an assembly line cobbled together with scraps lying around the brick-and-mortar plant. **It smacks of a Hail Mary move** after months of stopping and starting production to make on-the-fly fixes to automated equipment, which Musk himself has said was a mistake.*

"The existing line isn't functional, it can't build cars as planned and there isn't room to get people into work stations to replace the non-functioning robots," Warburton said in an email. "So here we have it—build cars manually in the parking lot."

As Bloomberg notes, an April admission that he erred by putting too many robots in Tesla's plants was a humbling moment for Musk. The chief executive officer had boasted in the past that his company would build an "alien dreadnought," sci-fi bro code for a factory so advanced and robotic, it would be incomprehensible to primitive earthlings.

During a February earnings call, Musk told analysts that Tesla had an automated-parts conveyance system that was "probably the most sophisticated in the world." But by the spring, it had been ripped out of the factory.

"We had this crazy, complex network of conveyor belts," Musk told CBS This Morning in April. "And it was not working, so we got rid of that whole thing."

Analyst Dave Sullivan, who previously used to supervise Ford factories and now works at AutoPacific, chimed in: "To say that it's more efficient to build this with scrap pieces laying around means that either somebody made really bad decisions with the parts in the plant inside, or there are a lot of other problems yet to be discovered with Tesla's efficiency."

The article concludes with what may be the most suitable epitaph for Tesla should Musk disappoint in a few days when he reports Q2 production figures.

"It's preposterous," Bernstein's Warburton said.

"I don't think anyone's seen anything like this outside of the military trying to service vehicles in a war zone. I pity any customer taking delivery of one of these cars. The quality will be shocking."






Preposterous or not, the clock is ticking on Tesla.


The company has just days before it has to update investors on the current state of production and how the business is running. If the tent is any indication, expect many to voice their disappointments out in the open...

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Comments


Sort by Order Items per page

- 88  [Wild Bill Steamcock](#) Mon, 06/25/2018 - 18:47 [Permalink](#)
6 "Model 3's battery fails me (and everyone else apparently). It's insanity"
There, FIFY
Stick a fork in 'em, Tesla is done
- 80  [Skateboarder](#) [Wild Bill Steamcock](#) Mon, 06/25/2018 - 18:50 [Permalink](#)
3 Assembled by team of illegally working Indian F-1 "students."
- 43  [peddling-fiction](#) [Skateboarder](#) Mon, 06/25/2018 - 18:59 [Permalink](#)
3  No shame appears to be the Stanford "dropout's" credo.
- 51  [Mr. Schmilkies](#) [peddling-fiction](#) Mon, 06/25/2018 - 19:06 [Permalink](#)
2 More likely a Model T than a Model 3 coming out of that tent.


10  [wadalt](#) Mr. Schmilkie's Mon, 06/25/2018 - 19:10 [Permalink](#)
42

For Tesla it's DEATH by propaganda.

A bit DIFFERENT than **how they went about with the Titanic.**

39  [Shillinlikeavillan](#) [wadalt](#) Mon, 06/25/2018 - 19:22 [Permalink](#)
2


What do ya expect from a typical insane leftard...

30  [El Oregonian](#) [Shillinlikeavillan](#) Mon, 06/25/2018 - 19:52 [Permalink](#)
2


Can you say "Tucker 48".

Of course, without the value appreciation...

And obviously not nearly as innovative.

50  [ufos8mycow](#) [El Oregonian](#) Mon, 06/25/2018 - 19:56 [Permalink](#)
2


From what I hear Musk is building an escape tunnel.

46  [directaction](#) [ufos8mycow](#) Mon, 06/25/2018 - 20:08 [Permalink](#)
6


When was the last time some moron actually bought a Tesla?

I bet it's been many weeks.

Good Lord. How embarrassing it must be to own a Tesla.
Wow. Just, wow.

37  [greenskeeper carl](#) [directaction](#) Mon, 06/25/2018 - 20:11 [Permalink](#)
2

I can't wait to read about them filing for bankruptcy.
Apparently he has been behind paying vendors, too.
Won't be long now.

16  [any_mouse](#) greenskeeper carl Mon, 06/25/2018 - 20:17 [Permalink](#)


5

Here's what AI journalism gets you:

"Here is a quote from **Max Warburton who benchmarked auto assembly plants before his job as a financial analyst**: "Words fail me. It's insanity," said **Max Warburton, who benchmarked auto-assembly plants around the world before becoming a financial analyst.**"


Thrown a few billion dollars at journo-bot and maybe it will get better. Meanwhile the ad bots get all the dollars.

Warburton, interesting name, any connection to Warburg?

44  [Dickweed Wang](#) any_mouse Mon, 06/25/2018 - 20:36 [Permalink](#)

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And the auto guys in Detroit keep laughing their asses off . . . "Largest car company in the world by market cap" - yeah right. That shows how worthless it is to gauge a company's real value based on that metric.

26  [jcaz](#) Dickweed Wang Mon, 06/25/2018 - 20:58 [Permalink](#)


1

"Hey, what's all this dirt and crap on the inside of my car?"

"Are these ants and cockroaches standard, or do I have to pay extra?"


So lemme get this straight- you want me to pay you \$55K to buy a car you built in a tent in your backyard..... You're soon gonna live in a van down by the river.....

Seriously- very few chop shops look this hinky, let alone "America's Largest Car Manufacturer".....

1  [Carla Houston](#) jcaz Mon, 06/25/2018 -
41 21:20 Permalink

I'm making over \$13k in one month working part time. I kept hearing other people tell me how much money they can make online so I decided to look into it. Well, it was all true and has totally changed my life.last month my pay check was \$12712 just working on the laptop for a few hours.Every person can now makes good income online easily by just follow instructions on this link.....

====<http://www.todaysfox.com>


15  [Tarzan](#) Carla Houston Mon, 06/25/2018 -
1 21:52 Permalink


"The chief executive officer had boasted in the past that his company would build an "alien dreadnought," sci-fi bro code for a factory so advanced and robotic, it would be incomprehensible to primitive earthlings."


During a February earnings call, Musk told analysts that Tesla had an automated-parts conveyance system that was "probably the most sophisticated in the world." But by the spring, it had been ripped out of the factory.

*"We had this crazy, complex network of conveyor belts," Musk told CBS This Morning in April. "And **it was not working, so we got rid of that whole thing.**"*

And they say robots are going to take all of our jobs.

6  [garypaul](#) Tarzan Mon, 06/25/2018 - 22:06 Permalink
1 Exactly. There you have it.

24
1  [Keyser](#) garypaul Tue, 06/26/2018 - 00:46 [Permalink](#)
I wonder how long it will be before Musk is caught dealing cocaine out of the trunk of a Model 3 in order to make payroll for the week? If it were not for Obozo's subsidies to Musk, we wouldn't be talking about this topic, Tesla would have gone the way of the DoDo bird a long time ago...


16
1  [DaiRR](#) Keyser Tue, 06/26/2018 - 01:09 [Permalink](#)
92 degrees F in Fremont on June 30th. Oh, working in that tent will be fun !

When the Hayward Fault lets loose with a 7.8, even more fun !!!


2
4  [giovanni_f](#) DaiRR Tue, 06/26/2018 - 02:24 [Permalink](#)
it is high time to punish the Europeans with their high tariffs which hurt a.o. Tesla and similar American quality manufacturers.

I think it is fair at this point to confiscate BMW and VW factories and forfeit all other assets pertaining to aggressive Germany's state capitalism straw companies and hand them all over to Tesla, GM, Ford.


Time to strike back against those foreign invaders.

3
1  [Four Star](#) giovanni_f Tue, 06/26/2018 - 02:45 [Permalink](#)
The intrinsic value of Tesla:


<http://thesoundingline.com/jim-chanos-tesla-equity-is-worthless/>

7
1  [Adolfsteinbergovitch](#) Four Star Tue, 06/26/2018 - 06:48 [Permalink](#)
Wait until one Tesla catches fire in that tent, that will bring back hindenburg visions.

Very appropriate...

1  [Bronze](#) Adolfsteinbergovitch Tue, 06/26/2018 - 07:17 [Permalink](#)


- I'm making over 10k D0llar a month working part time. I kept hearing other people tell me how much money they can make online so I decided to look into it. Well, it was all true and has totally changed my life. This is what I do... <http://disq.us/url?url=http%3A%2F%2Fwww.2JobsDay.com%3AAllyPYA0CbftyveX5...>

3  [Last of the Mi...](#) Bronze Tue, 06/26/2018 - 08:36 [Permalink](#)

This is attempt to build in a "tent" will mostly likely expose the horrible inefficiencies that exist in the production line system as a whole. It takes a truly massive effort to maintain a "just in time" supply system for a small business to say nothing of an automobile production facility.

What is in danger of being openly exposed, more so than building the cars in a fricking tent, is the amateurish application of a real world assembly line by the worlds's most successful professional carney. As time goes on, the gap between real world application and fantasy salesmanship will only widen.

Musk is out of his league and the tent facility exposes this in spades.


3  [SamAdams](#) Last of the Mi... Tue, 06/26/2018 - 08:51 [Permalink](#)

Quite Presumptuous!

Do you know which operations are completed in the tent structure?


Is a tent sufficient for the purpose it serves? How do you know?

Opinions are like assholes, everybody has one.


3
0  [Last of the Mi...](#) SamAdams Tue, 06/26/2018 - 08:58 [Permalink](#)

Your model 3 is being built there as we speak. Hopefully they can get all the sand out of the battery pack before they install it so thermal overload doesn't turn you into a lump of coal.

Good luck with that lol


0
0  [Paul E. Math](#) Last of the Mi... Tue, 06/26/2018 - 10:08 [Permalink](#)

Musk, "world's most successful professional carney". Well done.


3
0  [Bubba Rum Das](#) Bronze Tue, 06/26/2018 - 08:40 [Permalink](#)

I still have this question stuck in my head; what percentage of all this is true autistic mental retardation on the part of Musk; & what percentage is just outright absolute fraud? 60%/40%? 40%/60%? 5%/95%?


My feeling is it's actually around 80% retardation on Musks part to even think he can pull this shit off, & around 98% direct fraud on his part....!

2
0  [Eyes Opened](#) giovanni_f Tue, 06/26/2018 - 04:07 [Permalink](#)


Giovanni... you ain't Italian ?? ☹️

2
0  [giovanni_f](#) Eyes Opened Tue, 06/26/2018 - 05:57 [Permalink](#)


forgot the /s.

2
0  [shovelhead](#) giovanni_f Tue, 06/26/2018 - 08:00 [Permalink](#)

When did Tesla become a "quality" manufacturer? I missed that part.

8  [buffed](#) Keyser Tue, 06/26/2018 - 01:38 [Permalink](#)

0 Good analogy but I don't think many people will remember the DeLorean coke-dealing fiasco.

4  [CuttingEdge](#) buffed Tue, 06/26/2018 - 06:52 [Permalink](#)

0 Sadly, I'm not allowed to forget it.


The wife got chatted up by some bloke at an auto fair way back, and he let her drive his DeLorean. A story that always comes out in company. Personally, I prefer my taking Mansell's Ferrari Testarossa (gift from the team) for a quick spin when we had it in our workshops for some serious audio love.

That engine howl stays with you for life...shite handling though.


0  [zuuma](#) CuttingEdge Tue, 06/26/2018 - 10:43 [Permalink](#)

0 Truly sad about DeLorean.


He was also the guy who gave us the 4-speed, 3 deuce, posi Pontiac GTO - ushering in the muscle car era, while at GM

1  [shovelhead](#) buffed Tue, 06/26/2018 - 08:02 [Permalink](#)


0 How do you think Dr. Emmet Brown got his?

5  [SumTingWongJr](#) Carla Houston Mon, 06/25/2018 - 22:11 [Permalink](#)

1 How many cocks do you have to suck off to make that kind of income ?

4  [I am Groot](#) SumTingWongJr Mon, 06/25/2018 - 22:32 [Permalink](#)


0 Miles and miles of dicks.....

15
0  [silverer](#) Carla Houston Mon, 06/25/2018 - 22:37 [Permalink](#)


Why don't you put up your REAL web address?

<http://www.mrfinancechallenge.com/?682>

Yeah. You piece of crap. Now mail a check to zerohedge for ripping them off for free advertising.

7
0  [Oldguy05](#) silverer Mon, 06/25/2018 - 23:10 [Permalink](#)


Who here even reads that crap? So send em a bill for \$15.

0
0  [messystateofaffairs](#) Carla Houston Tue, 06/26/2018 - 07:30 [Permalink](#)

Good. Now you can buy a Tesla.

6
3  [ChaoKrungThep](#) Dickweed Wang Mon, 06/25/2018 - 23:00 [Permalink](#)


Did Musk do a feasibility study? Did he check the Japanese, who have the best production lines? How can an obviously smart man (eg, SpaceX) screw up so badly on a car?

14
0  [Socratic Dog](#) ChaoKrungThep Tue, 06/26/2018 - 00:02 [Permalink](#)


Umm, maybe it takes someone who knows something about building cars to build cars?

Or someone who knows something about batteries to build a decent battery?

The guy got rich with PayPal. Not much of a background for building cars. Or batteries. Or rockets, god help us.


2
2  [NOTME](#) Socratic Dog Tue, 06/26/2018 - 07:22 [Permalink](#)

Well lets be a bit fair. The rockets are okay, everything else sucks.

13  [UndroppedClanger](#) ChaoKrungThep Tue, 06/26/2018 - 03:22 [Permalink](#)
1

He's not smart; he's a well-funded fool who rides other people's coat-tails and uses the momentum to fling himself into the spotlight to garner more funding and live high on what he can cream off the top.


When he's actually required to show some management prowess you get a fiasco like the Tesla Campsite.

8  [yarpos](#) ChaoKrungThep Tue, 06/26/2018 - 03:37 [Permalink](#)
0


smart people can do dumb things due to ego, hubris and arrogance.

1  [Itdoesntmatter](#) Dickweed Wang Tue, 06/26/2018 - 07:01 [Permalink](#)
2


fuck you people are stupid...the guys in detroit were saved by the taxpayer....again and again and again....the guys in detroit are laughing at you stupid fucks...The guys are Harley are too...dumbasses...

0  [Dirtnapper](#) Dickweed Wang Tue, 06/26/2018 - 07:41 [Permalink](#)
1

People still buy those crap cars from Detroit? Seriously?

7  [ZeroHegemony](#) any_mouse Tue, 06/26/2018 - 01:22 [Permalink](#)
0

Warburton is the name of a popular bakery brand in the UK. Maybe Tesla is toast.

0  [StychoKiller](#) any_mouse Tue, 06/26/2018 - 04:16 [Permalink](#)
0

Perhaps Patrick Warburton?

ELON MUSK IS NOW IN FULL DESPERATION MODE


0
0



[TheAnswers42](#) any_mouse
08:04 [Permalink](#)

Tue, 06/26/2018 -

Maybe more like **Warbucks?**

24  [directaction](#) greenskeeper carl Mon, 06/25/2018 -
1 20:24 Permalink

We all understand production has fallen off a cliff.

I'll bet it's been weeks since a new one was sold.

Are any new Teslas even being shipped out of Fremont?

I mean, headlights aside, they look just like a 1993 Oldsmobile Aurora

Who is violating the law protecting Tesla by withholding investigations and prosecutions?

Why are they allowing American citizens to continue to die from the 1.) "sudden acceleration electronics defect"; 2.) "The failed Auto-pilot electronics defect" 3.) "The deteriorating and deadly lithium ion batteries" and 4.) numerous other defects widely documented in the news media and filed lawsuits?

"Why Elon Musk is a really bad guy and why his business operation is a corruption scam

By Former Tesla Staff

You may have run across Musk's self promoting, narcissistic, multi-billion dollar, self-aggrandizing PR hype but here is the other side of the coin. We know these facts from personal interaction with Musk, his companies and his politicians. Everything in this letter can be proven in a jury trial, Congressional hearings or live TV debates. Musk will do anything to keep this information from getting out but... it is too late for him! While this may sound like a bad Hollywood movie script. It all really happened and there is now massive hard copy evidence to prove it.

Elon Musk exists because he bribed DNC politicians including Obama, Clinton and Senators Feinstein, Reid, Boxer, Harris, Spier and Pelosi to give him free taxpayer cash and government resources from the Department of Energy and the California political tax pool. This is proven when you follow-the-money and the insider trading, stock ownership and crony payola kick-backs.

The Energy Dept (DOE) has been covering-up organized crime activities at DOE in which DOE funds are being used as a slush-fund to pay off DNC campaign financiers and to pay for CIA/GPS Fusion-Class attacks on Silicon Valley business competitors. DNC campaign financiers and DOE staff share stock market holdings with each other under