

AUTOMOTIVE

Tesla's Trump ties could hamper car sales

February 3, 2017



Tesla Model 3

By STAFF REPORTS

U.S. electric automaker Tesla is seeing some backlash for its CEO Elon Musk's work with President Donald Trump.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

The executive is a member of the Presidential Advisory Forum, which has caused some consumers to associate him with the controversial actions of the administration, including its ban on immigration from certain Middle Eastern nations. A number of consumers have canceled their reservations for the highly anticipated Model 3, choosing to back out of business with the automaker as a political statement.

Divided opinion

On Feb. 3, Mr. Musk issued a statement on Twitter about his presidential affiliation, saying, "Advisory councils simply provide advice and attending does not mean that I agree with actions by the administration."

In his tweet, he also promised to voice his objection towards the executive order on immigration. In earlier tweets, the entrepreneur shared the full order to his millions of followers, asking them for input on amendments that he could improve on.

Regarding the meeting at the White House: pic.twitter.com/8b1XH4oW6h

Elon Musk (@elonmusk) **February 3, 2017**

Mr. Musk's statement drew mixed response, with some supporting his efforts in Washington and others maintaining their objections.

According to **Electrek**, some of the 400,000 people who have reserved Tesla's new entry-level Model 3 with a \$1,000 deposit have opted out of their spot on the waiting list.

After negative attention for his own role on the advisory council, Uber's CEO Travis Kalanick dropped his affiliation with the administration. This move by a fellow tech entrepreneur is causing speculation that Mr. Musk could be next to leave.

Ivanka Trump's eponymous apparel and accessories collection is also the subject of a boycott campaign. #GrabYourWallet targeted retailers that carried her brand, including Nordstrom, Neiman Marcus and Bloomingdale's.



Ivanka Trump collection

On Feb. 2, [Bloomberg](#) reported that Nordstrom had dropped the first daughter's line, citing poor sales performance. Back in November, the retailer said that it had received emails from consumers on both sides of the debate, with both those who wanted it dropped and those who did not want the company to cease its business ties threatening to boycott if they did not get their way.

Shortly after Nordstrom's decision broke, Ivanka Trump jewelry had also reportedly disappeared from Neiman Marcus' Web site on Feb. 3.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.