

Tesla, Inc.

NASDAQ: TSLA | Electric vehicles, energy storage, autonomy and robotics | Price-level review | 3 October 2026

Rating	Last close	Weighted fair value	Watchlist at	Next event
AVOID	\$370.59	\$330	\$330	21 Oct
reaffirmed	2 Oct 2026; -2.2% since 22 Sep	from \$327.75; price 12.3% above	base-case fair value	Third-quarter results

The rating stays at Avoid. Two things happened in the eleven days since the last report, and neither touches the reason for it. On 2 October Tesla reported 486,532 third-quarter deliveries, 5% above the company-compiled consensus of 461,974, and the shares rose 4.7% to \$370.59. On 29 September it signed \$30bn of new bank facilities and said it plans no draws this year. The delivery beat is real but modest: deliveries were 2% lower than a year earlier, the beat came partly from about 22,000 vehicles drawn from inventory, and energy storage deployments of 13.7 GWh missed their consensus by 14%. Weighted fair value edges up from \$327.75 to \$330, and the price is 12.3% above it. The investment score is unchanged at 48 out of 100. The name moves to Watchlist at \$330, the base-case fair value. Third-quarter results on 21 October are the next real test. All figures are as at the 2 October 2026 close.

What has changed since the last report

The shares were \$378.90 when the last report was written. They peaked at \$380.12 the next day, then fell five sessions in a row to \$352.84 on 29 September, the low close of the period. The delivery release lifted them 4.7% on 55.2m shares, the heaviest volume of the period, to \$370.59, 2.2% below the last report's price.

Reference point	Price	Versus today	What it was
Close, 22 Sep	\$378.90	-2.2%	The price of record in the last report
Close, 23 Sep	\$380.12	-2.5%	The high close of the period
Close, 29 Sep	\$352.84	+5.0%	Low close after five straight declines; credit facilities signed that day
Close, 2 Oct	\$370.59	—	Up 4.7% on the delivery release; price of record

Price path from a Twelve Data daily OHLCV series of completed sessions to 2 October 2026; the 2 October close of \$370.59 from Alpha Vantage is the price of record.

Does the published level still hold?

The last report published no entry, stop or target, because the rating was not a Buy. It named one number: the base-case fair value of \$330, at or below which the shares would move up a notch. That number came from the scenario table, not the chart, so the test is whether the base case has moved. It has not. The delivery release gives no margin, cash flow or autonomy data, and the base case still values the shares at \$330. The level holds, and because the intermediate rating it previously pointed to is no longer used, \$330 is now the price at which the name moves to Watchlist.

The moving averages have been recomputed. The price is 1.6% above the 20-day (\$364.87) and 6.6% above the 50-day (\$347.58), 1.5% below the 100-day (\$376.28) and 5.7% below the 200-day (\$393.18). The \$330 level is \$40.59 below the price, about 3.3 times the \$12.44 average true range, and below the 50-day average. No moving average anchors the level.

Company developments

No High development occurred in the period. The quarter's delivery figures and a large financing arrangement are the two material items, and the regulator's certification questions on the Cybercab remain open.

Development	Status and date	What is known	What is forecast (and by whom)	Impact
Third-quarter production and deliveries	Released 2 Oct 2026	Deliveries 486,532 (Model 3/Y 478,237; other 8,295); production 464,391; storage deployed 13.7 GWh. Deliveries –2% year on year, +1% on the second quarter	Company-compiled consensus: 461,974 deliveries and 15.9 GWh storage	Medium
\$30bn bank facilities	Signed 29 Sep 2026 (8-K)	\$20bn three-year delayed-draw term loan, \$8bn five-year revolver and \$2bn 364-day revolver; \$5bn minimum liquidity covenant; prior \$5bn revolver terminated; no draws planned in 2026	None	Medium
NHTSA special order on Cybercab certification	Issued 10 Sep; answers due 30 Sep 2026	21 requests on how a vehicle with no steering wheel, pedals or mirrors meets federal safety standards, to be answered under oath; no determination published	None	Medium
Third-quarter results date	Set for 21 Oct 2026	Results after the close with a webcast at 4:30pm Central	—	Low

Tesla press release of 2 October 2026 and Form 8-K filed 29 September 2026; NHTSA special order as reported by Electrek, 15 September 2026; consensus as compiled by the company and reported by Drive Tesla Canada.

What the delivery figures say. The headline beat is about expectations rather than growth. Deliveries ran about 22,000 above production, so the quarter cleared inventory as well as selling new output, which helps cash flow but says nothing yet about price. Whether that volume came with deeper discounting, the question the last report was built on, is only answered by the automotive gross margin on 21 October. Storage grew 10% on the year but fell well short of expectations, which matters because storage is the segment carrying the margin. **What the facilities say.** \$30bn of committed, undrawn capacity against about \$43.5bn of cash is insurance for a heavy capital-spending programme, not a sign of strain; Tesla said it does not plan to draw this year. Neither item changes base-case earnings, and neither moves a factor score.

Growth drivers

Driver	Status	Fact	Forecast (by whom)	Likelihood / impact
Core vehicle volume	Reported	486,532 deliveries, –2% year on year	None used	High / Medium
Energy storage	Reported	13.7 GWh, +10% year on year, below consensus	15.9 GWh consensus (company-compiled)	High / Medium
Cybercab and robotaxi	Operating in Austin since 3 Sep	No new city announced; certification questions open	None quantified	Medium / High
Optimus	Development	No update given with the delivery release	None quantified	Low / High

Company releases and filings.

Valuation

Nothing in the period changed the valuation problem. The shares trade on a multiple that only an autonomy business much larger than the one now operating can justify. The 2026 consensus earnings figure has also slipped, so the multiple is higher than three weeks ago even though the price is lower.

Measure	Value	Comment
P/E, 2026E consensus	211.8x	On consensus earnings of \$1.75
P/E, trailing	343x	Trailing earnings of \$1.08
Price / sales, trailing	14.1x	Trailing revenue of \$103.62bn
Market value / enterprise value	\$1.46tn / \$1.44tn	Net cash about \$27.4bn

Measure	Value	Comment
Return to weighted fair value	-11.0%	Fair value \$330, from \$327.75
Upside to average target	+6.8%	\$395.83 across 43 analysts; range \$125 to \$600

Trailing P/E computed on the \$370.59 price of record. Consensus, targets and balance-sheet figures from S&P Global Market Intelligence via StockAnalysis.com, retrieved 3 October 2026.

The macro variables that matter here

Two variables matter. The first is the cost of car finance, since most vehicles are bought on credit. The Federal Reserve raised its target range to 3.75%–4.00% on 16 September and the 10-year yield closed at 5.28% on 2 October, so loan rates are not easing. The second is the consumer's willingness to make a large purchase: confidence fell to 81.9 in September, a 12-year low, and September payrolls rose only 29,000 with unemployment at 4.2%. Deliveries held up against both, which is the most encouraging reading of the release, but they did so while falling year on year.

Risks

Risk	Probability	Severity	Comment
Valuation and multiple re-rating	High	High	211.8x 2026 consensus earnings with the price above every case but the bull
Cybercab certification outcome	Medium	High	A finding against self-certification could force a redesign or a capped exemption
Automotive margin compression	Medium	High	The inventory drawdown may have come with discounting; the 21 October margin decides it
Robotaxi disclosure vacuum	High	Medium	No pricing, unit economics or expansion timeline published
Storage shortfall	Medium	Medium	Deployments 14% below consensus in the margin-rich segment
Consumer credit and financing costs	High	Medium	Long yields at 5.28% and confidence at a 12-year low

Probability and severity are this report's judgement.

Risk scores 2 out of 10, where 10 is the lowest risk. The table describes a very high-risk position: an extreme multiple, an open federal question over the flagship autonomy product, and a margin test three weeks away. The score and the section agree.

Sentiment and positioning

Date	Firm	Action	Price target
2 Oct	RBC Capital	Buy maintained	\$480
2 Oct	J.P. Morgan	Neutral maintained	\$415
1 Oct	Ladenburg Thalmann	Buy maintained	\$475
28 Sep	J.P. Morgan	Neutral maintained	\$445 → \$415
25 Sep	StoneX	Buy maintained	\$475
24 Sep	UBS	Neutral maintained	\$385
24 Sep	BNP Paribas	Underperform maintained	\$280 → \$268

Broker actions from the moomoo news and research feeds, 24 September to 2 October 2026.

Indicator	Latest	Interpretation
Analyst consensus	Buy, 43 analysts	15 strong buy, 4 buy, 20 hold, 4 sell or strong sell
Average / median target	\$395.83 / \$412.50	6.8% and 11.3% above the price
Short interest	2.44% of float	Low

Indicator	Latest	Interpretation
Beta, five-year	1.92	Average daily true range 3.4%
News flow	Mildly positive	A delivery beat, offset by a storage miss and no autonomy update

Consensus, ratings distribution, short interest and beta from S&P Global Market Intelligence via StockAnalysis.com, retrieved 3 October 2026.

The broker flow is split in the way the scenario table is. Buy-rated firms cluster near \$475 to \$480; neutral firms sit between \$385 and \$415; the one Underperform is at \$268. J.P. Morgan cut its target before the release and held it after. Brokers noted the delivery beat came with no update on the autonomy and robotics projects that carry most of the valuation.

Technical picture

Indicator	Value	Reading
Close, 2 Oct 2026	\$370.59	Up 4.7% on 55.2m shares
SMA 20 / EMA 20	\$364.87 / \$362.82	Price 1.6% and 2.1% above
SMA 50 / EMA 50	\$347.58 / \$361.88	Price 6.6% and 2.4% above
SMA 100 / EMA 100	\$376.28 / \$369.75	Price 1.5% below and 0.2% above
SMA 200 / EMA 200	\$393.18 / \$382.90	Price 5.7% and 3.2% below
RSI (14)	55.0	Neutral
MACD (12,26,9)	1.83 vs 3.33	Positive, below its signal
ATR (14)	\$12.44	3.4% of price
52-week range	\$297.38 – \$498.83	Price 25.7% below the high

Computed from a Twelve Data daily OHLCV series of 300 completed sessions, 25 July 2025 to 2 October 2026, using Wilder smoothing for RSI and ATR and an SMA seed for each EMA. Distances are measured against the \$370.59 price of record.

The structure is the one the last report described: above the short averages, capped by the 100-day, below the 200-day. The delivery rally stopped at the 100-day average. The technical score stays at 6.

Scorecard

Component	Score	Prior	Rationale and what moved
Business quality weight 13%		6/10 6/10	Unchanged. Strong brand and a growing storage business against thin automotive margins
Financial strength weight 13%		7/10 7/10	Held. Net cash of about \$27bn, now backed by \$30bn of undrawn facilities; cash generation unchanged
Competitive advantage weight 13%		5/10 5/10	Unchanged. Delivery beat shows demand holding; no new autonomy evidence
Management weight 11%		5/10 5/10	Unchanged. Deliveries beat; no update on autonomy or Optimus with them
Growth potential weight 14%		7/10 7/10	Unchanged. Deliveries down 2% year on year; storage up 10%
Valuation weight 20%		2/10 2/10	Unchanged. 211.8x 2026 consensus earnings; price 12.3% above fair value
Risk (10 = lowest risk) weight 10%		2/10 2/10	Unchanged at very high risk. Federal certification questions on the Cybercab remain open
Technical setup weight 6%		6/10 6/10	Unchanged. Above the 20- and 50-day, just below the 100-day, below the 200-day
Overall investment score weighted sum	48 / 100	48/100	Weighted sum 48.3, computed in code

Scored 1–10, where 10 is always best, including Risk. The 23 September report used the same direction for Risk, so its scores compare directly and no restatement was needed.

No score moved. The facilities were tested against Financial Strength and do not raise it, because they add borrowing capacity rather than cash generation. The delivery figures were tested against Growth Potential and Management and leave both where they were.

Recommendation

Rating: **AVOID**, reaffirmed on the same grounds as on 23 September. New money is not compensated at \$370.59: the price is 12.3% above a \$330 weighted fair value and above every case except the bull. The release that lifted the shares on 2 October was a volume beat with no margin, cash-flow or autonomy information, and the one segment that missed is the one carrying the margin. The name moves to Watchlist at \$330, the base-case fair value, or sooner if the 21 October results show automotive margins recovering with volume intact. No entry, stop or target is published.

What would change the view

Condition	Consequence	Why
Price at or below \$330	Watchlist	Base-case fair value
Automotive gross margin ex-credits recovering toward 20% on 21 October with volume intact	Watchlist	Shows the discounting was cyclical
Free cash flow clearly positive with capital spending still elevated	Upgrade	Shows the build is funded from operations
Robotaxi scaling beyond Texas with monitor-free miles up an order of magnitude	Upgrade, possibly by more than one notch	The condition that carries most weight
NHTSA finds the Cybercab non-compliant or requires human controls	Strong Avoid	Strikes the product the valuation leans on
A second quarter of operating margin near 1% with negative free cash flow	Strong Avoid	Turns a datapoint into a trend
Car-loan costs rising further alongside weakening consumer demand	Bear weight higher	Pressure on volume and price at once

Scenario analysis

Case	Prob.	What has to happen	Fair value
Bull	20%	Margins recover through the second half, the Cybercab is certified and scales beyond Texas, self-driving attach accelerates and Optimus shows early commercialisation	\$520
Base	47%	Volume holds near current levels at the cost of price, margins stabilise near depressed levels, capital spending stays heavy, and the robotaxi expands slowly and stays immaterial to revenue through 2027	\$330
Bear	33%	Price competition keeps operating margin near 1%, free cash flow deteriorates, the regulator forces a Cybercab redesign and the autonomy timeline slips	\$215
Weighted	100%		\$330

Probabilities sum to 100%. Weighted fair value = $0.20 \times \$520 + 0.47 \times \$330 + 0.33 \times \$215 = \$330.05$, verified in code. Case values are unchanged own estimates.

Two points of probability move from bear to base. Deliveries beating expectations with inventory falling makes a collapse in volume less likely in the near term. The move is small because the evidence that matters most, margin and the Cybercab's regulatory status, is still to come.

Final verdict

No, not at \$370.59. The quarter was better than feared on volume and worse than hoped on storage, and the company raised a large safety net of bank credit it says it will not touch this year. None of that moves the gap between a \$330 base case and a price that needs the bull case to work. The single biggest concern is still the multiple: more than 200 times this year's expected earnings for a business whose autonomy product is operating in one state and faces open federal questions. What must change is the price, toward \$330, or the evidence: margins on 21 October, and a Cybercab cleared to scale.

Sources

Tesla, Inc.: press release 'Tesla Third Quarter 2026 Production, Deliveries & Deployments', 2 October 2026, at ir.tesla.com; Form 8-K filed 29 September 2026 (Items 1.01, 1.02, 2.03). NHTSA special order on Cybercab certification, as reported by Electrek on 15 September 2026. Company-compiled delivery and storage consensus as reported by Drive Tesla Canada, 2 October 2026. Market reaction as reported by CNBC, 2 October 2026. Price of record: Alpha Vantage, 2 October 2026 close. Daily price and volume history: Twelve Data, 300-session series, with all indicators computed from it. Consensus, targets, ratings distribution, short interest and balance-sheet figures: S&P Global Market Intelligence via StockAnalysis.com, retrieved 3 October 2026. Broker actions and company notices: moomoo news, notice and research feeds, retrieved 3 October 2026. Macroeconomic figures: Federal Open Market Committee, BLS, Conference Board and US Treasury releases to 2 October 2026. Figures described as own estimates or calculations are not company-reported measures.

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