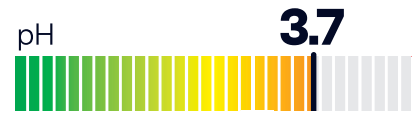


Tesla's pH Rating

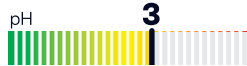


Public Statements Risk



Elon Musk is constantly making controversial statements. Tesla also has recurrent PR murmurs about racism at its factories, which inevitably dredge up his family history with emerald mining in Apartheid South Africa. The company seems to be constantly weathering new scandals.

Political Contributions Risk



Tesla is exactly in the middle of political contributions in terms of size for the auto sector, yet the company favors Democrats in a sector that favors Republicans.

Political Dichotomy Risk



Tesla leans Democratic, and has a mostly Democratic customer base.

Associational Risk



Musk is a risky figure who is often in the news for his controversial actions. Musk is also related to other risky figures, including Mark Zuckerberg and Kanye West.

Brand Visibility Risk



High search volume, and high brand exposure. Became a household name within a few years.



Tesla's pH rating