Tesla vs GM EV Business

2024 Financial Performance & Strategic Comparison

Executive Summary

Tesla dominates the EV market with significantly higher profitability, scale, and innovation velocity. Tesla's 2024 automotive revenue ($77B) dwarfs GM's EV business ($3-4B), while maintaining superior margins. Tesla's focus on autonomy and software differentiation positions it for continued leadership, though execution risks remain.

Tesla EV Market Share (US)	GM EV Market Share (US)	Revenue Scale Multiple
50-60%	10-15%	20-25x

Tesla 2024 Financial Highlights

Revenue

$97.69B

+1% YoY Growth

Automotive	$77.07B
Energy	$10.09B

Production & Deliveries

1.773M / 1.789M

Vehicles Produced & Delivered

Energy Storage	31.4 GWh

Gross Profit

$17.45B

17.9% Gross Margin

Automotive Margin	16.9%
Energy Margin	26.2%

Net Income

$7.09B

-56% YoY (2023: $15B with tax benefit)

2023 Tax Allowance	$6.54B

Cash Position

$36.56B

+$7.47B YoY Increase

Status	Self-Funded

Capital Expenditures

$11.34B

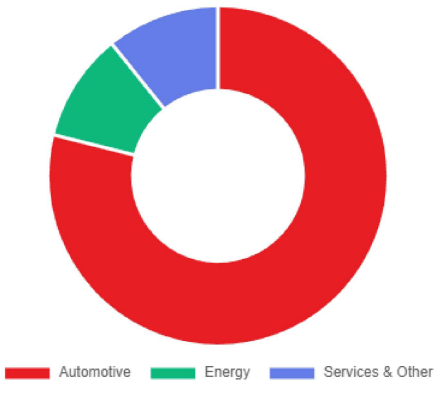
+$2.44B YoY Investment

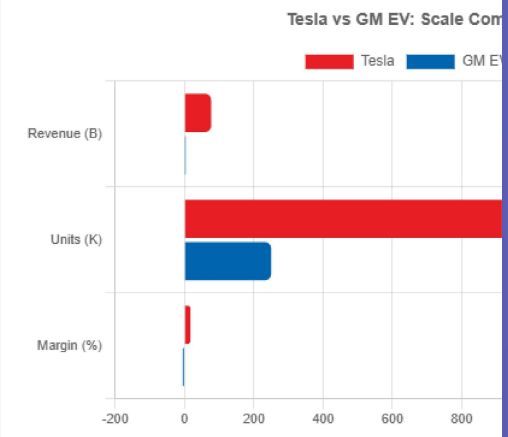
2025 Forecast	$11-13B

📈 Direct Financial Comparison: Tesla vs GM

Metric	Tesla (2024)	GM EV Business (2023-2024 Est.)	Advantage
EV Revenue	$77.07B	$3-4B	Tesla: 20-25x Larger
Deliveries/Sales	1.789M Units	200-300K Units	Tesla: 6-9x Higher
Gross Margin	16.9%	~9-10% (EV Loss/Low)	Tesla: +7-8pp Higher
Market Share (US)	50-60%	10-15%	Tesla: 4-6x Leader
Global Presence	6 Factories	Multiple (Hybrid)	Tesla: EV Dedicated
Profitability Status	Highly Profitable	Loss-Making EV Segment	Tesla: Profitable
Cash Position	$36.56B	Constrained by ICE	Tesla: Strong & Growing
Innovation Focus	FSD, Autonomy, Battery	Hybrid & Scale Strategy	Tesla: Software-First

💰 Revenue Composition Analysis





💡 Key Insight

Tesla's diversified revenue from energy storage (+27% YoY) and services provides financial resilience beyond vehicle sales. GM's EV revenue concentration and lack of profitability create vulnerability to market fluctuations and competitive pressure.

🏢 Company Positioning

🔴 Tesla's Strategic Model

🔵 GM's Strategic Model

- → Vertically integrated EV-only focus
- → Direct-to-consumer sales (no dealers)
- → Proprietary Supercharger network
- → Software differentiation (FSD, Autopilot)
- → Autonomous vehicle development
- → Global manufacturing footprint
- → 6 factories (Fremont, Austin, Sparks, Shanghai, Berlin, Monterrey planned)

- → Hybrid ICE + EV portfolio strategy
- → Traditional dealer network leverage
- → OEM battery partnerships (LG, Ultium)
- → Legacy automaker heritage & trust
- → Shared platform economies
- → Multiple product lines (Chevy, GMC, Cadillac)
- → EV transition from ICE manufacturing

🛒 Product Portfolio Comparison

Tesla Product Range

Vehicles:

- → Model 3 & Y (mass market)
- → Model S & X (premium)
- → Cybertruck (innovation)
- → Tesla Semi (commercial)
- → Cybercab/Robotaxi (R&D)

Energy Solutions:

- → Powerwall (residential)
- → Megapack (utility-scale)
- → Solar systems & Solar Roof

GM EV Product Range

Chevy EVs:

- → Chevy Bolt (mass market)
- → Chevy Equinox (crossover)

Premium EVs:

- → GMC Hummer EV (luxury SUV)
- → Cadillac Lyriq (luxury)

Development:

- → Plus full ICE portfolio
- → Hybrid variants

🎯 Key Differentiators & Competitive Advantages

Tesla's Competitive Moats

Supercharger Network | Full Self-Driving (FSD) | Battery Technology | Manufacturing Efficiency | Software Ecosystem | Brand Loyalty | Speed to Innovation | Vertical Integration

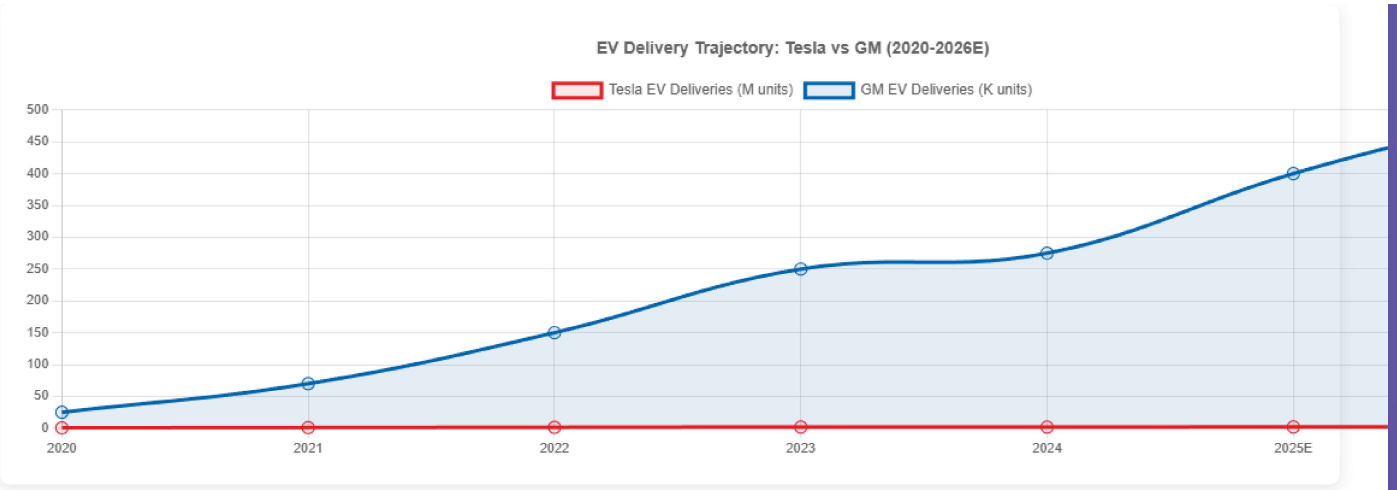
Direct-to-consumer model eliminates dealer margins, enabling price competition and superior customer data for AI/FSD development.

GM's Competitive Advantages

Dealer Network | Brand Recognition | ICE to EV Transition | Manufacturing Scale | Government Relationships | Platform Economics | Financing Infrastructure | Hybrid Offerings

Legacy dealer network provides service confidence; Ultium platform shares costs across brands and segments, supporting margin recovery as EV scale increases.

📊 Growth Trajectory & 2025 Outlook



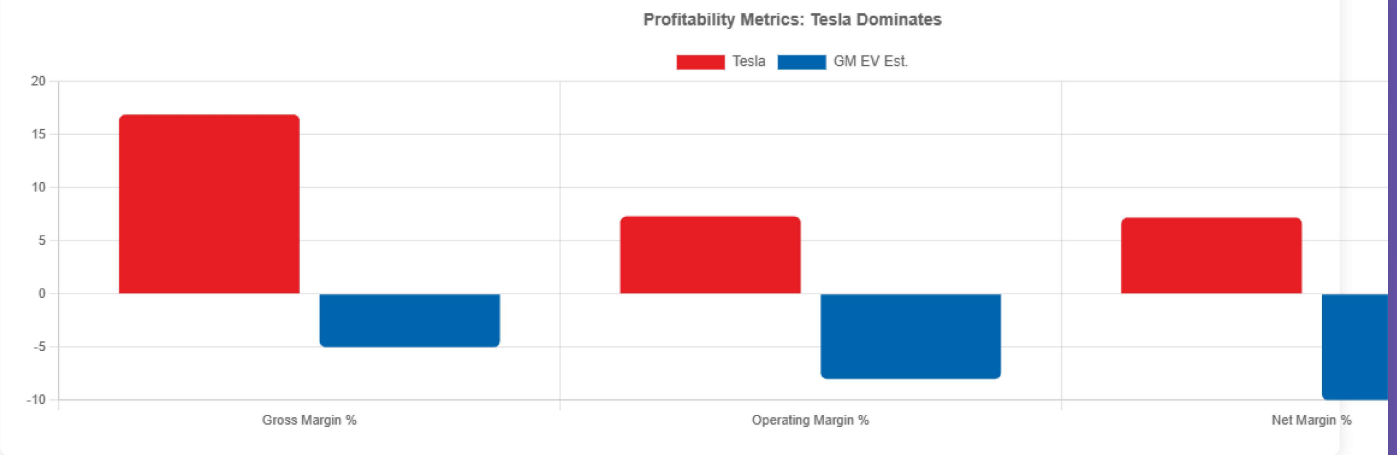
Tesla 2025 Growth Plans

- → Robotaxi business launch
- → Cybertruck production scaling
- → Energy deployments expansion
- → AI infrastructure (Cortex cluster)
- → Battery cost reduction programs
- → CapEx: $11-13B (factories & AI)
- → FSD adoption acceleration

GM 2025 EV Targets

- → 400K+ EV deliveries goal
- → Expand Ultium platform
- → New model launches (Blazer EV, etc.)
- → Supply chain stabilization
- → Dealer EV training programs
- → Price competitiveness push
- → Margin improvement focus

Profitability Deep Dive



💡 Critical Insight: Profitability Gap

Tesla's EV Gross Margin: 16.9% vs **GM's EV Segment: Loss-making to ~9-10%**

The profitability chasm reflects Tesla's manufacturing efficiency, battery cost advantages, and pricing power. GM's EV segment losses are due to high R&D amortization, battery supply costs, and production scale limitations. This gap widens as Tesla scales production while maintaining margins, while GM faces pressure to reduce EV losses through volume and cost reduction.

⚠️ Risk Assessment & Challenges

Tesla's Key Risks

Autonomy Regulation: FSD and Robotaxi scaling dependent on regulatory approval; safety recalls could damage reputation.

Demand Volatility: EV adoption sensitivity to oil prices, interest rates, inflation, and consumer preferences.

Production Delays: Cybertruck ramp, Tesla Semi scaling, and new factory startups face execution risks.

Supply Chain: Battery supplier dependencies (Panasonic, CATL); geopolitical disruptions (Red Sea, tariffs).

Competition: Legacy OEMs and Chinese EV makers (BYD, NIO) intensifying with subsidies and local advantages.

Margin Pressure: Price reductions to drive volume; balance between growth and profitability.

GM's Key Risks

EV Profitability: Current EV segment losses due to high costs and low scale vs. Tesla's efficiency.

Dealer Channel Challenges: EV margins compressed by dealer markups; direct sales pressure from Tesla model.

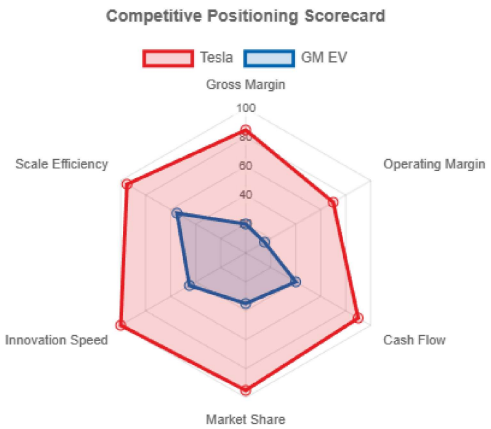
Technology Gap: Behind Tesla in autonomous driving, battery tech, and software ecosystem.

ICE to EV Transition: Structural shift cannibalizes profitable ICE sales; stranded ICE assets.

Supply Chain Constraints: Battery supply agreements (LG, SK Innovation) face cost and availability issues.

Market Share Loss: Tesla's dominance and Chinese EV makers eroding GM's EV market position.

📊 Margin Analysis: Tesla vs GM



Tesla Auto Margin	GM EV Margin	Margin Gap
16.9%	-5% to 10%	+7-22pp

🎲 Strategic Outlook & Scenarios

✅ Tesla Upside Scenario

→ Robotaxi deployment succeeds (2025+)

⚠️ Tesla Downside Scenario

→ Robotaxi regulatory delays extend

- → FSD adoption rates accelerate
- → Margins expand via Cybertruck ramp
- → Energy storage becomes 20%+ of revenue
- → Monterrey factory comes online
- → AI/Cortex becomes new revenue stream
- → Market cap justification solidifies

- → Competition erodes market share
- → Margin pressure from price wars
- → Cybertruck production misses targets
- → FSD adoption slower than expected
- → Geopolitical tensions disrupt supply
- → Economic downturn reduces EV demand

✅ GM EV Upside Scenario

- → Ultium platform drives cost parity
- → 400K+ EV deliveries achieved
- → Dealer network adds value prop
- → Battery costs decline sharply
- → China partnership (SAIC) expands
- → EV segment reaches profitability
- → Market consolidation favors majors

⚠️ GM EV Downside Scenario

- → EV losses persist beyond 2025
- → Tesla/Chinese EV take more share
- → Battery supply costs remain elevated
- → Dealer channel resistance continues
- → Platform economies don't materialize
- → Financing for EV factories stressed
- → Legacy ICE decline accelerates

📋 Final Verdict: Tesla vs GM EV Business

Winner: Tesla (Current Leadership)

Tesla's dominance is undisputed: 20-25x revenue scale, 4-6x market share, and 7-8 percentage point margin advantage over GM's EV segment. Tesla's profitability ($7B+ annual net income), strong cash position ($36.5B+), and software differentiation (FSD, Supercharger, AI) create durable competitive moats.

***However:** GM's upside potential exists if Ultium platform drives cost parity, EV scale reaches 400K+ units, and margin recovery materializes. GM's dealer network and brand trust provide a foundation, but execution risks are substantial. Tesla's execution on Robotaxi, Cybertruck ramp, and autonomy will likely widen the gap through 2025-2026.*

🏆 Tesla

- → Dominant market position
- → Superior profitability
- → Software differentiation
- → Autonomous capability lead
- → Strong cash generation

🎯 GM

- → Scale-up potential
- → Dealer service network
- → Platform cost reduction
- → Legacy OEM credibility
- → Diversified portfolio

🔮 2025-2026 Outlook

- → Tesla lead likely widens
- → Robotaxi inflection point
- → GM margin recovery critical
- → Chinese makers rising threat
- → Consolidation pressures mount

Data Source: Tesla 2024 10-K Filing; GM Financial Reports & Market Estimates | **Purpose:** Analytical Comparison for Investment & Strategic Context | **Disclaimer:** For illustrative purposes; consult full filings for complete information