TESLA TESLA CYBERTRUCK TESLA CYBERCAB

Tesla to end Cybertruck production as sales stall at ~10% of plan

Fred Lambert | Nov 6 2026 - 3:33 am PT | 78 Comments



Tesla is ending Cybertruck production. CEO Elon Musk announced early Friday that the automaker will "wind down" the electric pickup at Gigafactory Texas around the middle of 2027, about three and a half years after the first deliveries.

Musk says it's to make room for more Cybercab production. But Giga Texas isn't short on space. The Cybertruck is short on buyers, and it sells at roughly a tenth of the 250,000 units a year Tesla built its line for.

Here's Musk's full post on X:

> **Tesla will be winding down production of the Cybertruck at Gigafactory Texas around the middle of next year to make room for increased Cybercab production**
> — Elon Musk (@elonmusk) November 6, 2026

That's all he said. Nothing yet on how long Tesla will keep selling inventory or what happens to parts and service for existing owners.

Selling at a tenth of plan

Tesla doesn't break out Cybertruck deliveries. It lumps them into "Other Models," along with the Model S, Model X, and now the Semi.

That bucket tells the story anyway. Tesla delivered 8,295 "Other Models" in Q3 2026, down 48% year-over-year and the lowest since Q2 2021. With Model S and Model X production over since April, we estimated that 7,000 to 8,000 of those were Cybertrucks.

That's a pace of about 30,000 trucks a year. Tesla planned the Cybertruck line for 250,000 units annually, and its latest shareholder letter still lists more than 125,000 units of installed capacity. So the truck is selling at about 12% of plan, and roughly a quarter of what's actually installed.

The US numbers from Cox Automotive are worse. Cox estimates 3,519 Cybertruck sales in Q1 2026 and 3,744 in Q2, down from 14,416 in Q3 2024.

And not all of those were real customers. S&P Global Mobility data showed SpaceX bought 1,279 Cybertrucks in Q4 2025, and Musk's companies took 1,339 in total, about 19% of US registrations that quarter. If it wasn't for Musk's self-dealing, the Cybertruck would probably be dead already.

Tesla tried to fix demand. It launched a cheaper rear-wheel-drive version in 2025 and pulled it months later, then brought a cheaper dual-motor trim to customers this summer. And then it raised prices by $5,000 in August. The dual-motor now starts at $74,990.

None of it moved the needle.

Giga Texas has plenty of room

The "make room" explanation doesn't hold up. Giga Texas has more than 10 million square feet of factory floor, by Tesla's own count, and the Cybertruck line is already running at about a quarter of its installed capacity. Most of it is sitting idle.

The Cybercab also isn't at a volume where it's fighting anyone for floor space. Texas had 463 Cybercabs registered as of late October, and Tesla built a separate line for its "unboxed" manufacturing process.

If Tesla needs more Cybercab capacity down the road, it has the space. What it doesn't want is to keep paying for a truck with its own stainless steel body, its own castings, and its own supply chain at 30,000 units a year.

Electrek's Take

Let's call this what it is. Tesla isn't ending the Cybertruck because the Cybercab needs room. It's ending it because nobody's buying it at anything close to the volume Tesla planned, and supporting a low-volume vehicle this unique is expensive.

I wouldn't be surprised if Tesla lost a couple of billions on the Cybertruck experiment. Between R&D, pushing suppliers to produce 250,000 trucks per year, and deploying its own production line capable of 125,000 trucks per year, Tesla has invested billions. And with only ~70,000 trucks delivered in roughly 3 years, it probably never made any positive cash flow from the program.

Top comment by Gerald
Liked by
They are ju… …ey have discontinu… …was the Model Y in…
View all co…
The Cybercab… …re in. Tesla did the same… …free up Fremont for C… …"this didn't sell."
We've said it … …r-by-wire and rear-wheel st… …oduction pickup. But T… …at can't be sold in Europ… …a and New Zealand two…
It's truly a sig… …l electric truck design … …g the house on autonomy…

electrek
Electrek asks for your consent to use your personal data to:
Personalised advertising and content, advertising and content measurement, audience research and services development
Store and/or access information on a device
Learn more
Your personal data will be processed and information from your device (cookies, unique identifiers, and other device data) may be stored by, accessed by and shared with 210 partners, or used specifically by this site. We and our partners may use precise geolocation data. List of partners.
Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link at the bottom of this page or in the site menu to manage or withdraw consent in privacy and cookie settings.
Do not consent
Consent
Manage options

If you're buying a Cybertruck, purchasing it from Electrek's deal links helps us keep this site running. With electricity rates up almost 10% last year and expected to keep climbing, going solar is one of the best ways to protect yourself against rising costs. And with lease and PPA options, you can do it with zero upfront cost and start saving immediately. If you want to find the best deal, check out EnergySage. It's a free service with hundreds of pre-vetted installers competing for your business, so you save 20 to 30% compared to going it alone. No sales calls until you pick an installer. Get your free quotes here.

Add as a preferred source on Google

FTC: We use income earning auto affiliate links. More.

Featured
from electrek


Tesla hikes Cybertruck prices up to 10% after announcing it will kill production
Fred Lambert | Nov 6 2026


Lucid teases its cheaper sub-$50,000 Cosmos EV in new video and images
Fred Lambert | Nov 6 2026


Liebherr expands excavator range with new, 250-tonne electric mode
Jo Borrás | Nov 6 2026


Zoomlion says its new, 1,600 hp hybrid tractor is the world's most powerful
Jo Borrás | Nov 6 2026

Podcast

Wheel-E • 72min
7-seater e-bike, solar-powered scooter, more

Play Episode

Electrek • 51min
Rivian earnings, Waymo partners with Toyota, Ford bets on V2H for Fathom, and more

Quick Charge • 15min
Tesla Q4 numbers, more product delays, and some REAL EV charging innovation

Wheel-E • 75min
New Lectric and Priority e-bikes, friction drive kit, more

Electrek • 63min
Tesla earnings discussion, new BYD Seagull, Mustang Mach-E update, and more

Electrek • 68min
The Tesla Roadster episode

Powered by Jamx

Subscribe to Electrek on YouTube for exclusive videos and subscribe to the podcast.

Comments

Conversation 97 Comments
160 Viewing
Log in Sign up
What do you think?
Sort by Best
1 Person typing
EXPAND

AdChoices ▷ Sponsored

Guides

Tesla

Tesla is a transportation and energy company. It...

Tesla Cybertruck

Telsa Cybertruck will be released in 2021 with a...

Tesla Cybercab

Author

Fred Lambert | fredlambert

Fred is the Editor in Chief and Main Writer at Electrek.

You can send tips on Twitter (DMs open) or via email: fred@9to5mac.com

Through Zalkon.com, you can check out Fred's portfolio and get monthly green stock investment ideas.

Fred Lambert's Favorite Gear

Combat Edge

Get an edge on MMA with the best stats

EnergySage

EnergySage helps you get the best price possible on a home solar installation for free and without hassel.

electrek

Electrek asks for your consent to use your personal data to:

Personalised advertising and content, advertising and content measurement, audience research and services development

Store and/or access information on a device

Your personal data will be processed and information from your device (cookies, unique identifiers, and other device data) may be stored by, accessed by and shared with 210 partners, or used specifically by this site. We and our partners may use precise geolocation data. List of partners.

Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link at the bottom of this page or in the site menu to manage or withdraw consent in privacy and cookie settings.