The Gerald Loeb Award
For Visual Storytelling
“Tesla Model 3 Tracker”
Tom Randall and Dean Halford
Bloomberg News

We built our own model to estimate weekly output of the car that could make or break Elon Musk’s master plan.

181,197
Total cars

4,753
Per week

By Tom Randall and Dean Halford
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Tesla has accomplished something no other automaker can claim: It’s made a relatively affordable electric car, the Model 3, that hundreds of thousands of people are lining up to buy. The only problem is that Elon Musk and company can’t produce enough of them.

Sluggish output after the Model 3 launched in July 2017 frustrated fans and confounded Wall Street. That’s why Bloomberg built its own tool to estimate the number of Model 3s rolling out of the factory in Fremont, California. This projection relies on Vehicle Identification Numbers (VINs), unique strings of digits displayed on every new car sold in the U.S.

Our best estimate is that Tesla has manufactured 181,197 Model 3s so far—or 28,534 in the current quarter—and is now building approximately 4,753 a week. Those figures, and the charts below, represent Bloomberg’s latest estimates and will automatically update to reflect changes in the data. An update to the model on Oct. 2 adopted a 13-week trailing average for our weekly estimate.