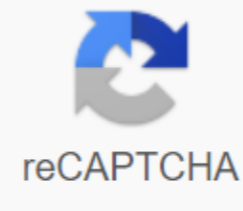




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## Tesla cyber truck fail

Elon Musk agreed with the suspicion many had that the Tesla Cybertruck got a lot of exposure thanks to its failed glass-strength demonstration. When Tesla unveiled Cybertruck last year, it created a lot of discussion, mostly about what it looked like. Some people focused more on the crazy specs and price, but many also talked about the unveiling itself. Tesla claimed that the electric pickup truck was almost bulletproof: The cybertruck is built with an exterior shell made for ultimate durability and passenger protection. Starting with an almost impenetrable exoskeleton, each component is designed for superior strength and endurance, from ultra-hard 30X cold-rolled stainless steel structural skin to Tesla armor glass. To demonstrate this during the unveiling, Tesla's chief designer Franz von Holzhausen threw a steel ball against both the prototype's door and windows. While the windows didn't shatter, they broke, and from the reaction of the designer and CEO, Elon Musk, it didn't look like it was going to happen. More memes were created around fail, and some went viral - bringing more attention to the unveiling and Tesla's new electric pickup truck. Some said the error was actually a net positive for Tesla, which managed to secure over half a million reservations for Cybertruck. Last week, during a Q&A with Hack Club, an organization that promotes computer programming in high school, Musk was asked by a student what was going through his mind when the ball broke Cybertruck's window. The CEO replied: Both Franz and I have thrown the ball at the window before the event. So it was pretty shocking that it didn't work at the time. Musk explained what he thinks happened: What I think happened is that when Franz used the sledgehammer on the door, I think we probably cracked one corner, and that's probably what led the steel ball cracking the window instead of just bouncing off, like when we were practicing. The CEO then elaborated on what went through his mind: Well, if the first window didn't work, don't worry, the second window would definitely work. We needed the window on the other side. It was a little surprising. Musk added that the fact that the fail attracted a lot of attention didn't make it that bad: It got a lot of attention, so I guess it wasn't that bad. We could always repeat it again. He ended up sharing a successful demonstration of the Tesla Cybertruck window resisting steel ball testing: Franz throws steel ball at the Cybertruck window just before launch. Guess we have some improvements to make before production haha. pic.twitter.com/eB0o4tIPoz — Elon Musk (@elonmusk) November 23, 2019 But the CEO admitted that the entire ordeal threw him off and made it hard to continue the disclosure event. He added that Tesla Cyberquad, electric ATV, and the demonstration demonstration loading it on Cybertruck probably saved the event. Later, Tesla ended up embracing cybertruck window-breaking mishaps and even turning into a T-shirt that the automaker started selling. Electrek's Take I think the fiasco was actually a net positive for Tesla. The fact that the window broke would never deter people who were already seeing and interested in Cybertruck. On the other hand, it probably brought hundreds of thousands if not millions more people to check the truck and the detection. While many of these people came to laugh at the accident, I'm sure that also quite a few decided to look more seriously at the electric vehicle. What do you think? Do you think the window-breaking fail was a net positive for Tesla and Cybertruck? Tell us more in the comments section below. FTC: We use income earning auto affiliate links. More. Subscribe to Electrek on YouTube for exclusive videos and subscribe to the podcast. media captionIn a demo for the new Tesla 'Cybertruck', Elon Musk had an embarrassing moment Elon Musk has revealed why the windows of Tesla's Cybertruck erupted during an embarrassing launch event. He blamed the incident for the order in which a demonstration had taken place. The vehicle was first hit with a sledgehammer in what appeared to be a successful demonstration of its armor body strength. But it had caused an unseen crack, revealed Musk, who had subsequently led to the windows smashing when they were hit by a steel ball. The futuristic vehicle was unveiled on Thursday in Hawthorne, California, where its stainless steel, angular design drew a mixed reaction from the audience. Responding to a fan on Twitter, Musk said the incident could easily have been avoided. Sledgehammer impact on the door cracked the bottom of the glass, which is why the steel ball didn't bounce off, he wrote. Should have made steel ball on the window, then sledgehammer door. Next time. Over the weekend, Musk tweeted footage of an earlier demonstration conducted behind the scenes just moments before launch, showing the windows defying the power of the steel ball. Despite the awkward accident, Tesla announced that it had received more than 200,000 orders for its Cybertruck after the demonstration. The company charges \$100 to reserve the vehicle, but the amount can be refunded if the customer later changes his mind. The success of the launch event has caused some speculation on social media the incident, viewed millions of times online, had been orchestrated to go viral. It's hard to say whether that one infamous moment is why Tesla has been able to get 200,000 deposits on Cybertruck, but all the extra attention certainly didn't hurt, said Jessica Caldwell, from vehicle marketplace Edmunds. Moments like that are why Tesla has such a passionate fan base: While most executives are hyper-rehearsed and and Elon Musk has never been afraid to show his human side, for good and evil. Tesla's fans are notorious for giving the company the benefit of the doubt and assuming that the technology will be sorted out when the truck actually goes on sale. Too weird? Tesla just wants to build something else. Tim Stevens/Roadshow In some cheeky comments over the weekend, Tesla CEO Elon Musk detailed his backup plan if the upcoming Cybertruck ends up a loser. It's not very complicated. In an interview with Automotive News published Sunday, Musk said Tesla will simply build a normal and copycat kind of pickup should Cybertruck fail. The Tesla CEO made fun of the cybertruck segment plans to invade and talked about the many trucks for sale. Market research? It was a big nope from Tesla, where Musk said the company spent zero time talking to owners of pickup trucks from rival automakers. The CEO told the publication Tesla simply made a truck that the company thought was awesome and acknowledged its unconventional appearance. In fact, Musk said the whole idea was to turn Cybertruck into a kind of futuristic fighting tank. If that's not what buyers want - although its reception indicates Tesla may have hit gold - Musk said Tesla will simply do what everyone else is doing and build a more typical type of truck. Seriously, that's the plan, according to Tesla's boss. Tesla did not immediately respond to a request for comment. Production of Cybertruck is scheduled to start next year, and we now know where Tesla plans to build it. During the automaker's Q2 earnings call, the automaker said it chose Austin, Texas as the home of a new Gigafactory to build the electric truck. See all pictures +34 More now playing: See this: Tesla Cybertruck: First Ride in pickup of the future Photo by FREDERIC J. BROWN/AFP via Getty Images The unveiling of Tesla's Cybertruck last week was full of surprises, but none more shocking than the broken windows. But Musk says he knows what went wrong and explained things on Twitter. Just before the metal ball test, von Holzhausen hit the door with a sledgehammer on stage to prove his durability (and unlike the glass it was fine), and Musk says this impact cracked the bottom of the glass, which is why the windows subsequently smashed when they were hit by the ball. The moment the first window of Cybertruck was smashed. This seems plausible, especially since Musk also shared a slow-motion video of von Holzhausen performing the same Test before the event, with the ball bouncing harmlessly out of the window. Window. Combined impacts probably weakened the glass, setting the stage for the final smash. (But why the rear window broke so well isn't clear: the passenger door didn't get whoever's sledged by sledgehammer.) Yup. Sledgehammer impact on the door cracked base of glass, which is why the steel ball did not jump out. Should have made steel ball on the window, "so" sledgehammer door. Next time...— Elon Musk (@elonmusk) November 25, 2019 At least it was smashed glass just a moment in an event that gave viewers plenty to talk about without incident on stage. The divisive design and impressive specs of Cybertruck have captured the world's attention, and since the unveiling Musk has been drip-feeding bits of information on Twitter to keep people engaged. Solar panels on the roof that charge the car as it is driving? We'll do it, Musk said. A new matte black finish? Yes, he says. The Tesla CEO even suggested a different, smaller version of Cybertruck would make sense in the long term. We'll have to wait and see how many of these promises become a reality (remember, Musk has been predicting Teslas will have full self-driving capability for years), but there's certainly a lot of interest in Cybertruck. On Monday morning, Musk announced that the company has received more than 200,000 pre-orders for the car, with no advertising & no paid approval. All it took was a few smashed windows instead. instead.