Problem faced by Tesla

There are many big companies like Ford, Chevrolet, etc., who have been manufacturing automobiles for decades. However, they are newcomers to the Electric Vehicle (EV) area. Even though they are lagging, they are catching up with their new car offers. Meanwhile, Nikola and NIO are the EV car manufacturers coming to the scene. Given that they are only developing EV from the scratch, there is a good chance that they may face manufacturing competitors.

Tesla is still struggling to become the high-quality, productive factory it aspires to be, but this may no longer be a selling factor in the future. There's also Tesla's software to consider. Tesla has been developing self-driving software that may be used not only in its own cars, but also by other automakers that wish to include autonomous driving capabilities in their vehicles. As it works through the problems of all-inclusive software, Tesla is beginning to provide limited self-driving software alternatives. One issue is that other businesses are developing extremely powerful self-driving technology, maybe even ahead of Tesla's software. Alphabet's autonomous driving software is one example.

Also, that translation isn't yet apparent in terms of selling this technology to other automobile makers. While Tesla emphasizes the use of cameras for self-driving, many cars today depend on laser sensor technologies.