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Tesla Energy

Competitor Signals · October 2026

A Competitor watch on Tesla's energy storage business: deployments, Megapack 3 and US cell supply. Read for a North American maker of modules, packs and containerized storage systems that buys LFP cells. Three signals from one cycle. Tesla reports Q3 2026 results on October 21, 2026.

#	SIGNAL	CONFIDENCE	HORIZON	STATUS
1	Tesla deployed 13.7 GWh of storage in Q3 2026, up from 13.5 GWh in Q2 but below the 15.9 GWh consensus Tesla itself published on September 29	Medium	Immediate (0–3 months)	Verified
2	Tesla began Megapack 3 production at its Texas plant in September 2026, with customer deliveries expected only toward the end of the year	Medium	Immediate (0–3 months)	Review
3	LG Energy Solution began LFP cell production in Michigan in August 2026, and Tesla is to source storage cells from the plant from 2027	Medium	Long-term (1–3 years)	Review

Every signal rests on two or more dated events. Confidence is published as a band. Where a signal sits below High, the reasoning names the evidence that is missing. Status says where the evidence stands: Verified, Review, or Inconclusive — we looked, and the evidence does not yet support a firmer call.

SIGNAL 1 OF 3

Tesla deployed 13.7 GWh of storage in Q3 2026, up from 13.5 GWh in Q2 but below the 15.9 GWh consensus Tesla itself published on September 29

MEDIUM Immediate (0–3 months) · Customer & Win/Loss Signals · **Verified**

Tesla reported 13.7 GWh of energy storage deployed in Q3 2026 on October 2, 2026. That is 0.2 GWh above Q2, so volume was flat. Tesla's own consensus release of September 29, 2026 put expectations at 15.9 GWh, a gap of 2.2 GWh.

REASONING

All three figures come from Tesla's investor relations site, so no outside estimate is needed. Tesla compiled the consensus itself, from 19 estimates with a median of 16.2 GWh. The band is held at Medium because the miss is against expectations, not against Tesla's own prior volume. Tesla remains the largest volume supplier in the tenders this reader enters.

PATTERN

Q1 2026: 8.8 GWh deployed, per Tesla's Q2 2026 update. July 2, 2026: Tesla reported 13.5 GWh for Q2. Q2 2026 10-Q: energy segment revenue rose to \$3,139 million from \$2,789 million a year earlier, while segment gross profit fell to \$640 million from \$846 million. September 29, 2026: Tesla published a Q3 consensus of 15.9 GWh for energy storage deployments. October 2, 2026: Tesla reported 13.7 GWh for Q3. October 21, 2026: Tesla is due to report Q3 results.

IMPLICATION

Tesla is still deploying at a high rate, but the ramp did not accelerate as the market expected. In Q2, revenue rose while gross profit fell, which points to lower prices or higher costs; the filing figures alone do not say which. The risk to this reader is losing specific bids where Tesla is a qualified supplier. The Q3 results on October 21 will show whether margins recovered.

RECOMMENDED ACTION

Within 30 days, check every active tender where Tesla may bid for firm lead times and delivery terms. Hold list prices until Tesla reports Q3 results on October 21, 2026, then review them.

SOURCES & WHAT THEY SIGNAL

- [Tesla Investor Relations — Q3 2026 Production, Deliveries and Deployments](#) — October 2, 2026 release: 13.7 GWh of energy storage deployed in Q3; Q3 results date.
- [Tesla Investor Relations — Q3 2026 Delivery Consensus](#) — September 29, 2026 consensus: 15.9 GWh, median 16.2 GWh, 19 estimates.
- [Tesla Investor Relations — Q2 2026 Production, Deliveries and Deployments](#) — July 2, 2026 release: 13.5 GWh deployed in Q2.
- [Tesla — Q2 2026 Update](#) — Quarterly deployments: 8.8 GWh in Q1 and 13.5 GWh in Q2 2026.
- [Tesla — Q2 2026 Form 10-Q](#) — Energy generation and storage segment revenue and gross profit, three months ended June 30, 2026 and 2025.

SIGNAL 2 OF 3

Tesla began Megapack 3 production at its Texas plant in September 2026, with customer deliveries expected only toward the end of the year

MEDIUM Immediate (0–3 months) · Product & Roadmap Signals · **Review**

Tesla's Q2 2026 update said Megapack 3 production would start in 2026 at its new Texas factory. Energy-Storage.News reported on September 4, 2026 that production had started at Brookshire, Texas. Deliveries are expected toward the end of 2026, and the site is planned for 50 GWh a year.

REASONING

Two dated events point the same way: a plan in Tesla's own update, then a production start reported by a trade outlet. The band is held at Medium and the status at Review because the start is reported by one outlet and Tesla has not yet reported shipments. The 50 GWh figure is a plan, not current output.

PATTERN

Q2 2026 update: Tesla said the Texas factory was nearing completion and that Megapack 3 production would start in 2026. September 4, 2026: Energy-Storage.News reported that Tesla had just started producing Megapack 3 at Brookshire, with deliveries expected toward the end of 2026 and a planned annual capacity of 50 GWh.

IMPLICATION

A new product from a US plant will enter utility and developer tenders in 2027. For this reader, the question is how bids compare on delivery certainty and US production, not only on price. Real volume depends on how fast the Texas plant ramps.

RECOMMENDED ACTION

This quarter, write a one-page comparison of your containerized system against Megapack 3 on delivery lead time, US content and warranty terms, using only published specifications. Update it when Tesla reports its first Megapack 3 shipments.

SOURCES & WHAT THEY SIGNAL

- [Energy-Storage.News — Inside Tesla's Megapack 3 as Texas production begins](#) — September 4, 2026: production started at Brookshire; deliveries expected toward the end of 2026; 50 GWh planned.
- [Tesla — Q2 2026 Update](#) — Megapack 3 production planned for 2026 at Megafactory Texas, which was nearing completion.

SIGNAL 3 OF 3

LG Energy Solution began LFP cell production in Michigan in August 2026, and Tesla is to source storage cells from the plant from 2027

MEDIUM Long-term (1–3 years) · Capacity & Operations · **Review**

Tesla's Q2 2026 update lists a Nevada LFP line of 7 GWh as an early ramp. Electrive reported on March 17, 2026 that LG Energy Solution would make LFP cells for Tesla storage in Lansing, Michigan. On August 19, 2026, Electrive reported that Lansing production had launched, with Tesla supply from 2027.

REASONING

Three dated items describe a US cell supply chain taking shape. The March report said neither company had confirmed the arrangement, and its details conflicted: a government release described a new \$4.3 billion plant, while Electrive reported the cells appear to come from the existing Lansing factory. That question is unresolved, so the status stays at Review and the band at Medium.

PATTERN

March 17, 2026: Electrive reported LG Energy Solution would supply LFP cells for Tesla storage from Michigan, with no comment from Tesla or LG Energy Solution. Q2 2026 update: Tesla listed Nevada LFP at 7 GWh, status early ramp. August 19, 2026: Electrive reported that LG Energy Solution had launched production at Lansing, that LFP cells for stationary storage were already underway, and that Tesla would source cells there from 2027.

IMPLICATION

Tesla is building US cell supply for its storage products. That could cut its exposure to import tariffs and shorten its delivery times from 2027. The same Lansing line is a US LFP source this reader could also approach.

RECOMMENDED ACTION

This quarter, ask your cell suppliers for US-made LFP quotes, including LG Energy Solution's Lansing output, and compare them with imported cells on landed cost and 45X eligibility. Note that Lansing volume committed to Tesla may limit what is available to others.

SOURCES & WHAT THEY SIGNAL

- [Electrive — LGES to supply cells for Tesla battery storage systems in Michigan](#) — March 17, 2026: reported LFP supply from Lansing; neither company had commented; plant details conflict.
- [Electrive — LG Energy Solution launches battery production in Lansing](#) — August 19, 2026: Lansing production launched; LFP storage cells underway; Tesla to source cells from 2027.
- [Tesla — Q2 2026 Update](#) — Supporting infrastructure table: Nevada LFP, 7 GWh, early ramp.

SET UP A SIGNAL ON YOUR QUESTION

A watch on your question runs every cycle.

These signals came from one cycle of a standing watch. Name a company, a market or a regulation, and the watch keeps running whether or not anyone opens the platform. Every signal arrives rated for confidence and horizon, with the dated events behind it and the sources that carry the weight.

See all the samples and tell us your question at ezassi.com/ezassi-signals-sample-library.

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