



TESLA CYBERTRUCK SPOTTED ON GLACIER IN ICELAND FOR PROMO REEL AHEAD OF LAUNCH

A Tesla Cybertruck was spotted on a glacier in Iceland for what appears to be the filming of a promo reel ahead of the vehicle's launch.

The start of Cybertruck deliveries is so close I feel like I can smell it.

If Tesla sticks to its latest production timeline for the Cybertruck, we are just weeks away from the start of [production](#) and the first deliveries to employees.

We have been following closely to determine if that's possible, and we have had a bunch of good signs lately, including Tesla Cybertrucks coming out of Giga Texas in numbers.

Tesla also shipped some of those vehicles around the country – seemingly for crash testing and regulatory approval.

Now we can add filming promotional content to the list. A Tesla Cybertruck was spotted on a glacier all the way in Iceland, and Tesla appears to be filming content with the vehicle:

That's likely promotional content that is going to be used as part of the launch event or media content for the PR push that generally comes with a vehicle launch.

Tesla has yet to announce a date for the Cybertruck launch, but CEO Elon Musk as talked about a delivery event at the end of the [third quarter](#), which would mean at the end of September.

Electrek's Take

That, along with the vehicles going around the country in the last few weeks, is a really good sign that Tesla is preparing to launch the Cybertruck imminently.

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