For reference only · Not an official brand view

BYD · OVERSEAS VOICE OF CUSTOMER · MONTHLY

BYD Overseas Sentiment Monthly

Passenger cars and pickups · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

+8%

±1.8% · 5550 items from consumers, creators and media

DATE

October 2026

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Executive summary

Overall +8%, leaning positive; Australia −2%, with negatives on the Shark 6 cybersecurity demo, spare-wheel recall and Sealion 5's three-star ANCAP rating

For reference only. Not an official brand view

Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +8% (±1.8%, 5550 items).

Seagull +14%; Spain, the UK and Germany are mainly launch coverage and reviews, leaning positive.

Sources of negative sentiment

Australia: ABC aired a demonstration of a Shark 6 being controlled remotely; 32,009 Shark 6 units were recalled because the spare wheel could detach.

The Sealion 5 received three ANCAP stars; a THB 100,000 cut in Thailand prompted resale-value debate.

Priority actions

Australia: publish what the Shark 6 software changes cover and when they roll out.

Australia and New Zealand: explain Sealion 5 safety improvements.

Thailand: pair price cuts with parts-supply and resale commitments.

Source: AutoMusic overseas sentiment monitor, BYD overseas content 16 Sep – 16 Oct 2026.

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Scope and method

Sentiment covers only consumers, creators and media; 5550 items this period, mostly from YouTube, X and news

For reference only · Not an official brand view

5550
Organic items (consumers 3584 · media 1723 · creators 243)

59
Items posted by official accounts and dealers, reported separately

6
Channels: YouTube, X, News, Reddit, Pantip, Telegram

Net sentiment

Of 5550 items this period, 1535 are positive and 1072 negative: (1535 − 1072) ÷ 5550 ≈ +8%. ± denotes the 95% interval in percentage points and reflects sampling variation only, not labelling error; groups under 30 items are reported without assessment.

Scope

Content published 16 Sep – 16 Oct 2026, by publication date. Comments are grouped by parent thread for event and concentration analysis; net sentiment and intervals are still computed item by item. 964 items have no identifiable market and are excluded from market figures only. There is no like-for-like competitor benchmark and no store-review data this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

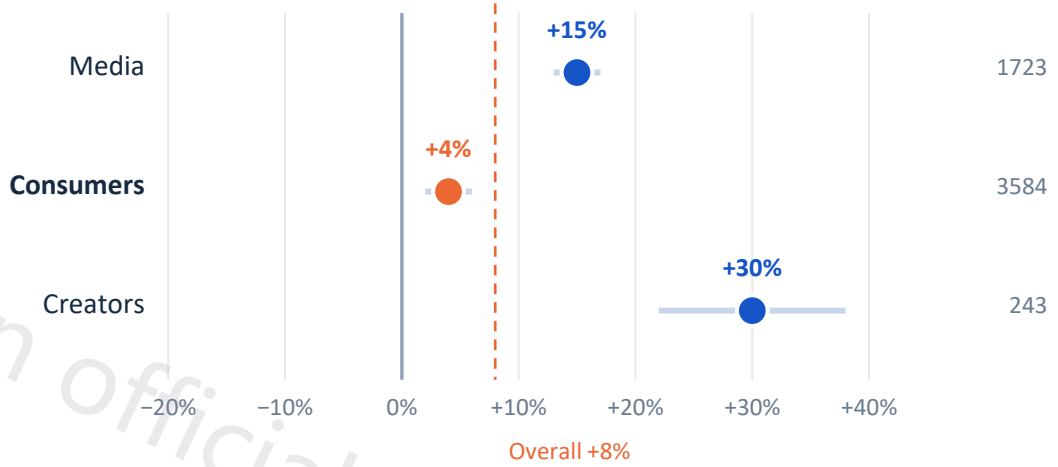
X +20% and news lean positive; YouTube −1%, with negatives mostly in Australian video comments

For reference only · Not an official brand view

Organic net sentiment by channel, 16 Sep – 16 Oct 2026, ≥ 30 items (dot = net, line = 95% interval)



Net sentiment by voice, 16 Sep – 16 Oct 2026, ≥ 30 items (dot = net, line = 95% interval)



Reading

Telegram (under 10 items) is not assessed. Pantip is a Thai forum where discussion centres on price cuts and parts. Items posted by official accounts and dealers are excluded.

Source: AutoMusic overseas sentiment monitor, by channel and by voice.

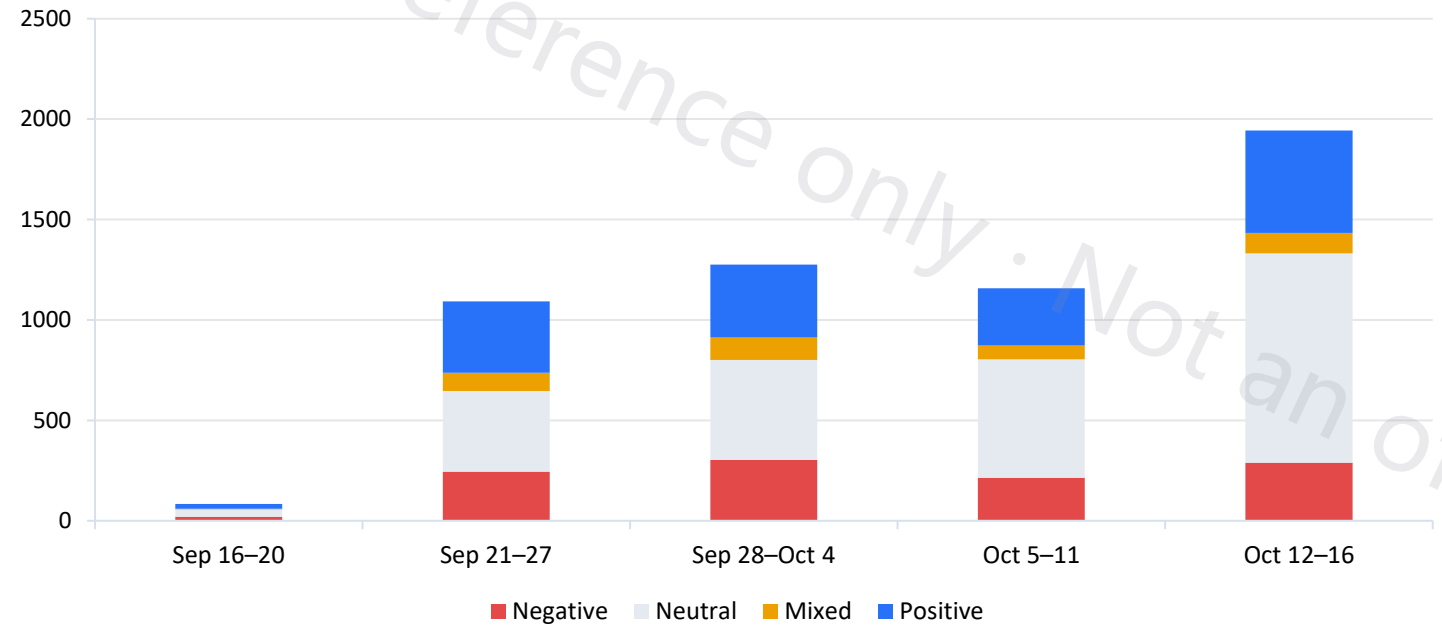
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

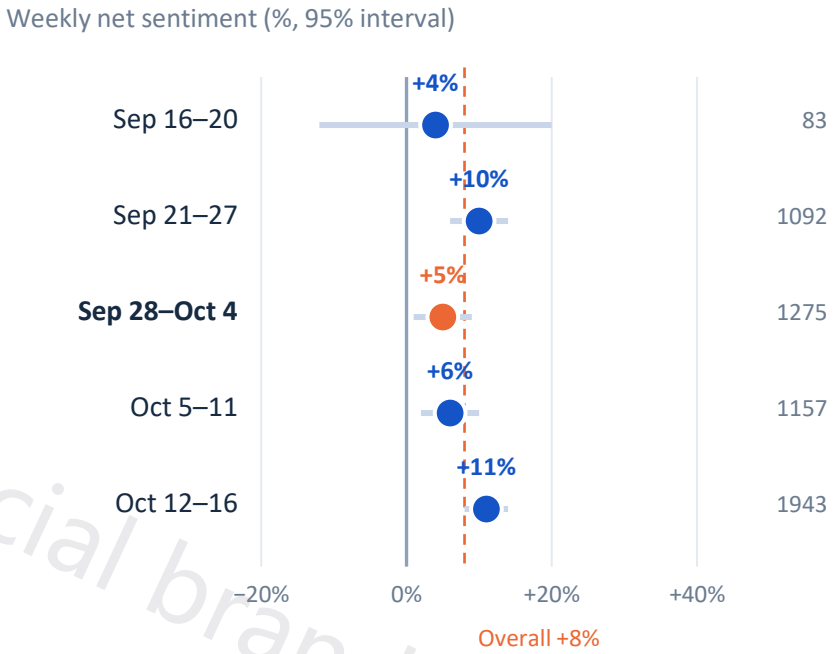
Weekly sentiment

From 21 Sep, weekly net sentiment ranged from +5% to +11%; the week of 28 Sep was lowest, with most negatives from Australia and the US

For reference only · Not an official brand view

Weekly organic items by sentiment, 16 Sep – 16 Oct 2026, weeks start Monday





Note

The week of 28 Sep has 304 negatives, 84 from Australia and 57 from the US (not monitored). The first week has only 83 items. The first and last weeks have 5 days each; weekly counts vary with collection scope and are not share of voice.

Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by market

Australia −2%, New Zealand −22%; European markets and Brazil are mainly launch coverage, leaning positive

For reference only. Not an official brand view



Market	Items	Threads	Negatives	Net
Australia	1032	163	281	−2% ±4%
Thailand	441	130	106	+5% ±7%
Spain	240	218	10	+21% ±6%
Brazil	224	180	28	+15% ±8%
Italy	154	106	33	+1% ±10%
New Zealand	54	16	22	−22% ±20%

Reading

For markets with ≥ 30 items, blue denotes net sentiment of +5% or above, red below −15%, and grey-blue in between; pale blue denotes markets under 30 items, shown without assessment. Item counts reflect the search design, not share of voice.

Market notes

Australia: negatives are spread across videos on the Shark 6 cybersecurity demo, towing range, Seagull air conditioning and power, and Atto 3 steering and pricing. Thailand: Pantip users say price cuts and model changes come too fast. Italy: 48 items from one Sealion 7 video. New Zealand: 38 items from one Shark 6 video.

Source: AutoMusic overseas sentiment monitor, by market; * under 30 items, listed only.

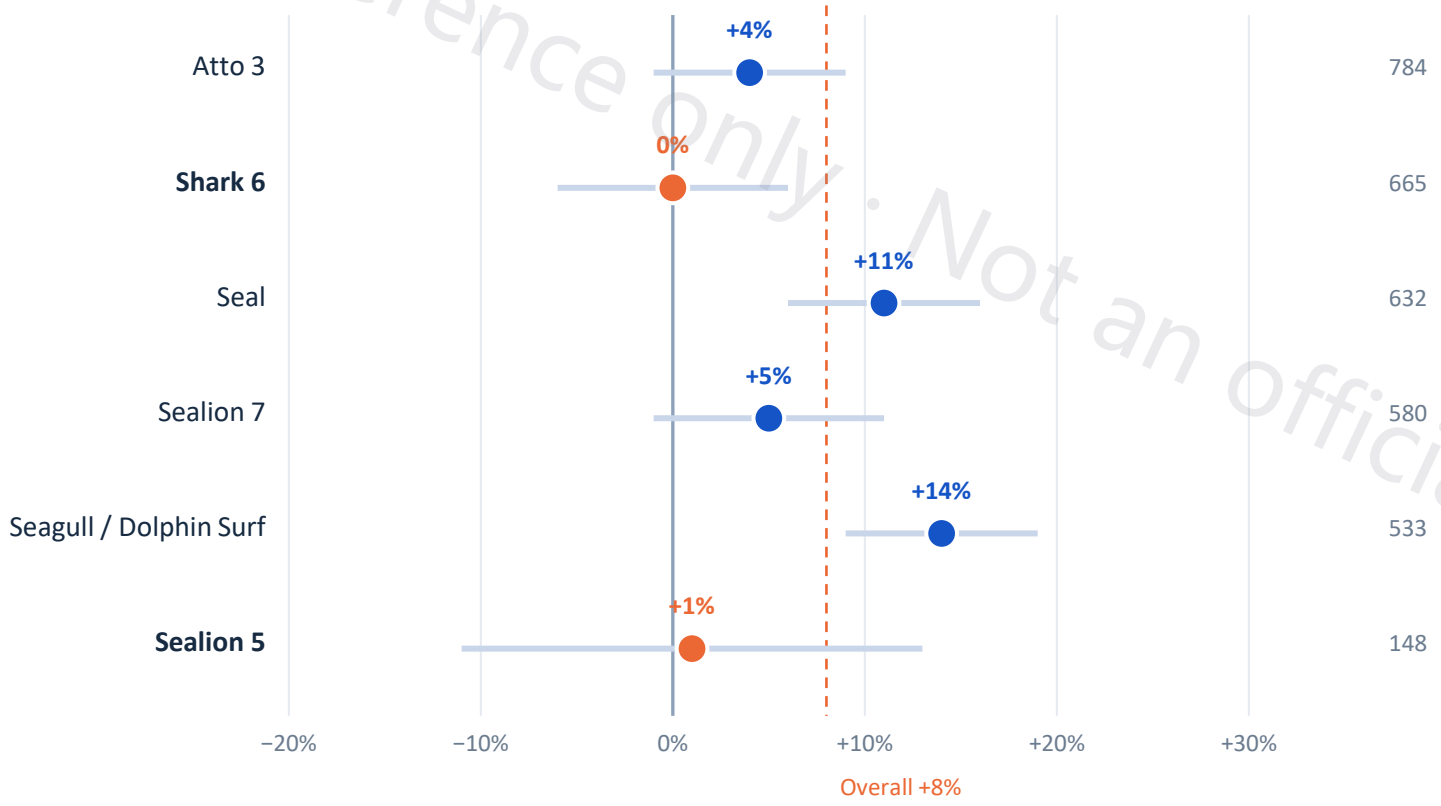
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

Seagull and Seal lean positive; Shark 6 0% and Sealion 5 +1%, where safety and recall discussion concentrates

For reference only · Not an official brand view

Net sentiment by model (%), by mention, 16 Sep – 16 Oct 2026, ≥ 30 mentions (dot = net, line = 95% interval)



Shark 6 0%

The cybersecurity demo, spare-wheel recall and towing range all centre on this model

Sealion 5 +1%

The three-star ANCAP rating and resale debate after the THB 100,000 cut in Thailand

Other models

Atto 8, Atto 2, Dolphin, Seal U, Denza Z9 GT and others are not charted

Source: AutoMusic overseas sentiment monitor, by model, models with ≥ 30 mentions.

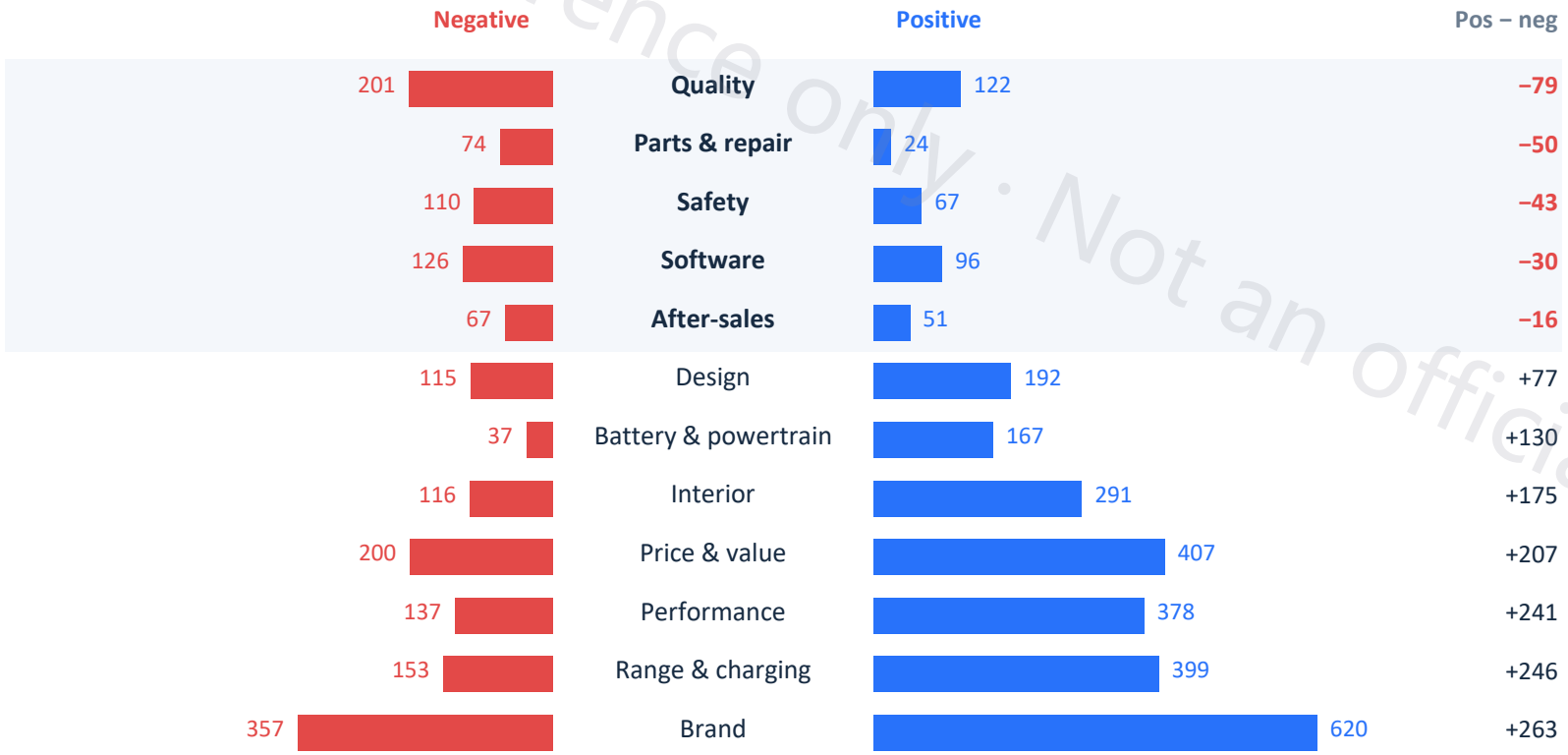
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality, safety, software, parts and after-sales lean negative; price, value, range and charging are clearly positive

For reference only · Not an official brand view

Negative and positive mentions by topic, 16 Sep – 16 Oct 2026, per (item × topic)



Quality · 201 neg / 122 pos

Reports of the Shark 6 spare-wheel recall and the Chinese pedal-assembly recall, plus build-quality doubts in US and Swiss video comments.

Safety · 110 neg / 67 pos

The Sealion 5's three-star ANCAP rating and the Shark 6 cybersecurity demo; 28 from Australia.

Software · 126 neg / 96 pos

38 from Australia, mostly the Shark 6 cybersecurity video; BYD says it will change some software.

Source: AutoMusic overseas sentiment monitor, topic and issue data, period findings.

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Recommendations

Respond to the Shark 6 cybersecurity demo and recall in Australia first, then the Sealion 5 rating and Thai resale concerns

For reference only. Not an official brand view

	Recommendation	Basis
1	Australia: publish what the Shark 6 software changes cover and when they roll out, respond to the ABC demo, and report recall progress	Safety and software negatives are concentrated in Australia
2	Australia and New Zealand: explain the plan to improve Sealion 5 safety equipment in response to the three-star ANCAP rating	Rating coverage was concentrated in Australian and NZ media
3	Thailand: pair price cuts with parts-supply and resale-value commitments	Pantip users say cuts come too fast and worry about parts

NEXT **Next month's report will track comments after the Shark 6 software changes and recall.**

Source: Recommendations by the author based on this period's data, not the brand's internal conclusions.

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Data limitations

Overall interval ±1.8% supports a direction; New Zealand and Italy each centre on one thread and are treated as events

For reference only. Not an official brand view

Sample size

Overall interval ±1.8%; markets and models under 30 items are listed without assessment.

964 items have no identifiable market and are excluded from market figures only.

New Zealand and Italy each centre on one thread; the Brazilian Seagull battery price comes from a single X post and is unverified.

Sentiment labels

Labels have not yet been checked against a human-annotated benchmark; no accuracy figure is published.

Intervals are computed item by item and ignore correlation among comments in one thread and labelling error.

Coverage

The US and Switzerland are not monitored markets; their items come from global searches.

No like-for-like competitor benchmark and no store-review data this period.

READING RULES **Where two 95% intervals overlap, no ranking is drawn; groups under 30 items are listed only; item counts are not share of voice.**

Source: AutoMusic overseas sentiment monitor, period findings (limitations).

Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.