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CHERY · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Chery Overseas Sentiment Monthly

Chery, OMODA, JAECOO · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

−12%

±1.7% · 7,634 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

Overseas sentiment is net negative, driven by the OMODA C5 rear-axle recall in Malaysia and JAECOO 5 pricing in Brazil; the Tiggo range and JAECOO 7 are positive

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Overall

Excluding content posted by the brands and their dealers, organic net sentiment over the last 30 days is −12% (±1.7%, 7,634 items from consumers, creators and media).

The Tiggo 7, Tiggo 8, Tiggo 9, JAECOO 7 and Arrizo are net positive; negative sentiment centres on the OMODA C5 and JAECOO 5.

Sources of negative sentiment

Malaysia −55%: 156 of 259 negative items mention the rear axle or recall, spread across 281 threads, a market-wide reaction.

Brazil −15%: 388 negative comments on pricing, concentrated under JAECOO 5 launch videos.

Negative sentiment in Thailand and Spain largely stems from single threads, treated as events.

First priorities

Malaysia: publish recall progress and the inspection method, and prepare a statement for other markets selling the car.

Brazil: review JAECOO 5 pricing and specification.

Thailand: verify how the flooded car was handled; state whether OMODA C5s sold there are affected.

Source: AutoMusic overseas sentiment monitor, Chery group 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 analysis covers consumers, creators and media only; official and dealer content is reported separately to exclude brand promotion from opinion measures

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7,634
Organic items (consumers 5,951 · media 1,488 · creators 195)

105
Items posted by official accounts and dealers, reported separately (net +39%)

8
Channels: news, YouTube, X, Reddit, Telegram, Pantip, Drive2, Drom

Net sentiment

This period: 1,722 positive and 2,612 negative out of 7,634 items: (1,722 − 2,612) ÷ 7,634 ≈ −12%. ± denotes the 95% interval in percentage points, reflecting sampling variation only, not labelling error; groups under 30 items are listed 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. 709 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.

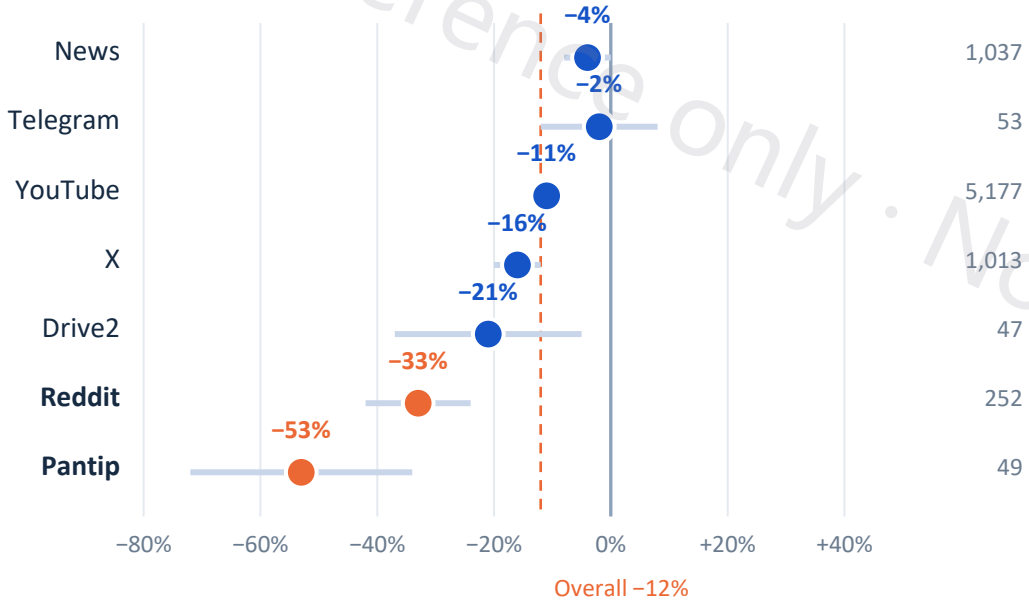
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Channels and voices

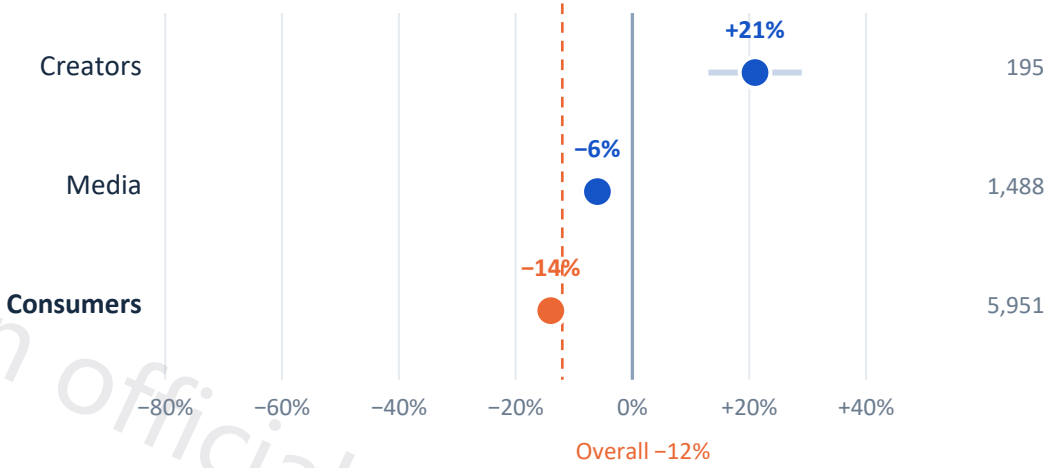
Consumers account for nearly four fifths of organic content and drive the overall result; Pantip and Reddit score lowest and creators are positive

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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 (dot = net, line = 95% interval)



Context

Media −6%, reflecting extensive recall coverage this period; consumers −14%, reflecting ownership and purchase attitudes. Pantip negatives come mostly from a repost of the Malaysian registration suspension; other channel differences have not been broken down. The 105 items posted by official accounts and dealers (+39%) are excluded.

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

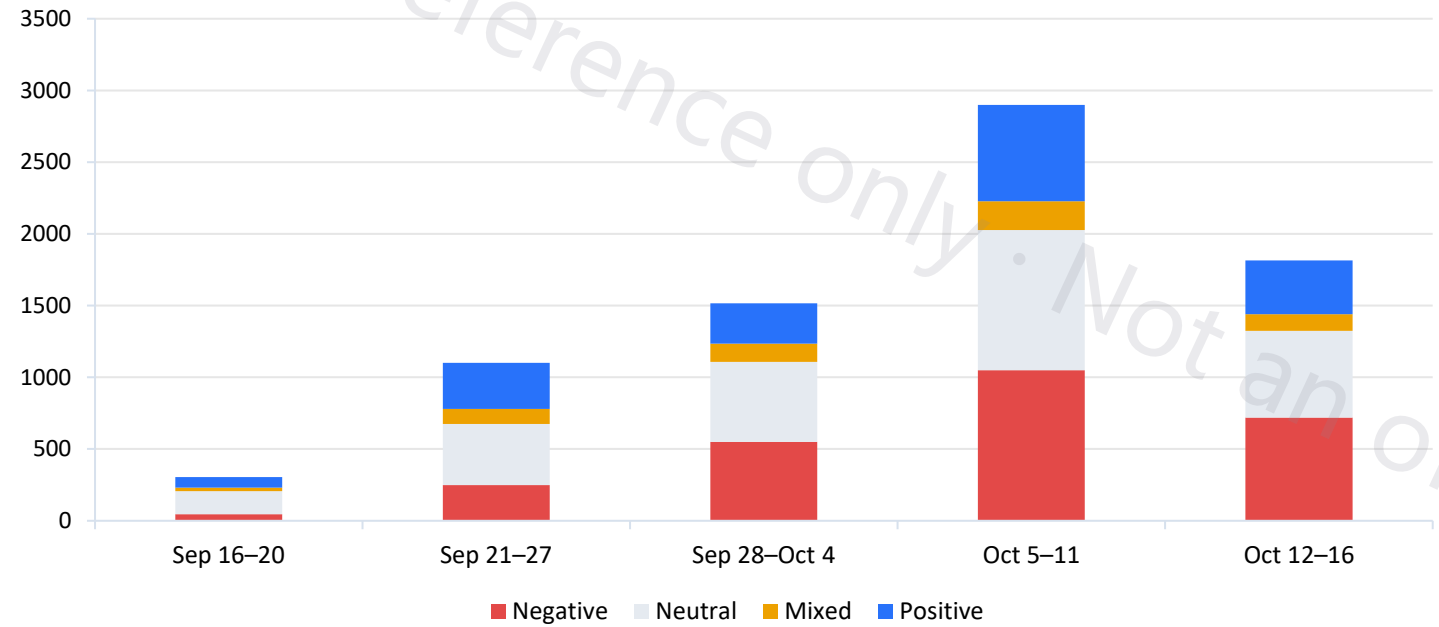
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Weekly sentiment

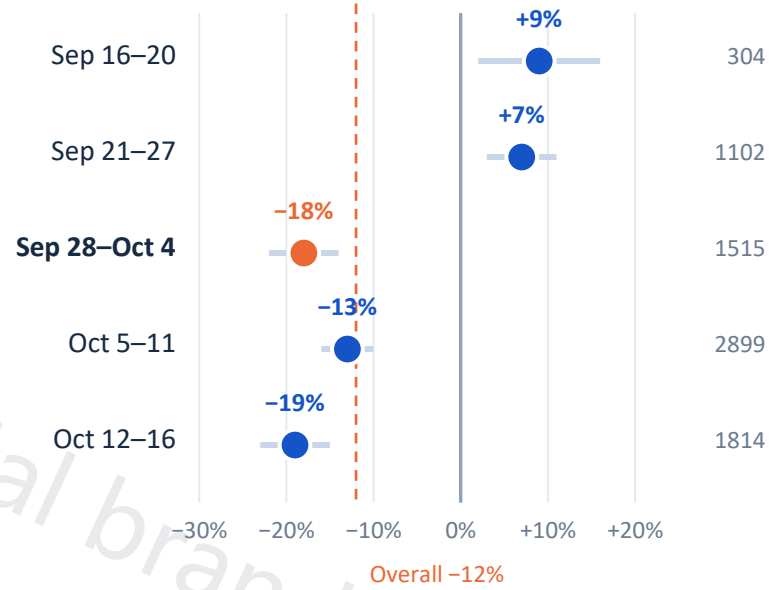
Net sentiment turned negative in the week of Sep 28 (+7% → −18%) and all three weeks from Sep 28 were below −10%; Brazil pricing drove the turn, OMODA C5 quality dominated from the week of Oct 5

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



Weekly net sentiment (%, 95% interval)



Main negatives by week

Week of Sep 28: 549 negatives, 295 on price and 361 from Brazil. From the week of Oct 5, quality/reliability led (402, then 382). Dashboard negative alerts first fired for Brazil and JAECOO 5 on Sep 30, OMODA C5 on Oct 6 and Malaysia on Oct 7. First and last weeks are 5 days; weekly counts follow collection scope and do not measure buzz.

Source: AutoMusic overseas sentiment monitor export (consumers, creators and media), weekly totals; alert dates are first triggers of the dashboard alert rule.

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

Negative sentiment in Malaysia spans 281 threads, indicating a market-wide reaction; single threads dominate in Spain, Colombia and Mexico

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Market	Items	Threads	Top thread share of negatives	Net
Malaysia	428	281	20%	−55% ±6%
Spain	331	82	76%	−23% ±9%
Thailand	517	88	34%	−17% ±6%
Brazil	1,785	197	16%	−15% ±4%
Russia	919	265	25%	−11% ±5%
Indonesia	476	138	25%	−10% ±6%
Pakistan	255	36	40%	+9% ±9%
Australia	161	53	40%	+10% ±12%
Colombia	206	12	81%	+11% ±10%
UK	470	107	38%	+12% ±6%
Mexico	235	76	56%	+16% ±9%

Legend

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. Orange cells mark markets where one thread accounts for over half of negative items.

Source: AutoMusic overseas sentiment monitor, period summary data; monitored markets with ≥ 150 items, sorted by net sentiment.

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.

Key events this period

The Malaysian axle case concerns driving safety and is discussed across many threads, providing the strongest evidence; other events centre on launch videos or single threads

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Market · model	Source and independence	Event	Reported consequence	Checks
Malaysia · OMODA C5	281 threads; the largest accounts for only 21% of negative items; 156 of 259 mention the axle or recall	On 6 Oct an OMODA C5 lost its rear axle while driving in Johor Bahru; the second rear-axle recall after a 2024 welding issue	Media report a recall of 8,878 cars and JPJ suspending type approval; Vietnamese media quote Chery saying some welds lacked strength	Official recall and approval documents; whether cars in other markets are affected
Brazil · JAECOO 5	388 negative pricing comments; 22 threads	A launch video titled "too expensive"; HEV from R$154,990	Commenters repeatedly compare it with hybrid rivals	Pricing and specification comparison
Thailand · JAECOO 5	Top thread: 34% of negative items	A video of an owner's experience after a flood; Pantip users ask whether OMODA C5s sold in Thailand share the axle issue	Early buyer discontent	How the flooded car was handled; whether Thai cars are affected
Indonesia · JAECOO 5 EV	An owner's post listing shortcomings	List of shortcomings; no portable charger supplied; 41 negatives also concern the axle case	None reported	Standard equipment communication
Spain	One thread: 76% of negative items	OMODA 9 video comments: long-term owners value reliability, resale and established brands	None reported	Monitor as an event only

ALSO NOTE **Russian negatives are spread across 265 threads; the largest is a short OMODA C7 review where several owners say their cars pull to the right. All 74 Vietnamese items are news relaying the Malaysian axle case.**

Source: AutoMusic overseas sentiment monitor, period findings; recall numbers and regulatory action come from media reports; official documents were not obtained.

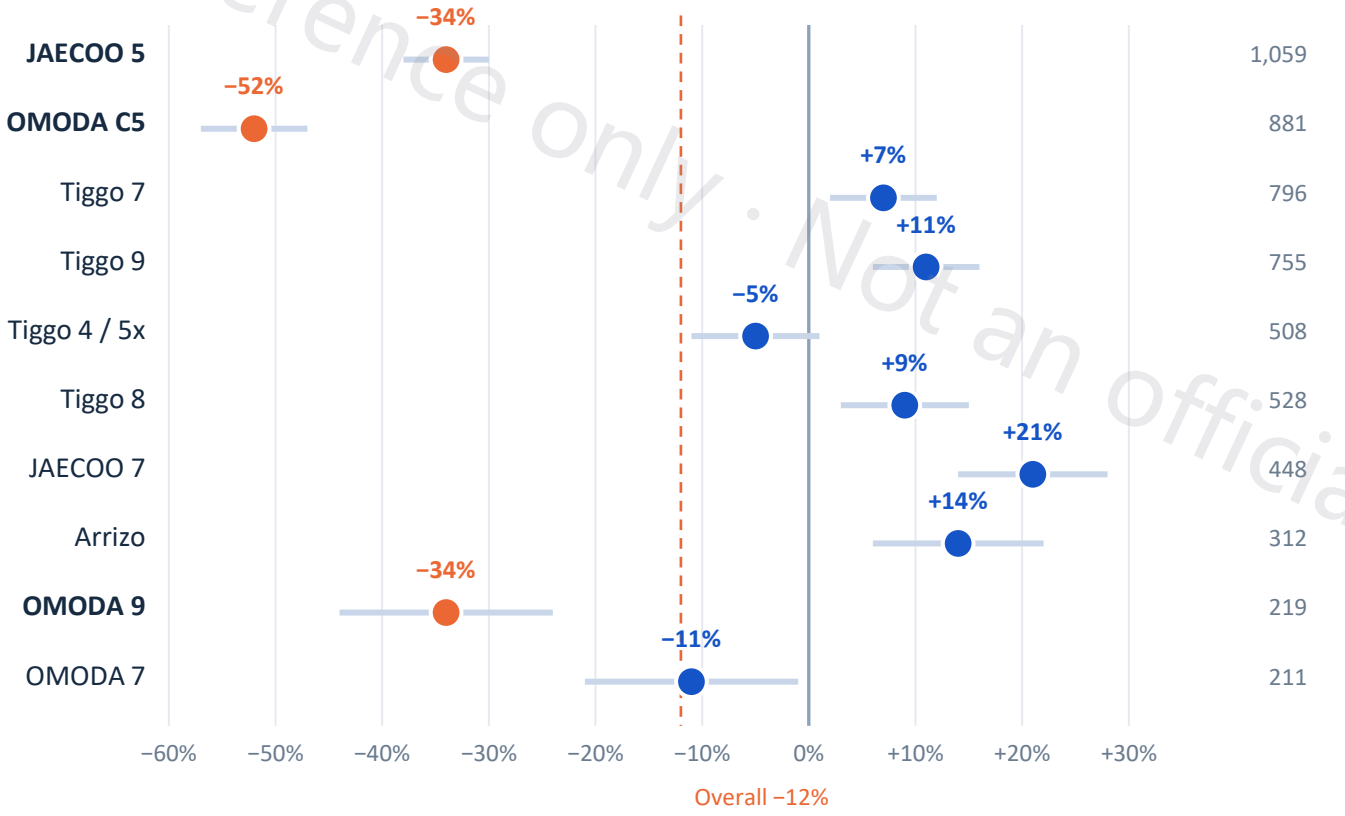
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

The JAECOO 5 and OMODA C5 feature frequently, with net sentiment well below the overall figure; the Tiggo 7, 8, 9, JAECOO 7 and Arrizo are positive

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Net sentiment by model (%), by mention, 16 Sep – 16 Oct 2026, ≥ 200 mentions (dot = net, line = 95% interval)



JAECOO 5 −34%

Most mentioned; negative views on Brazilian pricing, the Thai flood video and an Indonesian EV owner's list

OMODA C5 −52%

Sentiment reduced by the axle failure and recall

Positive core models

Tiggo 7 +7%, Tiggo 9 +11%, Tiggo 8 +9%, JAECOO 7 +21%, Arrizo +14%

Source: AutoMusic overseas sentiment monitor, period summary data, models with ≥ 200 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.

Negative and positive mentions by topic

Quality and safety: negative mentions far outnumber positives; design, brand reputation, performance and range are net positive

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



Quality · 1,080 neg / 191 pos

Malaysia has the most negative quality mentions (225), linked directly to the OMODA C5 axle case.

Safety · 283 neg / 43 pos

The axle failure is a driving-safety issue; discussion spread from Malaysia to Indonesia, Vietnam, Thailand and Turkey.

Price & value · 641 neg / 564 pos

Brazil: comments reject JAECOO 5 pricing; 388 price negatives come from Brazil.

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.

Issues ranked by consequence

Safety and quality rank first because the axle failure has triggered a recall and regulatory action; pricing is second; parts and resale draw fewer, largely negative mentions

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Rank	Issue	Evidence	Ranking rationale
1	Safety and quality	Quality 1,080 neg / 191 pos, safety 283 / 43; OMODA C5 axle failure	Driving-safety issue with a recall and regulatory action, discussed across several markets
2	Pricing	Price and value 641 neg / 564 pos; JAECOO 5 in Brazil	Affects purchase decisions
3	Parts, repair and resale	Parts and repair 137 / 36, resale 88 / 24	Compounds the quality issue for used-car values

Source: Author's judgement, based on topic data and conclusions of the AutoMusic overseas sentiment monitor.

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

Address the Malaysian recall first: it involves driving safety and discussion has reached other markets selling the car

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	Recommendation	Basis
1	Malaysia: publish recall progress, the inspection method and the number of cars processed, and clarify whether the same model in other markets is affected; prepare a statement for Indonesia, Vietnam, Thailand and other markets selling the car	156 of 259 negative items cite axle or recall
2	Brazil: review JAECOO 5 pricing and specification against the hybrid rivals repeatedly cited by commenters	388 negative price comments: 22 threads
3	Thailand: verify how the flooded JAECOO 5 was handled and state whether OMODA C5s sold in Thailand are affected by the axle issue	Top thread: 34% of negative items; Pantip users ask
4	From next period, report thread concentration routinely; negative sentiment in Spain, Colombia and Mexico comes from single threads, treated as events only	Top thread share: 76% / 81% / 56%

NEXT STEP **Start item 1 this month; next month's report will compare recall progress with sentiment in Malaysia and Indonesia to judge the response.**

Source: Author's recommendations based on this period's sentiment data, not Chery 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.

Limitations

Use the data for broad patterns and relative gaps, not individual point changes

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Sentiment labels

Sentiment labels have not been checked against human reference labels, so accuracy is not published.

Intervals are computed item by item and ignore correlation within threads and labelling error.

Coverage

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

Market item counts reflect search terms and market settings, not share of voice.

Markets and models under 30 items are listed, not assessed.

Event sources

Recall numbers and regulatory action come from media reports; no official documents were obtained.

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

READING RULES **Where two 95% intervals overlap, no ranking is made; groups under 30 items are listed, not judged; 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.