EVENT FLASH

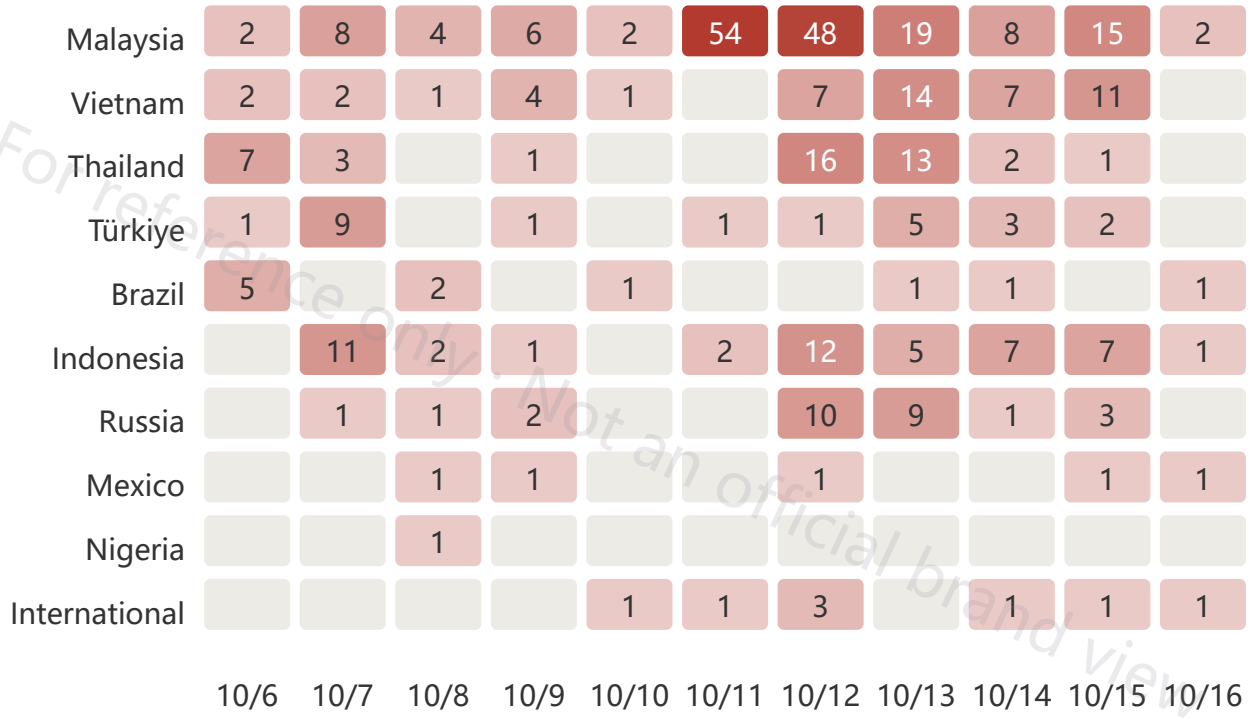
OMODA C5 rear-axle event flash

Chery Group (incl. Omoda, Jaecoo, Exeed, Jetour) · 2026-10-06 – 2026-10-16

> **In the 11 days after the Malaysian rear-axle failure on 6 October, 507 negative items appeared across 19 markets and 372 threads; the largest thread holds only 6%, making this a cross-market product-quality event**

507	372	19	6%
Negative items	Threads	Markets with negatives	Largest thread share

Daily negative items by market, 2026-10-06 to 2026-10-16 (darker = more)



For reference only. Not an official brand view.

First appearance and volume by market

Market	First seen	Negatives	Threads	Main channels
Malaysia	2026-10-06	168	150	News (Google News) 84, X 73
Vietnam	2026-10-06	49	49	News (Google News) 49
Thailand	2026-10-06	43	14	Pantip 22, X 13
Türkiye	2026-10-06	23	17	X 23
Brazil	2026-10-06	11	7	Reddit 5, News (Google News) 4
Indonesia	2026-10-07	48	48	News (Google News) 43, X 4
Russia	2026-10-07	27	27	News (Google News) 24, Telegram 2
Mexico	2026-10-08	5	5	News (Google News) 4, X 1
Nigeria	2026-10-08	1	1	X 1
International	2026-10-10	8	8	News (Google News) 8

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.

Assessment

- Scale: the negative share of OMODA C5 mentions rose from 6% before 6 October (114 mentions) to 72% after (767 mentions).
- Spread: on day one (2026-10-06) it appeared in Malaysia, Thailand and Brazil; the next day in Indonesia, Russia and Saudi Arabia; Mexico on 2026-10-08. 10 markets have at least 3 negative items. Malaysia leads with 168, then Indonesia 48 and Russia 27, the latter two mostly local news pickups.
- Nature: negatives are spread over 372 threads, a market-level reaction. News (229) and X (198) dominate; YouTube has only 9, so most discussion is coverage and reposts, with few first-hand owner reports.
- Background (per media reports): the car lost its rear axle while driving in Johor Bahru; reports say Chery recalled close to 9,000 units and that the local regulator suspended the model's type approval; this follows a 2024 recall for rear-axle welding.

What to watch

- Whether owners in other markets selling the OMODA C5 (Omoda 5) report the same failure. So far negatives elsewhere are mostly news pickups.
- Official statements from the Malaysian regulator and Chery: recall scope, inspection method, and whether other markets get the same message.
- Negatives peaked on 2026-10-12 (112 items). Next period, track whether the OMODA C5 negative share returns towards its pre-event 6%.

Most-engaged voices (anonymised, original language)

> X · Thailand · 2026-10-06 · 4,993 engagements
> เกิดอุบัติเหตุกับรถไฟฟ้าจีน Chery Omoda 5 ในมาเลเซีย MY เจ้าของรถเล่าว่า ขับตามปกติอยู่ดี ๆ จู่ ๆ ได้ยินเสียง “แก๊ก” ก่อนจะมีเสียงโลหะกระแทกพื้นถนน แล้วพบว่าเพลาหลังหลุดออกมา ทั้งยวง 😅 เหตุเกิดใกล้ห้าง AEON Tebrau รัฐยะโฮ

> X · 2026-10-13 · 1,349 engagements
> Z chińskiego samochodu Omoda 5 odpadła tylna oś. Bez uderzenia, bez kolizji. Malezyjski urząd wstrzymał homologację dla tego auta. Jego rejestracja w tym momencie jest niemożliwa. Wyniki kontroli wykazały, że niektóre

> X · 2026-10-06 · 881 engagements
> 今天几个小时前刚刚发生，在马来西亚柔佛州新山市，中国产的奇瑞汽车欧萌达（Chery OMODA 5）整根后轴梁连两侧车轮掉在车尾路面上。2024年，同一款奇瑞车发生过类似事故。见图4。

Data: 52 overseas sentiment monitor, public content from consumers, creators and media (brand and dealer accounts excluded). Event scope: items mentioning Omoda C5 negatively with negative topics including Quality & reliability, Safety. Counts reflect collection scope, not total online volume; sentiment is model-classified, human review in progress.

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