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CHERY · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Chery overseas voice of customer

Chery, OMODA, JAECOO, Jetour · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

–4%

±1.3% · 12664 items from consumers, creators and media

DATE

November 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 −4%, against −12% last period; the rear-axle issue has become a multi-country recall; the 24 newly added European countries total −3%, with the UK at −17%

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Overall

Excluding content from the brands and their dealers, organic net sentiment is −4% (±1.3%, 12664 items from consumers, creators and media).

Europe: 2,969 items from 24 countries at −3%; Spain +14% and Greece +40% lean positive.

Tiggo 7 +9% and Tiggo 9 +13% are positive.

Sources of negative sentiment

586 items mention the rear axle or a recall, 347 of them negative; South Africa's consumer commission announced a recall of 23,667 vehicles.

UK −17%: most negatives sit under an OMODA 7 teardown and a JAECOO 7 one-year depreciation video.

Brazil −4%: the three videos with the most negatives are all OMODA E5 reviews, mostly on price.

Priority actions

Publish affected models, batches and repair progress by market, starting with South Africa, Australia, Indonesia and Malaysia.

State the findings on the 7 November Tiggo 4 / 5x accident in Malaysia.

Brazil: review OMODA E5 pricing and answer the crash-repair cost of the nose-mounted charge port.

Source: AutoMusic overseas sentiment monitor, Chery group overseas content, 17 Oct – 14 Nov 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

Organic figures count consumers, creators and media only; official and dealer content is reported separately so that brand publicity is not counted as word of mouth

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12664
Organic items (consumers 10002 · media 2345 · creators 317)

470
Items posted by official accounts and dealers, reported separately

10
Channels: YouTube, News, TikTok, X, Reddit, Instagram, Telegram, Pantip, Facebook, Drom

Net sentiment

Of 12664 items this period, 3109 are positive and 3674 negative: (3109 − 3674) ÷ 12664 ≈ −4%. ± 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 17 Oct – 14 Nov 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. 862 items have no identifiable market and are excluded from market figures only. Sales markets in Europe, Latin America, the Middle East and Asia-Pacific and the TikTok, Instagram and Facebook channels were added, so comparison with last period is directional only. There is no like-for-like competitor benchmark and no store-review data this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

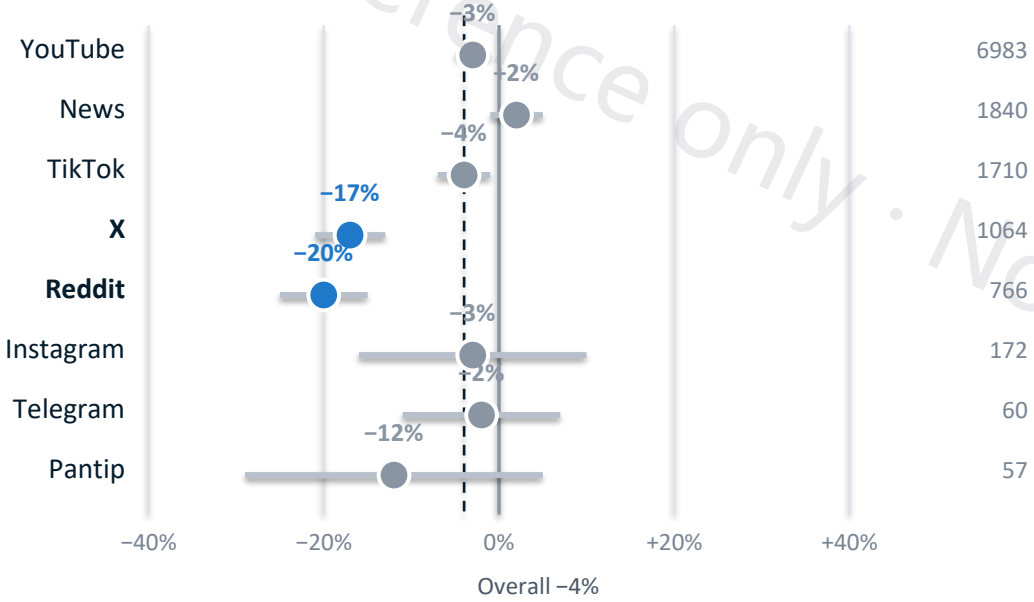
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Channels and voices

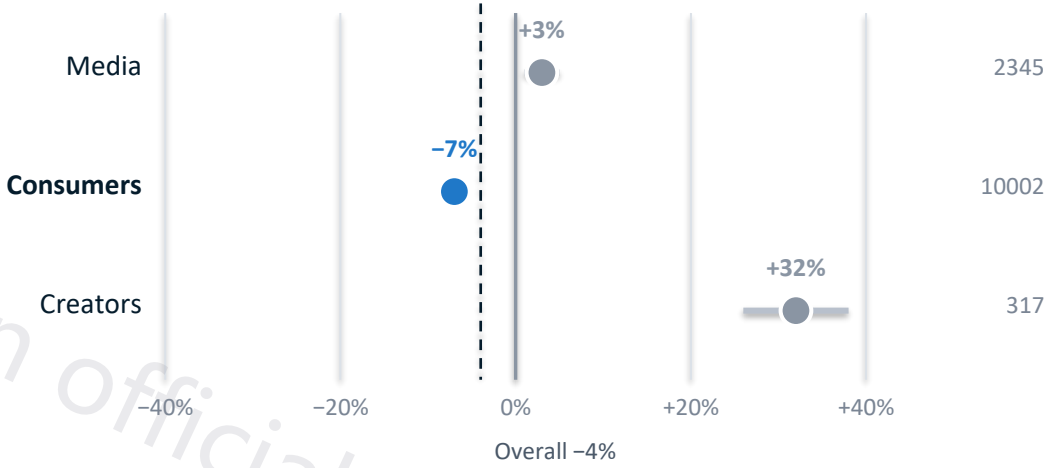
X −17% and Reddit −20% are lowest; YouTube −3%; creators are positive and consumers set the overall reading

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Organic net sentiment by channel, 17 Oct – 14 Nov 2026, ≥ 30 items (dot = net, line = 95% interval)



Net sentiment by voice, 17 Oct – 14 Nov 2026, ≥ 30 items (dot = net, line = 95% interval)



Reading

X was collected the same way and reads close to last period (−16% to −17%). Media are at +3%, with recall coverage offsetting new-car coverage; consumers at −7% reflect ownership and purchase attitudes. Content from official accounts and dealers is excluded.

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

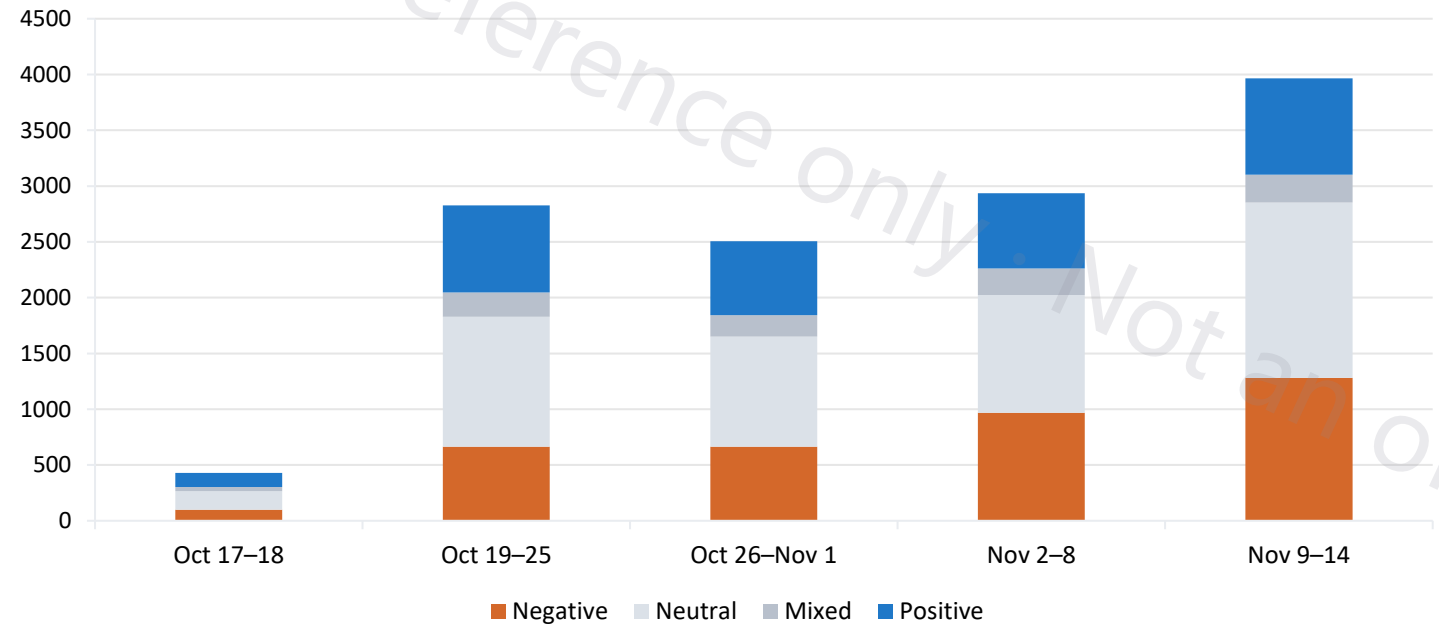
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Weekly sentiment

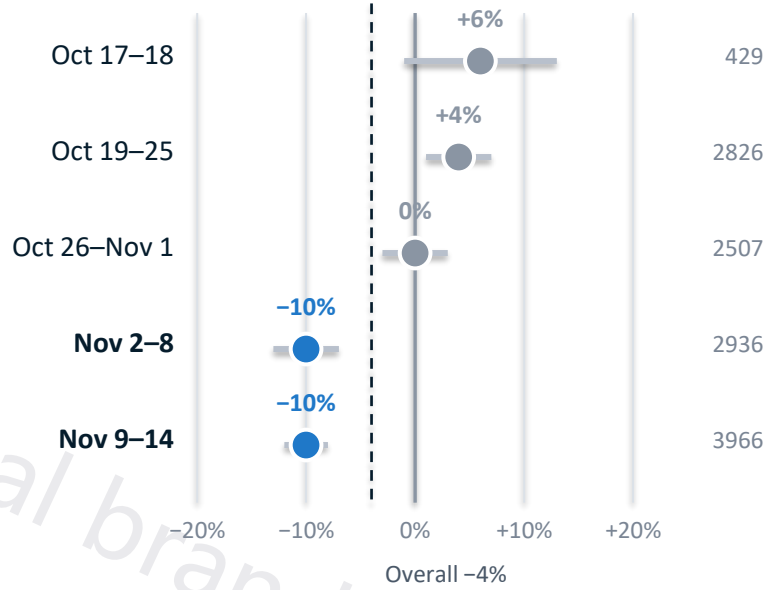
Net sentiment was +6% and +4% in the first two weeks; the week of 2 Nov fell to −10% and the last week is −10%, coinciding with the wider recall and the Malaysian accident

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Weekly organic items by sentiment, 17 Oct – 14 Nov 2026, weeks start Monday



Weekly net sentiment (%, 95% interval)



Note

The week of 2 Nov has 969 negatives (262 on quality, 207 from Brazil); the last week has 1280 (518 on quality, 139 from South Africa). Dashboard negative alerts first fired for the OMODA C5 on 13 Nov, Australia on 28 Oct and the Tiggo 4 / 5x on 7 Nov. The first week has only 2 days and the last 6; weekly counts vary with collection scope.

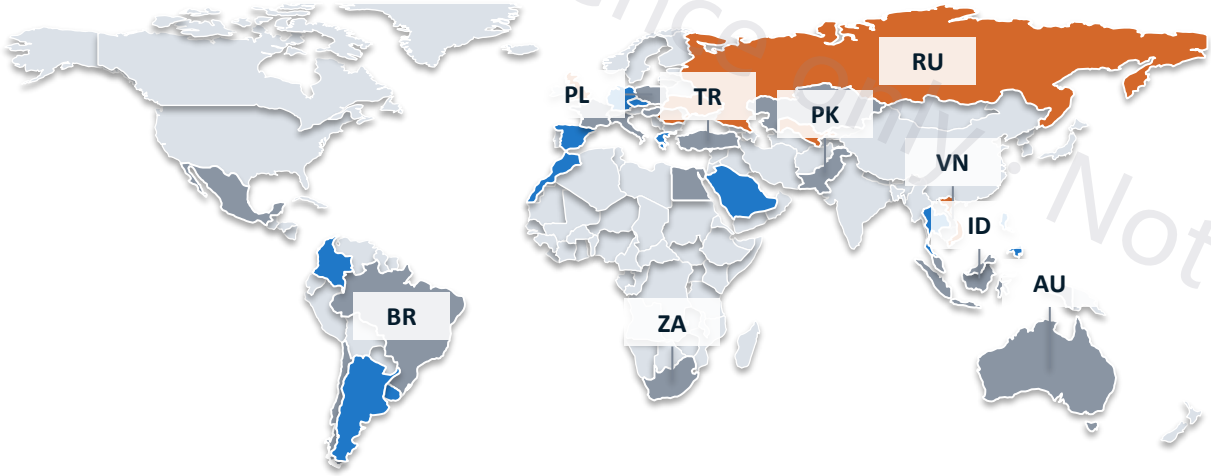
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

Vietnam −26% is lowest, followed by Russia and the UK at −17%; South African recall discussion is spread over 215 threads and reads −6%

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Market	Items	Threads	Top thread share of negatives	Net
Vietnam	488	184	12%	−26% ±6%
Russia	771	231	29%	−17% ±5%
UK	748	148	24%	−17% ±5%
Turkey	336	126	10%	−12% ±7%
Poland	346	106	12%	−11% ±8%
Indonesia	697	220	10%	−10% ±5%
South Africa	741	215	17%	−6% ±5%
Brazil	1789	259	14%	−4% ±3%
Pakistan	575	57	21%	0% ±6%
Australia	1022	110	21%	0% ±5%
Philippines	318	33	19%	+12% ±7%
Spain	502	105	24%	+14% ±6%
Thailand	303	110	26%	+16% ±8%

Reading

For markets with ≥ 30 items, blue denotes net sentiment of +5% or above, orange below −15%, and grey in between; light grey denotes markets under 30 items, shown without assessment. Item counts reflect the search design, not share of voice. An orange cell marks a top thread holding more than half of negatives, meaning that market's negatives sit in one thread.

Source: AutoMusic overseas sentiment monitor, by market; monitored markets with ≥ 300 items, sorted by net sentiment; other markets with ≥ 30 items are shaded on the map.

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 rear-axle issue has gone from an accident in one market to recalls in several, and from the OMODA C5 to the Tiggo 4 / 5x; Brazilian negatives centre on new-car pricing

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Market · model	Source and independence	What happened	Reported consequence	To verify
South Africa · OMODA C5, Tiggo 4, Tiggo 8 Pro Max	215 threads, the largest holding only 17% of negatives; 177 items mention the axle or recall	The consumer commission announced a recall of 23,667 vehicles; media cite rear-suspension collapse risk and brake-fluid leaks	Recall	Repair progress
Australia · OMODA C5	The most negatives sit under two Stockman pickup teaser videos	From 11 Nov local media report the recall extended to Australia; comments argue about axle welds and quality control	Recall	Volumes and repair schedule
Malaysia · Tiggo 4 / 5x	166 items now, 428 last period; negatives still about the rear axle	On 7 Nov a Tiggo Cross lost a wheel after a crash; the company says the crash caused it	Media report it alongside the axle recall	Accident findings
UK · OMODA 7, JAECOO 7	748 items; negatives concentrate in two videos	A technician puts an OMODA 7 on a lift, with comments on rust protection and build; a JAECOO 7 owner reports a year's depreciation	None reported	Whether cars sold in Europe are covered by the recall
Brazil · OMODA E5	The three videos with the most negatives are all reviews of the new model	Reviews in early November; most call it expensive, some fear a nose charge port is unusable after a minor bump	None reported	Pricing and crash-repair cost

ALSO NOTE **In Turkey a Tiggo 7 Pro owner says the airbags did not deploy and the car sat at a workshop for over four months; in Pakistan a video of a JAECOO 7 PHEV engine-bay fire is circulating with no stated cause.**

Source: AutoMusic overseas sentiment monitor, period findings; recall volumes, affected markets and accident causes come from media reports, no official documents obtained.

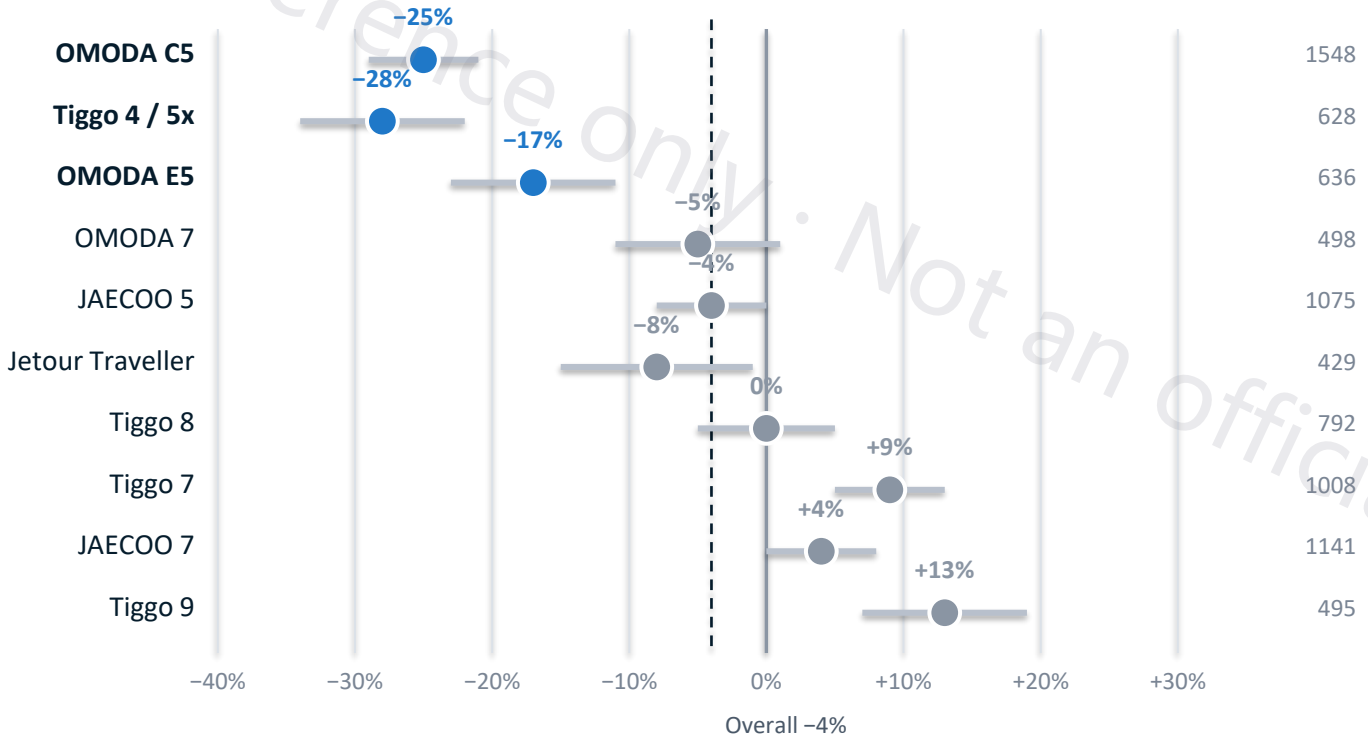
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Sentiment by model

OMODA C5 −25%, Tiggo 4 / 5x −28% and OMODA E5 −17% sit well below the overall figure; Tiggo 7 and Tiggo 9 are positive

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Net sentiment by model (%), by mention, 17 Oct – 14 Nov 2026, ≥ 400 mentions (dot = net, line = 95% interval)



OMODA C5 −25%

−52% last period and still the model with the most negatives; the recall and the South African resale video both land on it

Tiggo 4 / 5x −28%

−5% last period; now covered by recalls in China and South Africa, and another wheel-off accident in Malaysia in November

Core models

Tiggo 7 +9% and Tiggo 9 +13% positive; JAECOO 7 +4%, pulled down by the UK one-year depreciation video

Source: AutoMusic overseas sentiment monitor, by model, models with ≥ 400 mentions.

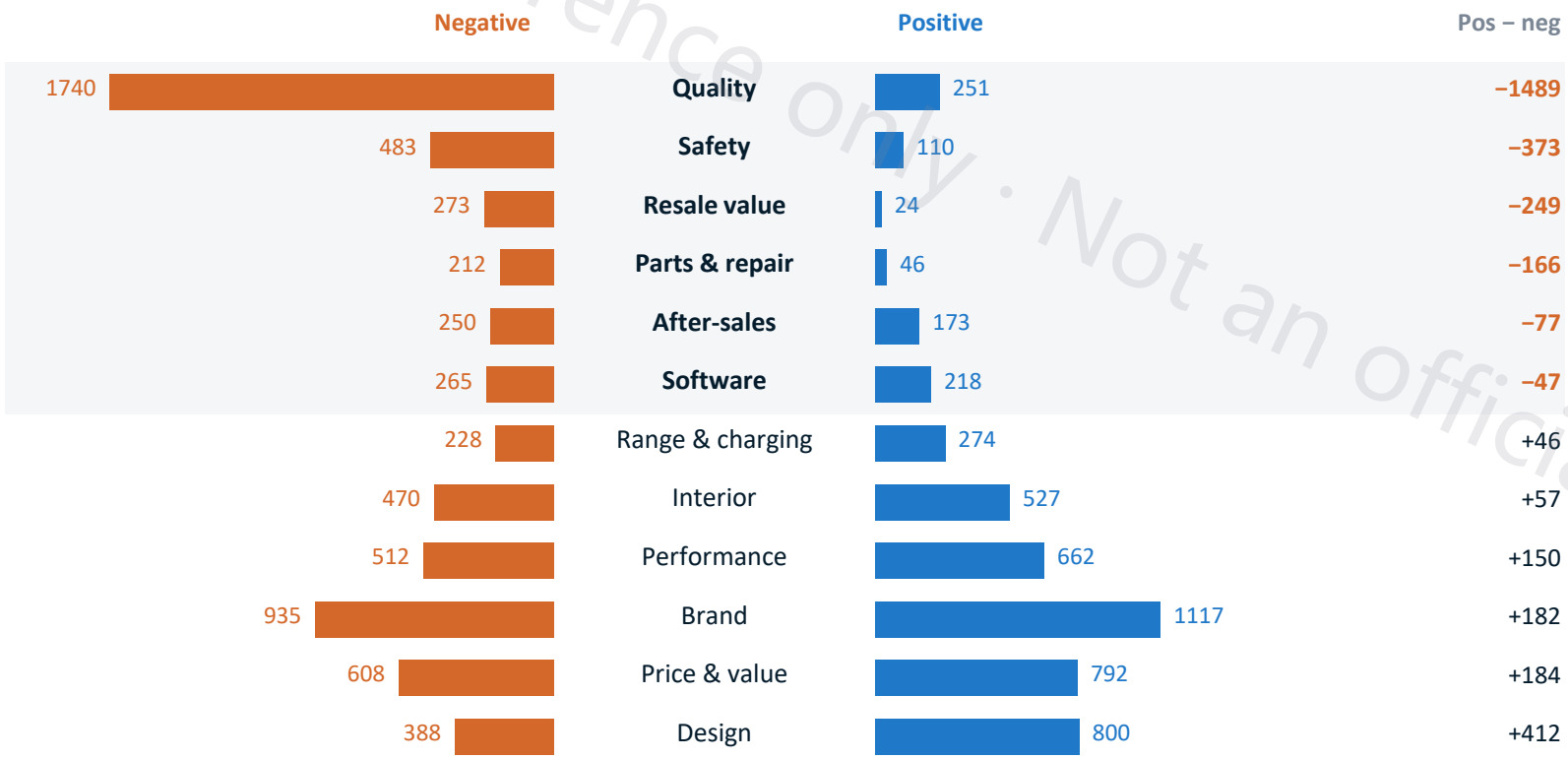
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Positive and negative mentions by topic

Quality, safety, resale value and parts have far more negatives than positives; design, performance and price are net positive

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Negative and positive mentions by topic, 17 Oct – 14 Nov 2026, per (item × topic)



Quality · 1740 neg / 251 pos

Recall discussion concentrates in South Africa, Indonesia, Vietnam and Australia; in the UK, Romania and Italy some cite the recall as a reason not to buy.

Resale value · 273 neg / 24 pos

Owners in South Africa, the UK, Russia and Kazakhstan quote actual transaction prices; the UK JAECOO 7 depreciation video concentrates negatives.

Price & value · 608 neg / 792 pos

More positive than negative overall; negatives concentrate on the OMODA E5 in Brazil, then the UK.

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

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Issues ranked by consequence

Safety and quality come first: the rear axle is now a multi-country recall; resale value and parts follow and will stay under pressure; pricing is net positive overall, with the problem confined to Brazil

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Rank	Issue	Evidence	Basis for ranking
1	Safety and quality	Quality 1740 negative / 251 positive, safety 483 / 110; recalls cover the OMODA C5 and Tiggo 4 / 5x, plus the Tiggo 8 Pro Max in South Africa	A driving-safety issue recalled in several countries; every market asks whether local cars are affected
2	Resale value and parts	Resale 273 / 24, parts and repair 212 / 46; owners in South Africa and the UK post resale prices	The recall and waits for parts will keep pressure on used prices
3	Pricing	Price and value 608 negative / 792 positive; OMODA E5 in Brazil	Affects purchase decisions, but limited to one new model in one market

Source: Author's judgement based on this period's topic data and findings from the AutoMusic overseas sentiment monitor.

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Recommendations

Clarify recall coverage market by market first: it is a driving-safety issue and every market is asking the same question

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	Recommendation	Basis
1	Recall: publish affected models, production batches and repair progress by market, starting with South Africa, Australia, Indonesia and Malaysia; where Vietnam, Thailand or European markets are not covered, give the reason	586 items mention the rear axle or a recall, 347 negative
2	Tiggo 4 / 5x and JAECOO 5: state the findings on the wheel-off accidents in Malaysia and Indonesia	Media already report them alongside the axle recall; Tiggo 4 / 5x −28%
3	Brazil: review OMODA E5 pricing and answer the crash-repair cost of the nose-mounted charge port	The three videos with the most negatives are all OMODA E5 reviews
4	Resale value: assess an official buy-back or value guarantee in South Africa and the UK and publish parts lead times; verify the Turkish airbag case and the Pakistani fire	Resale value: 273 negative vs 24 positive

NEXT **Item 1 starts this month; next issue compares recall progress with sentiment in South Africa, Australia and Indonesia to judge the response.**

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

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Data limitations

The data supports reading direction and relative gaps, not single-percentage-point changes

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Sample size

Overall interval ±1.3%; markets and models under 30 items are listed without assessment.

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

Market item counts depend on search terms and market settings and are not share of voice.

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

Recall volumes, affected markets and accident causes come from media reports; no official documents were obtained.

Market coverage was widened and TikTok, Instagram and Facebook were added this period.

The Russian ownership-log site Drive2 has no new content 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).

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