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FOTON · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Foton Overseas Sentiment Monthly

Pickups, light and heavy trucks · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

+12%

±5.6% · 526 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 +12%, driven by the Tunland pickup; negatives centre on Russian reports of a sales ban on one variant

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Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +12% (±5.6%, 526 items).

Tunland +32%: Australian coverage of the plug-in hybrid and Argentine pickup-racing coverage.

Sources of negative sentiment

Russia −14%: Rosstandart banned the Foton 77N5BJ variant, and local media republished the story widely.

Turkish negatives come from one Reddit post mocking city pickup drivers.

Priority actions

Russia: publish the 77N5BJ corrective items and timetable; state that other models are unaffected.

Australia: publish parts and after-sales arrangements before the plug-in hybrid launches.

Add Argentina to the monitored markets to track racing-driven discussion.

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

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Scope and method

Sentiment covers only consumers, creators and media; 526 items this period, mostly from YouTube and news

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526
Organic items (consumers 290 · media 206 · creators 30)

43
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 526 items this period, 151 are positive and 86 negative: (151 − 86) ÷ 526 ≈ +12%. ± 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. 48 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.

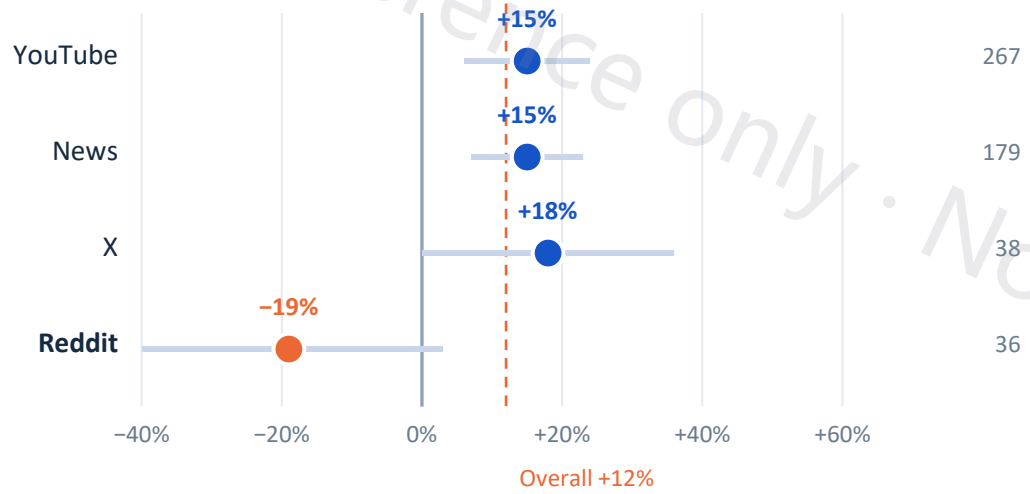
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Channels and voices

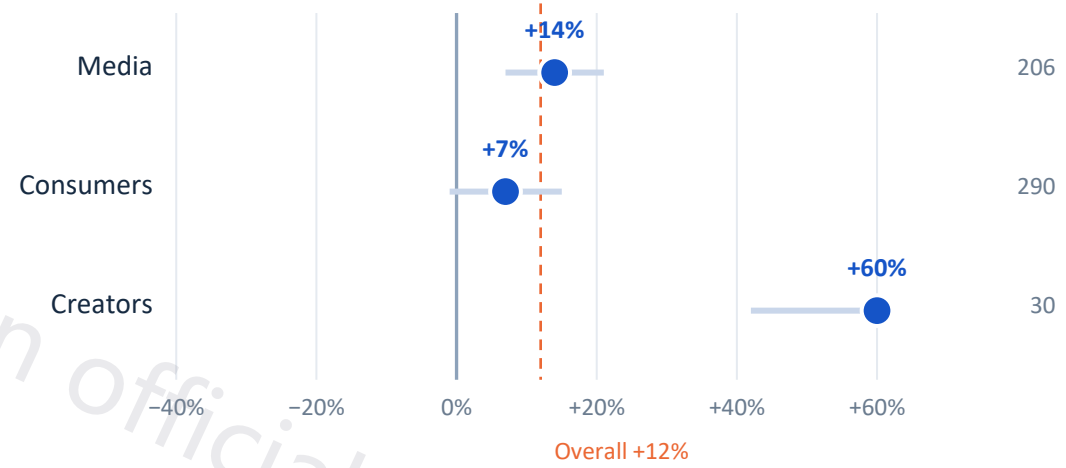
YouTube, news and X lean positive; Reddit is −19%, mainly due to one Turkish post

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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, ≥ 30 items (dot = net, line = 95% interval)



Reading

Creators (30) have a wide interval; Telegram and Drom (under 10 each) are not assessed. Positive news is mostly launches and racing; negative news centres on the Russian ban. Items posted by official accounts and dealers are excluded.

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

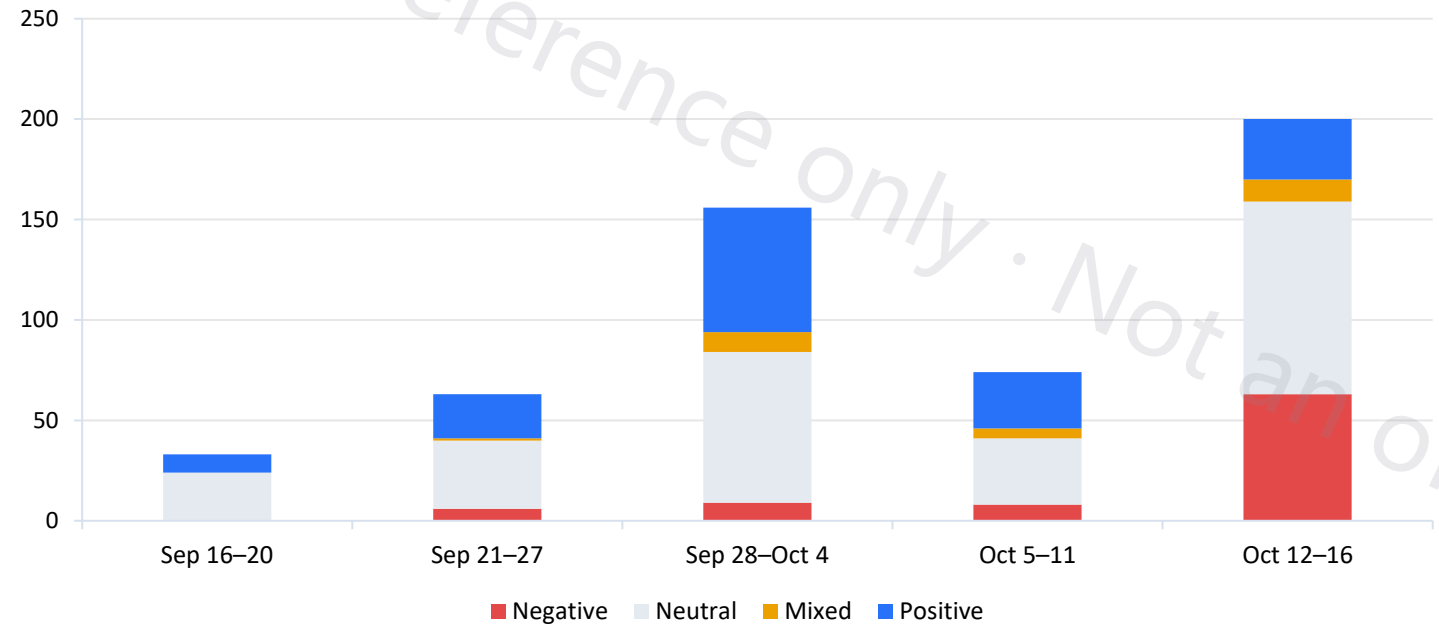
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Weekly sentiment

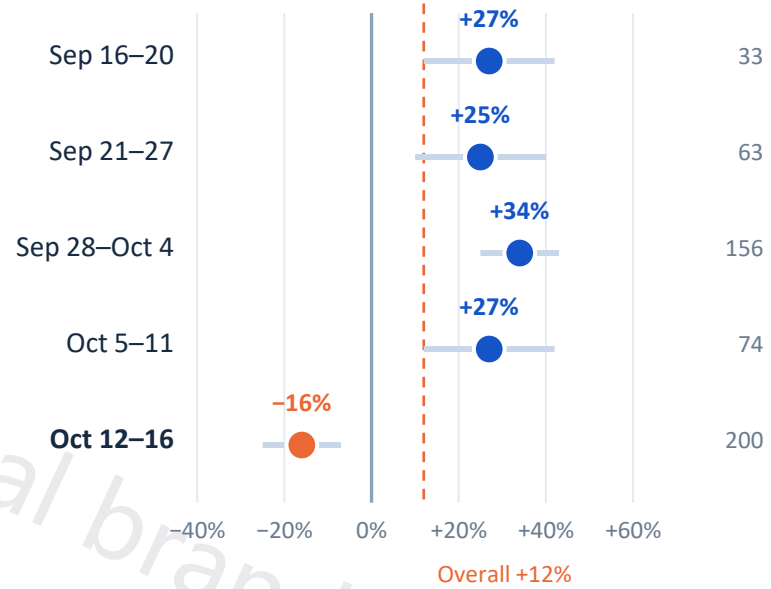
Net sentiment was +25% to +34% in the first four weeks, then −16% in the last, coinciding with the Russian ban reports and the Turkish Reddit post

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



Weekly net sentiment (%, 95% interval)



Note

The last week has 63 negatives, 32 from Russia and 10 from Turkey; the Rosstandart ban was announced on 12 October. The first and last weeks have 5 days each; weekly counts vary with collection scope and are not share of voice.

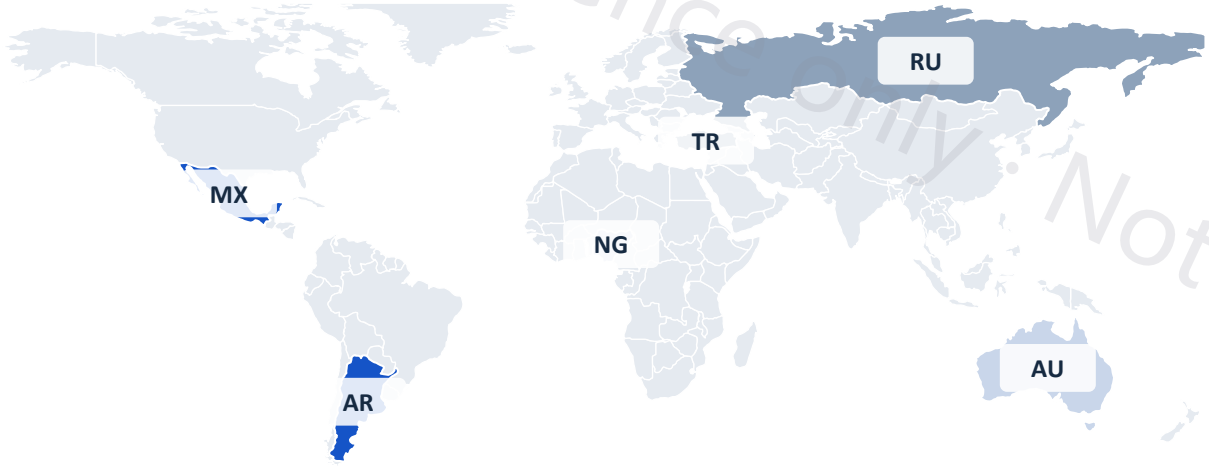
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

Russia −14%, mainly ban reports; Turkish and Argentine items each come from one or two threads and are treated as events

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Market	Items	Threads	Negatives	Net
Russia	118	75	32	−14% ±11%
Argentina (not monitored)	63	2	3	+70% ±14%
Turkey	34	8	11	−6% ±26%
Nigeria*	13	5	3	Not assessed
Mexico	50	50	0	+28% ±12%
Australia*	12	9	1	Not assessed

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

Russia: the restriction covers only the 77N5BJ variant, for braking, seat-belt anchorage and emergency-call equipment; comments under a retail-reefer video include boycott calls. Turkey: 23 items come from one post mocking city pickup drivers. Argentina: almost entirely TC Pickup racing coverage.

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

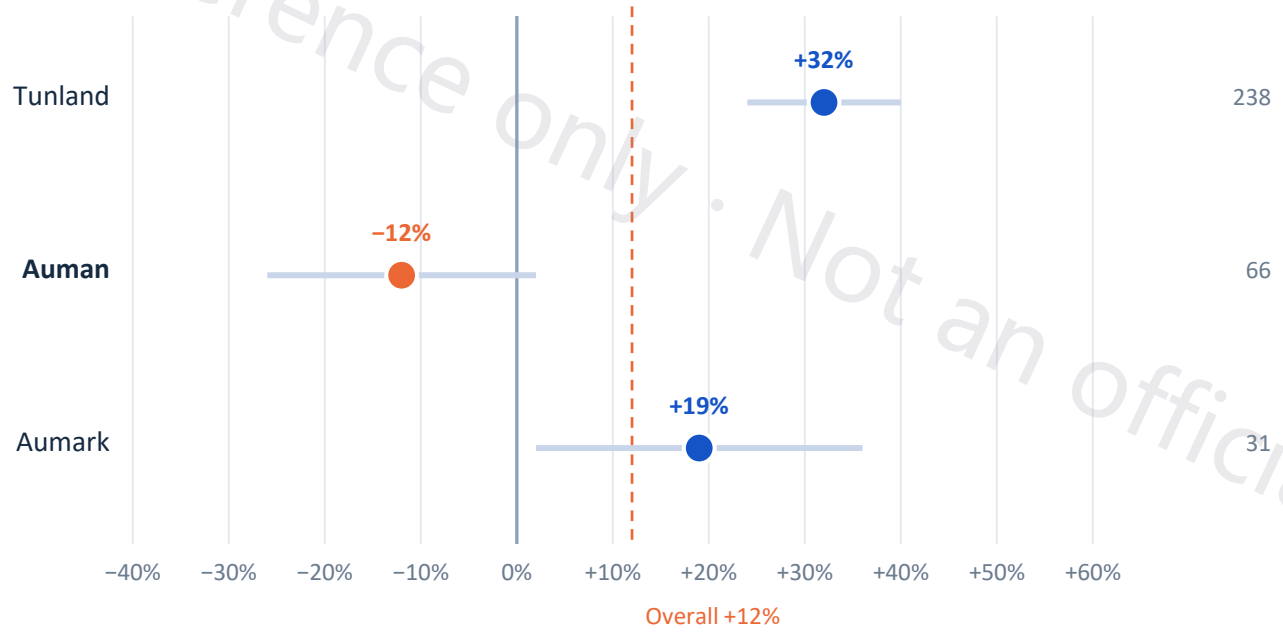
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Sentiment by model

Tunland +32%, with launch and racing coverage leaning positive; Auman −12%, with negatives from Russian and electric-tractor video comments

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



Tunland +32%

Australian plug-in hybrid coverage and Argentine racing; negatives from the Turkish post and Russian comments

Auman −12%

Comments under the Russian retail-reefer video and jokes under a GALAXUS electric-tractor video

Other models

Aumark (31) is just over 30, with a wide interval; View (26) is under 30 and listed only

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

Safety negatives come almost entirely from the Russian ban reports; performance, design and price lean positive

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

Negative	Topic	Positive	Pos – neg
14	**Safety**	2	**–12**
6	**Parts & repair**	4	**–2**
0	Driver assistance	4	+4
16	Quality	21	+5
2	Range & charging	9	+7
31	Brand	39	+8
6	After-sales	14	+8
11	Price & value	23	+12
5	Interior	21	+16
17	Performance	48	+31
10	Design	41	+31

Safety · 14 neg / 2 pos

13 come from reports of the Rosstandart ban, covering braking, seat-belt anchorage and emergency-call equipment.

Brand · 31 neg / 39 pos

Negatives are mostly Russian boycott comments and the Turkish pickup-mocking post.

Performance · 17 neg / 48 pos

Media noted the Tunland plug-in hybrid's 800 Nm and 3.5 t towing capacity.

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 Russian ban first, then complete after-sales information for the Australian plug-in hybrid launch

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	Recommendation	Basis
1	Russia: publish the corrective items and timetable for the 77N5BJ variant and tell owners that other models are unaffected	13 safety negatives come from ban reports republished widely
2	Australia: publish parts-supply and service-network arrangements before the Tunland plug-in hybrid launches	Reddit users complain that parts are hard to find and support is thin
3	Argentina: link racing and product more closely in local communication; add Argentina to the monitored markets	Racing coverage produced 63 clearly positive items

NEXT **Next month's report will track coverage of the Russian fixes and comments after the Tunland plug-in hybrid launches in Australia.**

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 ±5.6% supports a direction; Turkish and Argentine items come from one or two threads and are treated as events

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Sample size

Overall interval ±5.6%; markets and models under 30 items are listed without assessment.

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

Turkish and Argentine items each come from one or two threads and are treated as events.

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

Argentina is not a monitored market; its 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.