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GAC · OVERSEAS VOICE OF CUSTOMER · MONTHLY

GAC Overseas Sentiment Monthly

Trumpchi, AION, HYPTEC · consumers, creators and media · 15 Sep – 15 Oct 2026

Organic net sentiment (95% CI)

+14%

±2.3% · 3,336 consumer, creator and media items

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 positive and GAC has the highest like-for-like estimate; Russian GS8 owner reports offer the strongest basis for product checks

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Overall

Excluding brand and dealer posts, organic net sentiment over 30 days is +14% (±2.3%, 3,336 consumer, creator and media items).

Like-for-like YouTube comparison: GAC +9%, Geely +6%, MG −2%, BYD −5%, Chery −13%. In this sample, using item-level intervals, GAC's interval does not overlap BYD's or Chery's; intervals overlap with Geely and MG, so under this report's reading rule they are not ranked. Coverage bias and labelling error cannot be ruled out.

Other product and market signals

Net sentiment in Thailand is −8%, with half of negative mentions linked to one video showing an AION Y failing a second time; single threads also dominate in Belarus, Pakistan and Kazakhstan, so results are interpreted as individual events.

4 of 12 topics attract more negative than positive mentions, with quality and infotainment showing the widest gaps; price, space, range and safety are strengths.

Three priority checks

On Russia's Drive2, 25 owners separately report build-quality and reliability problems, 16 of them GS8 owners: the strongest basis for product checks this period.

A Polish EV creator reported twice that an AION UT ran out of charge on the motorway; two users echoed the reports. The reports point to a battery-display issue; it remains unconfirmed whether the car runs EU software.

In store reviews, parts and repairs receive 16 negative mentions and 2 positive; in Saudi Arabia, 34% of 41 reviews give 1–2 stars, mostly citing missing parts and repair delays.

Source: AutoMusic overseas sentiment monitor, GAC passenger-car content 15 Sep – 15 Oct 2026; benchmark is a like-for-like YouTube sample in 10 markets.

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

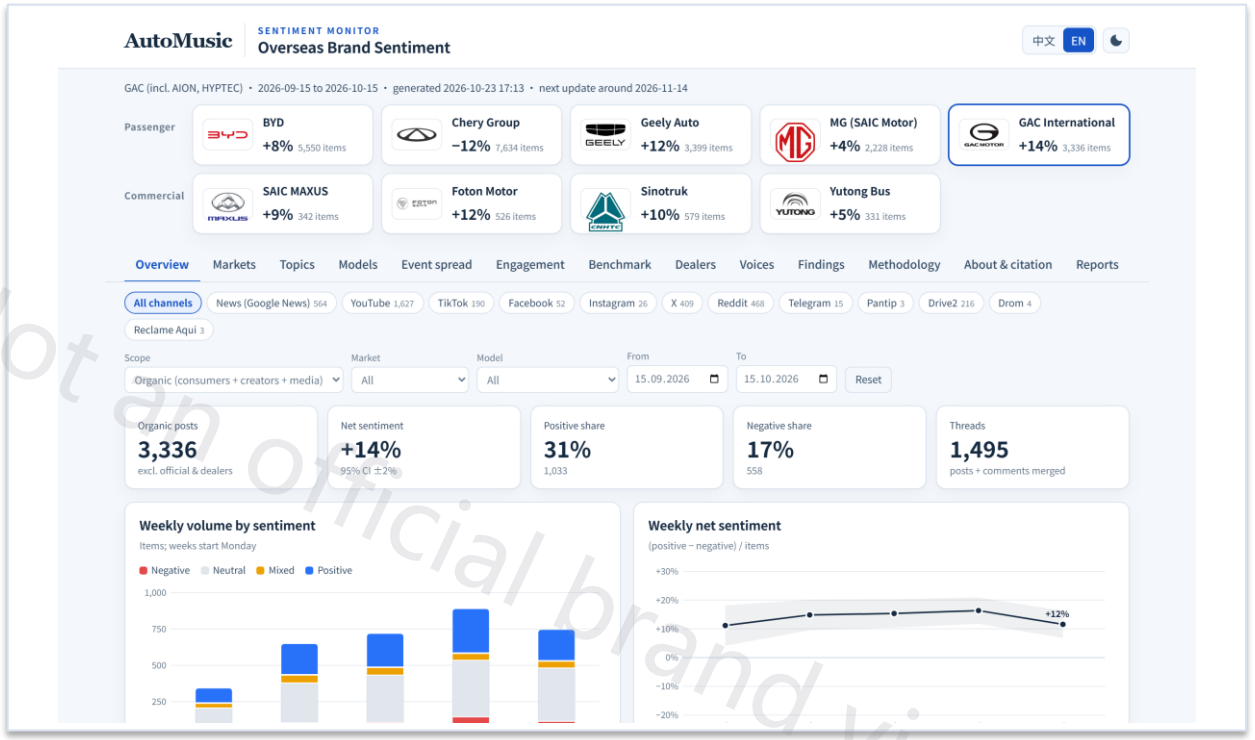
Organic figures count consumers, creators and media only; brand and dealer posts are reported separately

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3,336
Organic items (consumers 2,463 · media 752 · creators 121)

197
Brand and dealer posts, excluded (net +67%)

12
Channels: news, YouTube, X, Reddit, TikTok, Drive2 and more



The dashboard offers filters for channel, market, model and date for this period; every original post and its translation can be checked

Net sentiment

This period: 1,033 positive and 558 negative out of 3,336 items: (1,033 − 558) ÷ 3,336 ≈ +14%. ± denotes the 95% interval in percentage points, covering sampling only, not labelling error; groups with fewer than 30 items are listed without interpretation.

Scope

Published 15 Sep – 15 Oct 2026. Threads group comments for event analysis; net sentiment and intervals are item-level, unadjusted for within-thread correlation. 383 items with no identifiable market are left out of market breakdowns only.

Source: AutoMusic overseas sentiment monitor, period summary data; dashboard screenshot 23 Oct 2026.

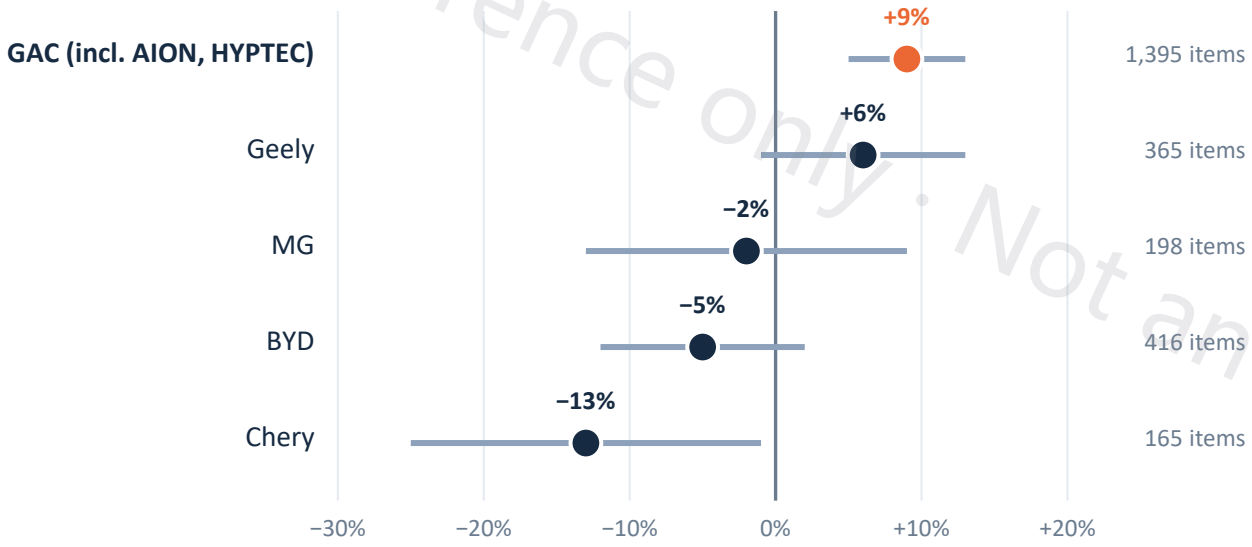
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Chinese brands, like for like

GAC has the highest estimate; its item-level interval in this sample does not overlap BYD's or Chery's; intervals overlap with Geely and MG, so under this report's reading rule they are not ranked

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YouTube net sentiment, consumers, creators and media, 10 markets, 15 Sep – 15 Oct 2026 (dot = net, bar = 95% CI)



Top three negative topics by brand (items)

Brand	Most-criticised topics
GAC	Price & value 77 · Brand image 71 · Quality 69
Geely	Interior & space 20 · Price & value 18 · Brand image 17
MG	Quality 15 · Price & value 11 · Delivery & stock 11
BYD	Price & value 30 · Brand image 26 · Range & charging 18
Chery	Price & value 31 · Brand image 12 · Performance 8

Reading

YouTube only, with the same markets and collection method for every brand; GAC's +9% uses a different basis from its all-channel +14%. Competitor analysis uses a fixed 15% sample, resulting in wider intervals.

Source: AutoMusic overseas sentiment monitor period summary data: Australia, Brazil, Colombia, Indonesia, Mexico, Philippines, Russia, Saudi Arabia, Thailand, UK.

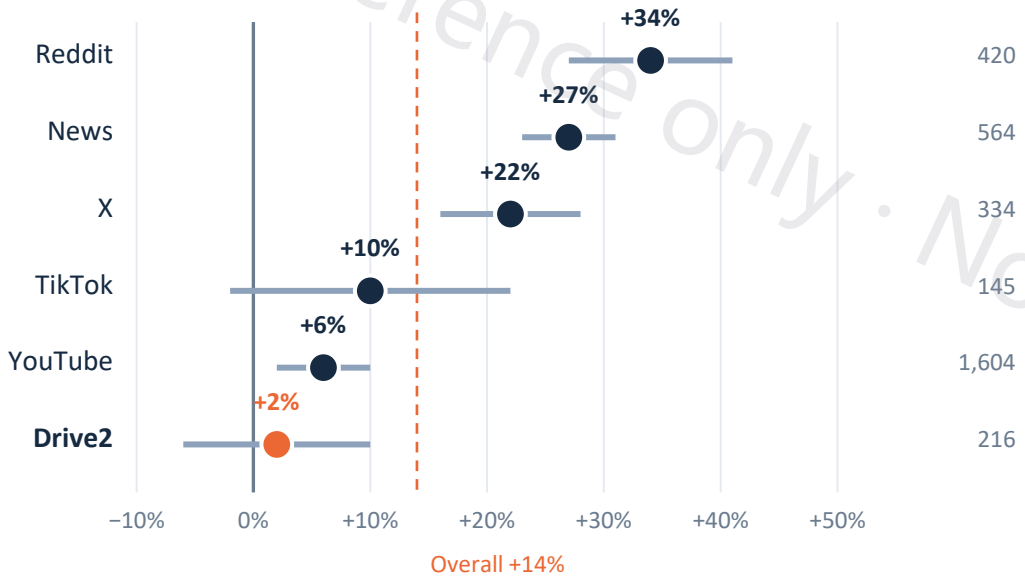
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Channels and voices

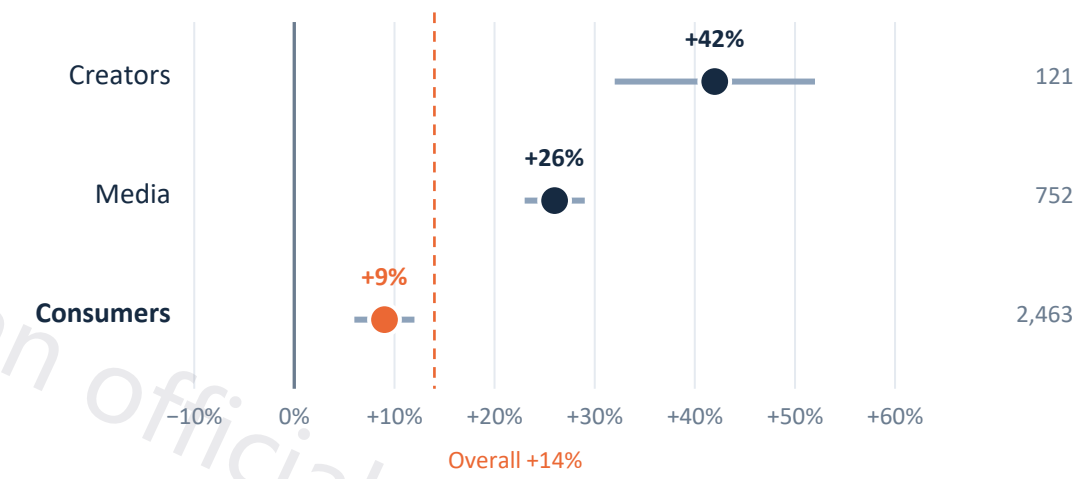
Media and creators are more positive than consumers; consumer posts are closest to user experience; Drive2 sentiment is lowest

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Organic net sentiment by channel, 15 Sep – 15 Oct 2026, ≥ 30 items (dot = net, bar = 95% CI)



Net sentiment by voice, 15 Sep – 15 Oct 2026 (dot = net, bar = 95% CI)



Reading

Drive2 mainly features long-term owner logs from Russia; channel, market and model differences are not yet separated, so its +2% does not indicate whether market sentiment is worsening. The 197 brand and dealer posts (+67%) are excluded.

Source: AutoMusic overseas sentiment monitor, channel and voice data for the period.

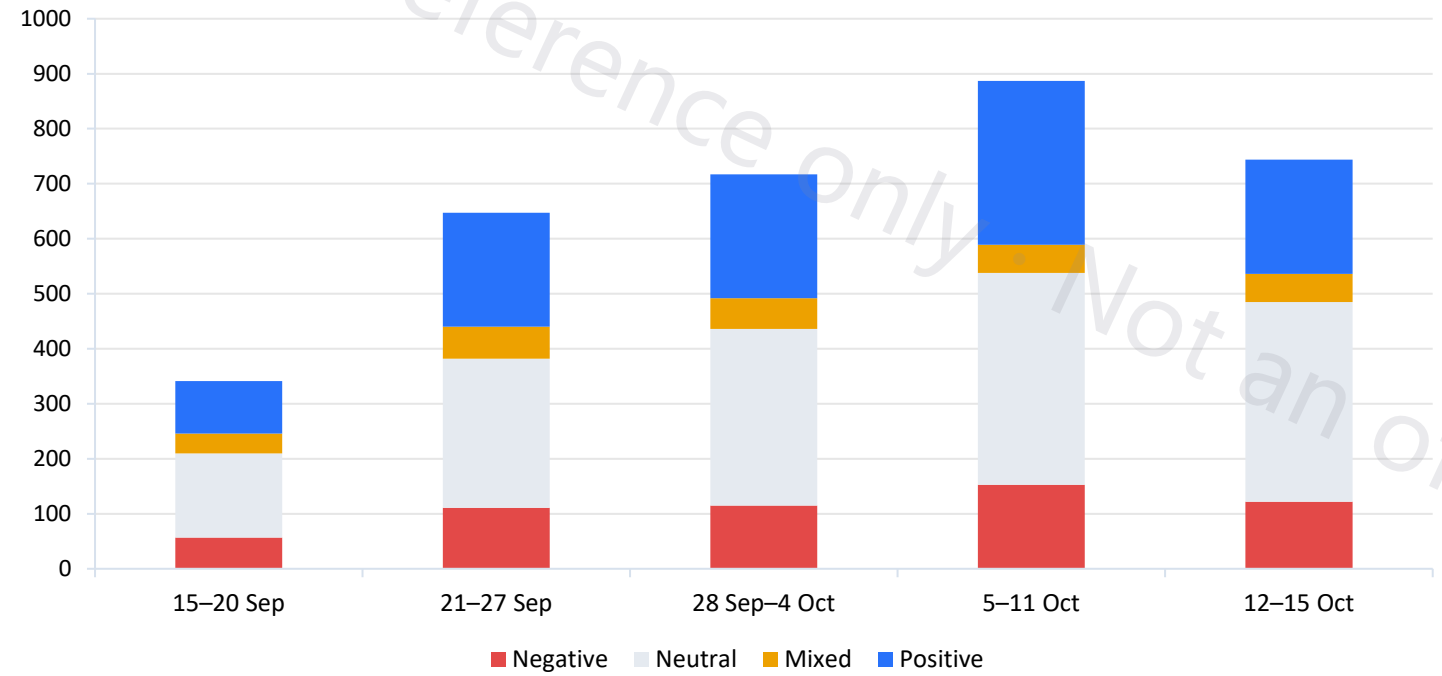
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Weekly sentiment

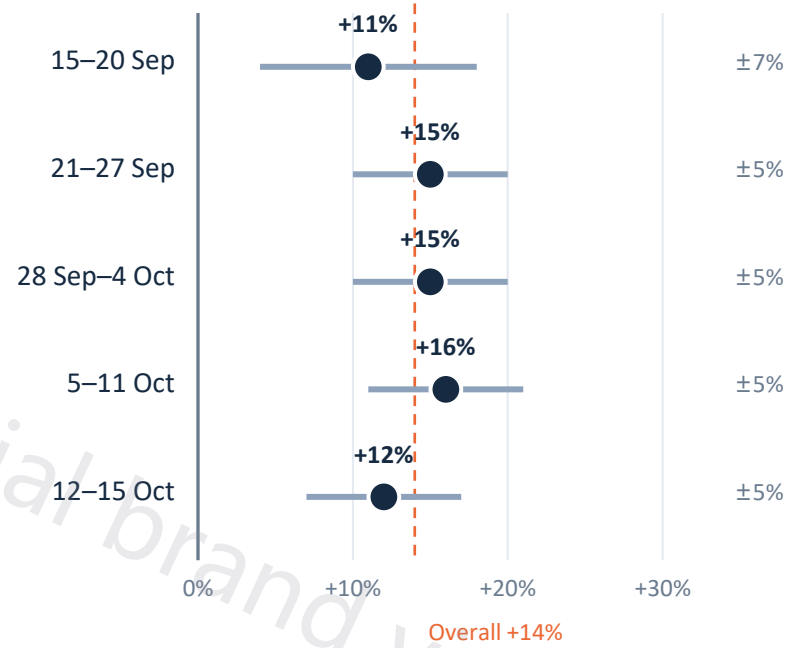
Weekly net sentiment stayed between +11% and +16% with overlapping intervals; this sample shows no clear turning point

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Organic items per week by sentiment, 15 Sep – 15 Oct 2026



Weekly net sentiment (95% CI)



Note

The first week has 6 days and the last 4. Weekly counts depend on collection scope and cannot measure discussion volume; net sentiment and its interval guide interpretation.

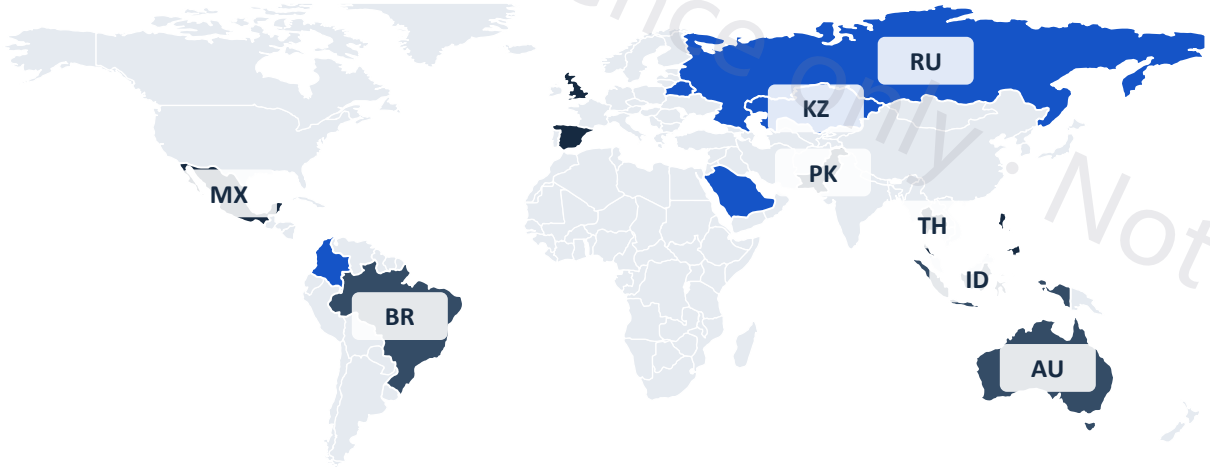
Source: AutoMusic dashboard export (consumers, creators and media; store reviews excluded).

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's negatives come from many owners and make the best product lead; in Thailand, Belarus, Pakistan and Kazakhstan negatives centre on one thread

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Market	Items	Threads	Top thread share of neg.	Net
Brazil	608	159	34%	+16% ±6%
Russia	498	332	15%	+3% ±5%
Philippines	224	109	33%	+44% ±9%
Thailand	214	68	50%	−8% ±9%
Indonesia	184	123	22%	+15% ±8%
Colombia	170	8	46%	+26% ±10%
Saudi Arabia	165	70	29%	+11% ±10%
Australia	163	89	17%	+29% ±10%
Kazakhstan	121	7	60%	−29% ±13%
Mexico	105	78	20%	+37% ±11%
UK	75	36	67%	+45% ±13%
Spain	73	48	90%	+32% ±16%
Pakistan	64	14	80%	0% ±19%
Belarus	58	7	76%	−26% ±16%

Reading

Navy: net above +20%; steel blue: +5% to +20%; grey-violet: below +5%. Item counts reflect the search design, not share of voice. Orange cells mark markets where one thread accounts for over half of negative mentions.

Source: AutoMusic overseas sentiment monitor period summary data, markets with ≥ 45 items.

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.

Four events this period

Evidence in Russia comes from many owners; the other three events involve one video, one dealer and one creator

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Event	Source and independence	What was reported	Reported consequence	To verify
Russia · GS8	25 owners posting separately on Drive2, 16 of them GS8 owners	GS8: brake-disc judder, engine misfire and a failed engine mount, radiator leak, seat and rear rattles, A-pillar fogging; 7 GS8 owners report infotainment issues including no CarPlay or Android Auto and poor Russian translation	Impact on daily use	Batch, version, usage and repair conditions
Thailand · AION Y	One video, half of Thai negatives	Second failure to start at ~90,000 km	Towed in; comments cite outdated software and slow repairs	Failure cause and response
Brazil · AION UT	Two complaints at one dealer in Contagem	New cars could not be registered; late deliveries; no Portuguese voice support	Blocks handover	That dealer's registration process
Poland · AION UT	One creator, two reports; echoed by two users	Inaccurate range estimate, no battery %, then sudden power limitation	Two motorway run-outs	Whether the car runs EU software; reproducibility

ALSO NOTE **Pakistan, on X: the locally sold AION V has a 100 kW motor versus 135 kW for the same battery version elsewhere.**

Source: AutoMusic overseas sentiment monitor conclusions; original posts on Drive2, YouTube, Reclame Aqui and X; Russian records are listed in the evidence index, next to this report under the dashboard's report downloads (anonymised owner codes O01–O32); the dashboard voices page filters original posts by market and model.

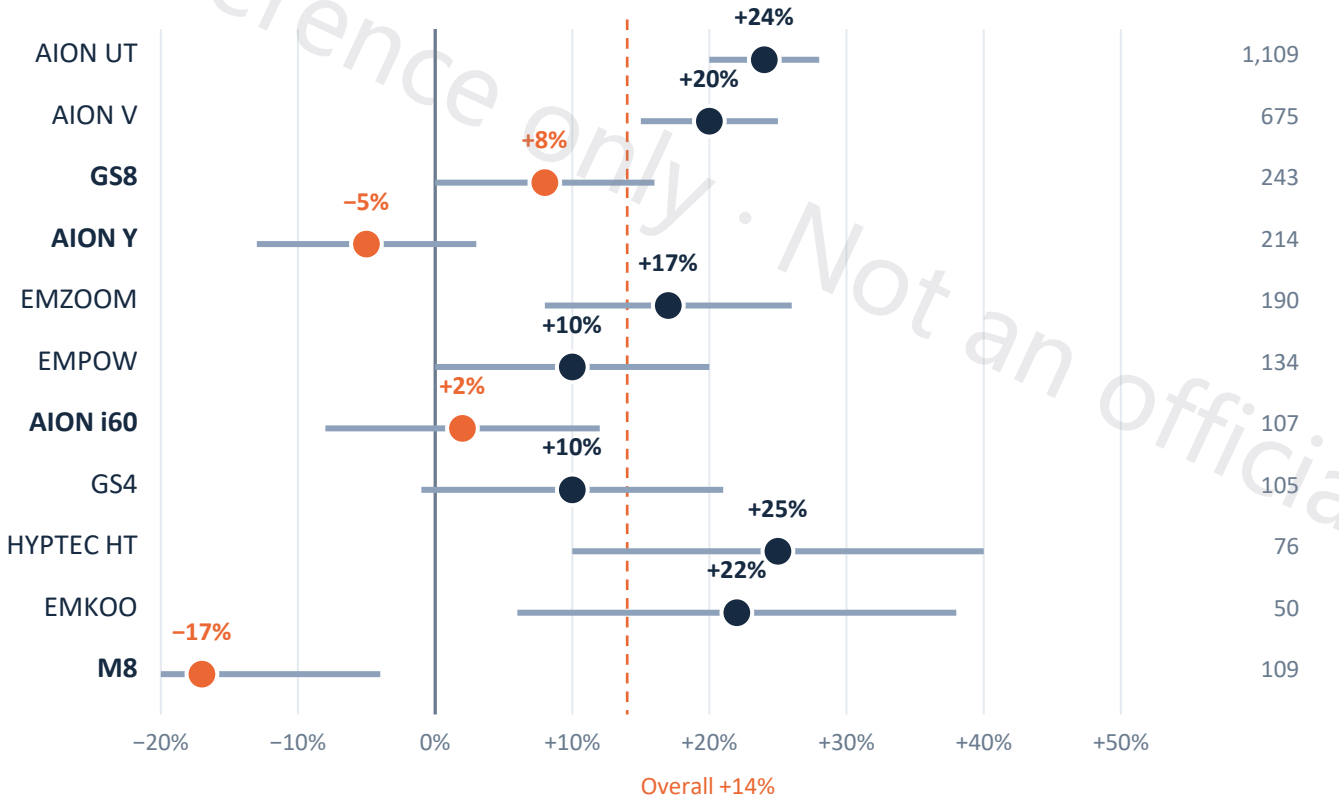
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

AION UT and AION V are the most mentioned and sit above the overall figure; GS8, AION Y, AION i60 and M8 sit below it

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Net sentiment by model (%), per mention, 15 Sep – 15 Oct 2026 (dot = net, bar = 95% CI)



GS8 +8%

Driven by build and infotainment issues in Russian owner logs

AION Y −5%

Most negatives come from one Thai video of a second breakdown

M8 −17%

Negatives mostly from a Kazakh video comparing the M8 with a used Toyota Alphard; comments favour the Japanese car

Source: AutoMusic overseas sentiment monitor period summary data, models with ≥ 40 mentions.

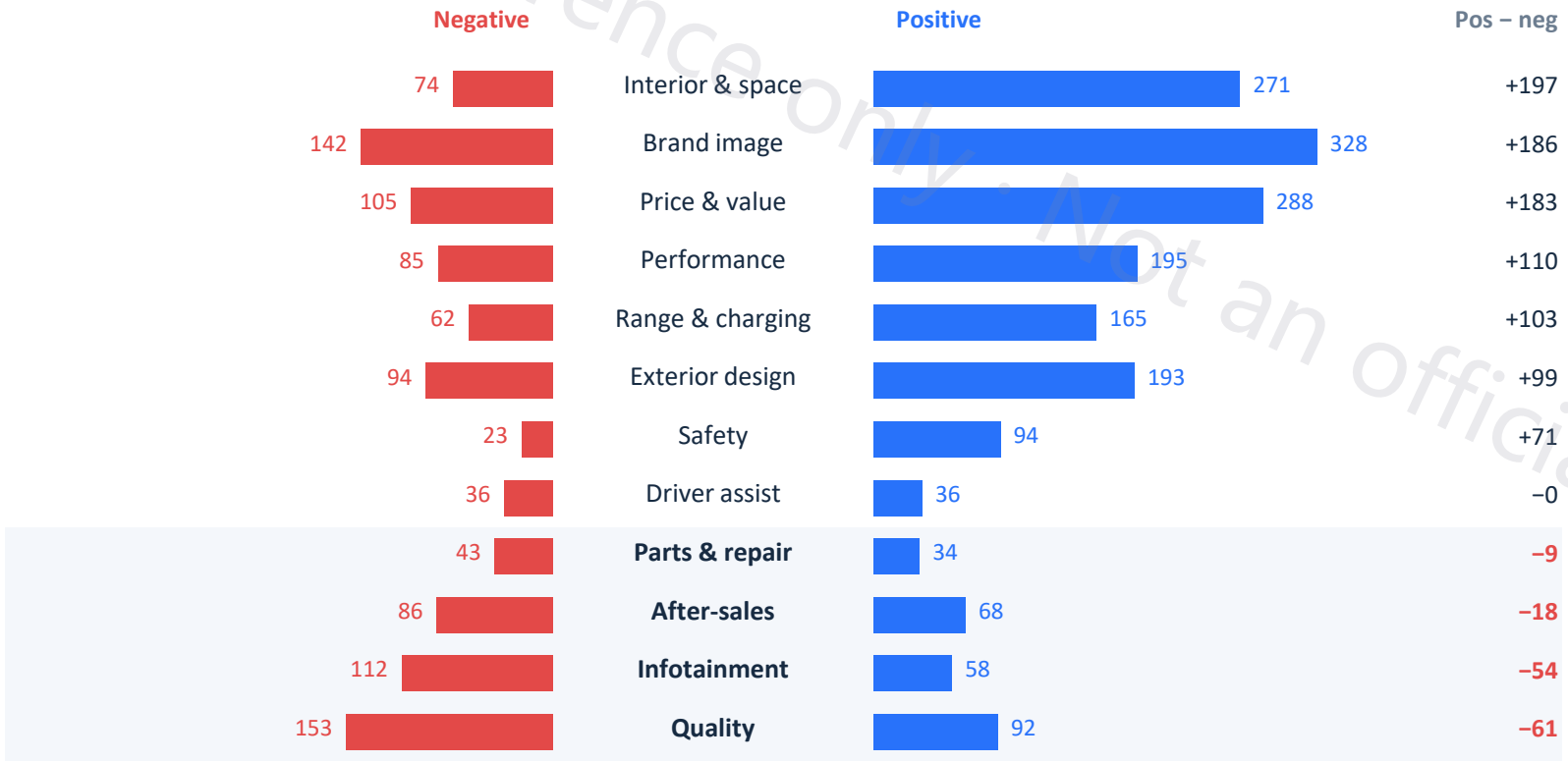
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Positive and negative mentions by topic

4 of 12 topics are net negative, with the widest gaps in quality and infotainment; price, space, range and safety are strengths

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Negative and positive mentions by topic, 15 Sep – 15 Oct 2026, counted per item × topic



Quality · 153 neg / 92 pos

Russia's 47 negatives include separate reports from many GS8 owners; Thailand's 34 centre on one AION Y breakdown.

Infotainment · 112 / 58

Phone integration and translation in Russia and Portuguese voice support in Brazil are localisation gaps; Australian owners cite overreliance on touchscreens.

After-sales & parts · 129 / 102 (mentions summed)

Unclear service prices, costly parts and long waits in Russia, Brazil and the Philippines. Driver assist is balanced at 36 vs 36.

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.

Check priority

The author weighs evidence and reported consequence: quality ranks first on the strongest evidence; the battery display ranks second, with few posts but the most serious reported consequence

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Rank	Issue	Evidence	Ranking basis
1	Quality and reliability	153 neg / 92 pos; 47 in Russia, including many GS8 owners, 34 in Thailand from one event	Raised independently; strongest evidence
2	Battery display (AION UT)	One creator reported two motorway run-outs; two users echoed	Highest reported severity; only three accounts
3	Infotainment localisation	Infotainment 112 neg / 58 pos; phone integration and translation (Russia), Portuguese voice (Brazil)	Several markets; lower severity
4	After-sales, servicing and parts	After-sales 86 / 68, parts 43 / 34; long waits and costly servicing in Russia, Brazil, the Philippines	Adds to the impact of the issues above
5	Registration in Brazil	Isolated complaints, two from one dealer	Blocks handover; scope unknown

Source: Author's judgement based on the period's topic data and 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.

Dealer store reviews

Of the three markets with 30+ reviews, Brazil and Thailand are positive; in Saudi Arabia 34% are 1–2 stars, mainly citing missing parts and repair delays

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Market	Reviews	Stores	Avg stars	1–2 star share
Brazil	80	20	4.41	15%
Thailand	63	11	4.67	8%
Saudi Arabia	41	6	3.54	34%
Australia*	28	12	4.86	4%
Colombia*	22	5	5.00	0%
Indonesia*	20	8	4.65	5%
Mexico*	19	9	3.26	37%
UAE*	17	4	4.00	24%

16 : 2

Parts & repair, negative : positive, all markets pooled; 18 mentions, descriptive only

56 : 245

After-sales service and network, negative : positive

Saudi Arabia

Negative reviews centre on two stores in one dealer group, with 10 of 15 reviews negative, citing repairs taking over a month, missing parts, delays in quotes and responses, and high charges.

Why separate

Store reviews differ from organic content in subject, sampling and purpose, so they are analysed separately and used only to identify stores and service stages with problems. * Under 30 reviews: listed without assessment.

Source: Google Maps store reviews: latest 8–28 per store; 302 text reviews from 82 stores fall within 15 Sep – 15 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.

What to check next

Three priorities: GS8 issues raised by many owners, the AION UT display issue with the most serious implications, and Saudi store reviews, 34% at 1–2 stars, mainly citing missing parts and repair delays

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	Recommendation	Basis
1	Russia: 25 owners report build-quality and reliability problems, 16 of them GS8 owners; local quality and product teams should check each issue in the evidence index (brake judder, misfire and engine mount, radiator leak, rattles, fogging, phone integration and translation), distinguishing batch, design, usage and repair causes	Many owners, posting separately (index O01–O32)
2	Poland case: verify whether the reported car runs EU software, displays battery percentage and provides an accurate range estimate at motorway speed; ask the creator to retest	Two motorway run-outs
3	Saudi Arabia: check spare-parts stock and repair waiting times, starting with the two stores in one group where complaints are concentrated; check transparency of service pricing first in markets with complaints	Saudi 1–2 stars: 34% of 41
4	Thailand: verify the cause and handling of the AION Y's two failures, then decide whether high-mileage cars need a service plan	One thread, half of negatives
5	Brazil: investigate registration delays at the Contagem dealer; once the lack of Portuguese voice support is confirmed, include it in the software plan	Two cases at one dealer
6	Include concentration by thread and the like-for-like benchmark in regular reporting; track negative mentions from single threads as events	Four markets with single-thread negatives

TIMING **Start the first three this month; next month's report records check results, software versions and closed repairs, then reads sentiment change alongside them.**

Source: Author's suggested checks based on this period's sentiment data; not GAC'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.

Limits of the data

Use figures for direction and relative gaps; do not interpret individual point changes

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Sentiment labels

Labels have not yet been checked against human reference labels. Dual-model agreement is 76% (news) and 84% (YouTube); agreement does not establish accuracy.

Competitor analysis uses a fixed 15% sample, so intervals are wider; intervals count items and ignore thread clustering and labelling error.

Coverage

67% of X authors show no identifiable country and are excluded from market breakdowns only.

Store reviews use the latest 8–28 per store; the Philippines and UK have 2 each, precluding conclusions.

The Thai forum Pantip had almost no relevant posts; a CAPTCHA (human-verification) page halted collection from the Brazilian complaints site near page 6.

Collection

TikTok, Instagram and Facebook data were not re-collected after 15 Oct.

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

The benchmark uses only like-for-like YouTube data, not GAC's all-channel figure.

READING RULES **Overlapping 95% intervals mean no ranking; under 30 items: list events, draw no conclusion; item counts are not share of voice.**

Source: AutoMusic overseas sentiment monitor period summary data and period findings (Limitations).

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