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GAC · OVERSEAS VOICE OF CUSTOMER · MONTHLY

GAC overseas voice of customer

GAC, AION, HYPTEC · consumers, creators and media · 16 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+13%

±2.0% · 4693 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 +13%, level with last period; the 17 newly added European countries total +3%, with Poland negative; negatives still centre on the GS8 in Russia

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +13% (±2.0%, 4693 items).

Like-for-like on YouTube: GAC +9% (±3%) overlaps BYD, MG and Geely and leads Chery.

AION UT +21% and AION V +14% are steadily positive.

Sources of negative sentiment

Russia −13%: a GS8 condition video "after three years and 105,000 km" drew 60 negative comments on rusting weld seams and collapsed seats.

Indonesia +7%: the newly launched AION i60 is called a rebodied AION V at a higher price.

Poland −20%: the EMKOO is called overpriced; commenters worry about resale and parts if GAC leaves.

Priority actions

Russia: inspect corrosion protection of GS8 weld seams and cavities.

Europe: publish parts stock, warranty and a long-term commitment in new markets such as Poland.

Indonesia: explain how the AION i60 differs from the AION V and its battery warranty.

Source: AutoMusic overseas sentiment monitor, GAC overseas content, 16 Oct – 14 Nov 2026.

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Scope and method

Organic figures count consumers, creators and media only; 4693 items this period, with sales markets in Europe, Latin America, the Middle East and Asia-Pacific added

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4693
Organic items (consumers 3858 · media 642 · creators 193)

571
Items posted by official accounts and dealers, reported separately

9
Channels: YouTube, TikTok, News, Reddit, X, Instagram, Facebook, Pantip, Telegram

Net sentiment

Of 4693 items this period, 1479 are positive and 884 negative: (1479 − 884) ÷ 4693 ≈ +13%. ± 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 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. 272 items have no identifiable market and are excluded from market figures only. Monitored markets rose from just over ten to more than 40, the new ones mostly YouTube comments, so comparison with last period is directional only. The Russian ownership-log site and the Brazilian complaints platform add no new content this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

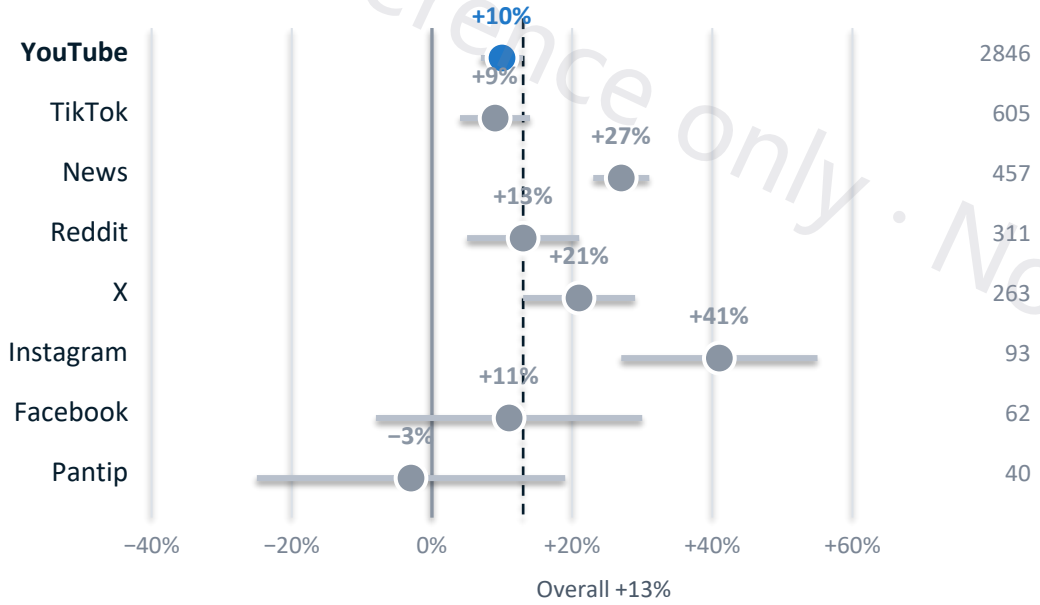
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Channels and voices

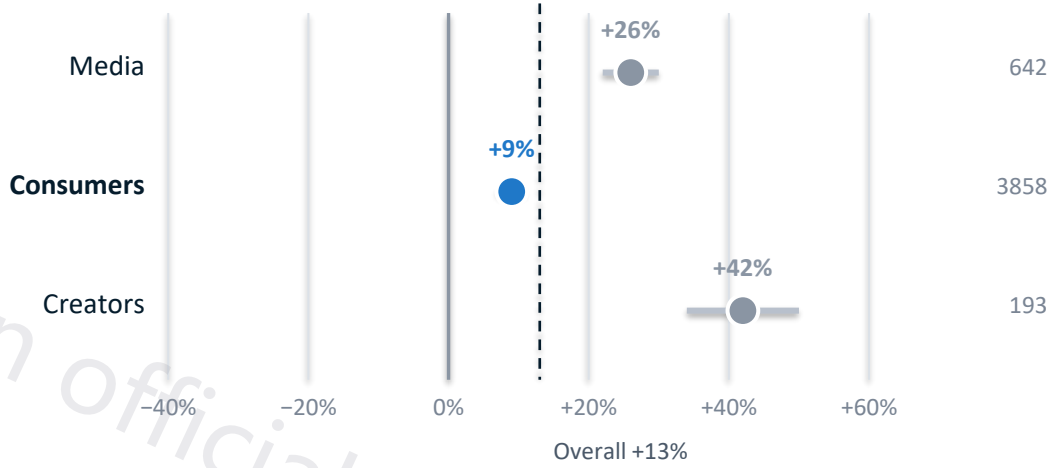
All channels are positive: news +27%, YouTube +10%; media and creators are clearly more positive than ordinary users

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Organic net sentiment by channel, 16 Oct – 14 Nov 2026, ≥ 30 items (dot = net, line = 95% interval)



Net sentiment by voice, 16 Oct – 14 Nov 2026, ≥ 30 items (dot = net, line = 95% interval)



Reading

Read the consumer line for customer attitude. Pantip has only 40 items and Facebook 62, with wide intervals. The Russian ownership logs that supplied specific owner problems last period are absent, so Russia and Brazil rest mainly on YouTube comments and the two periods should not be subtracted directly.

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

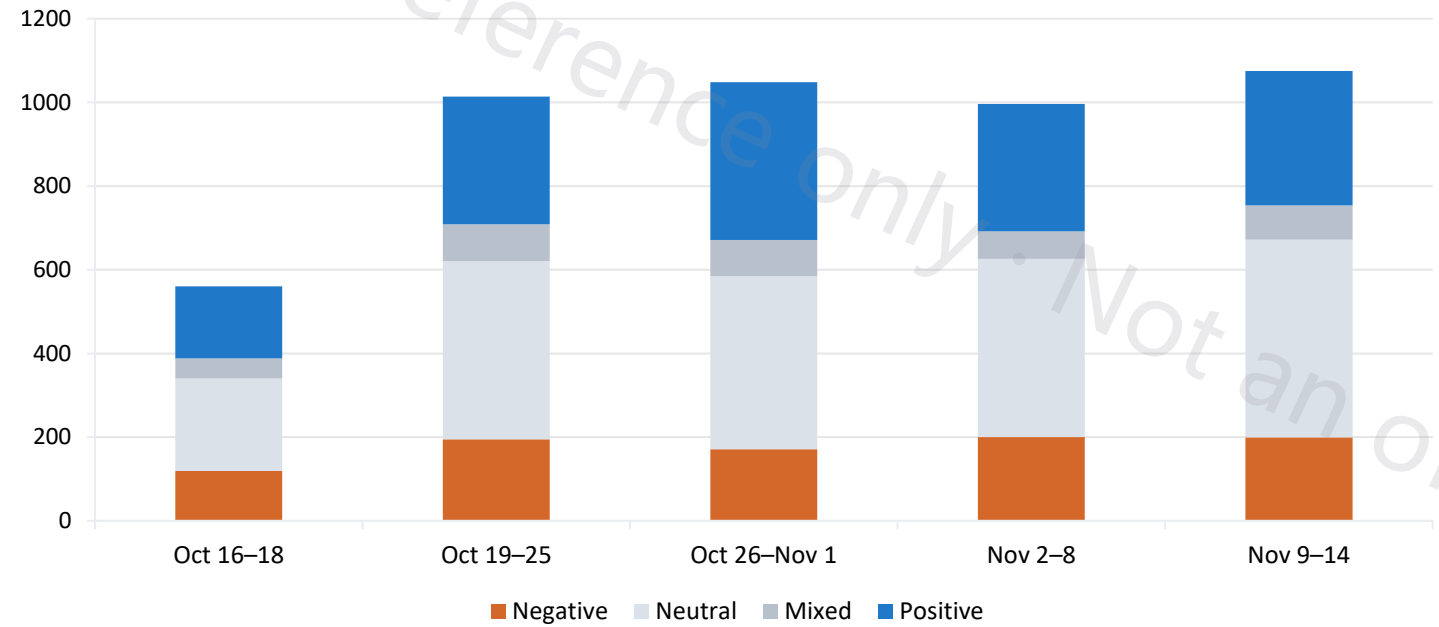
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Weekly sentiment

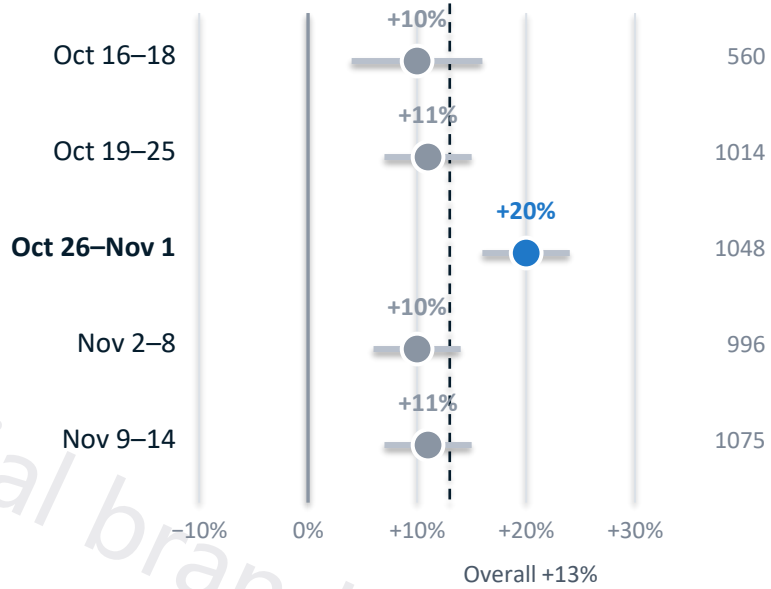
Weekly net sentiment ranges from +10% to +20%, highest in the week of 26 Oct (+20%); Russia has the most negatives in three of the weeks

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Weekly organic items by sentiment, 16 Oct – 14 Nov 2026, weeks start Monday



Weekly net sentiment (%, 95% interval)



Note

The first week has 119 negatives, 53 from Russia, alongside the GS8 condition video; the week of 2 Nov has 29 Indonesian negatives, alongside the AION i60 launch. The first week has only 3 days and the last 6; weekly counts vary with collection scope and are not a measure of share of voice.

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

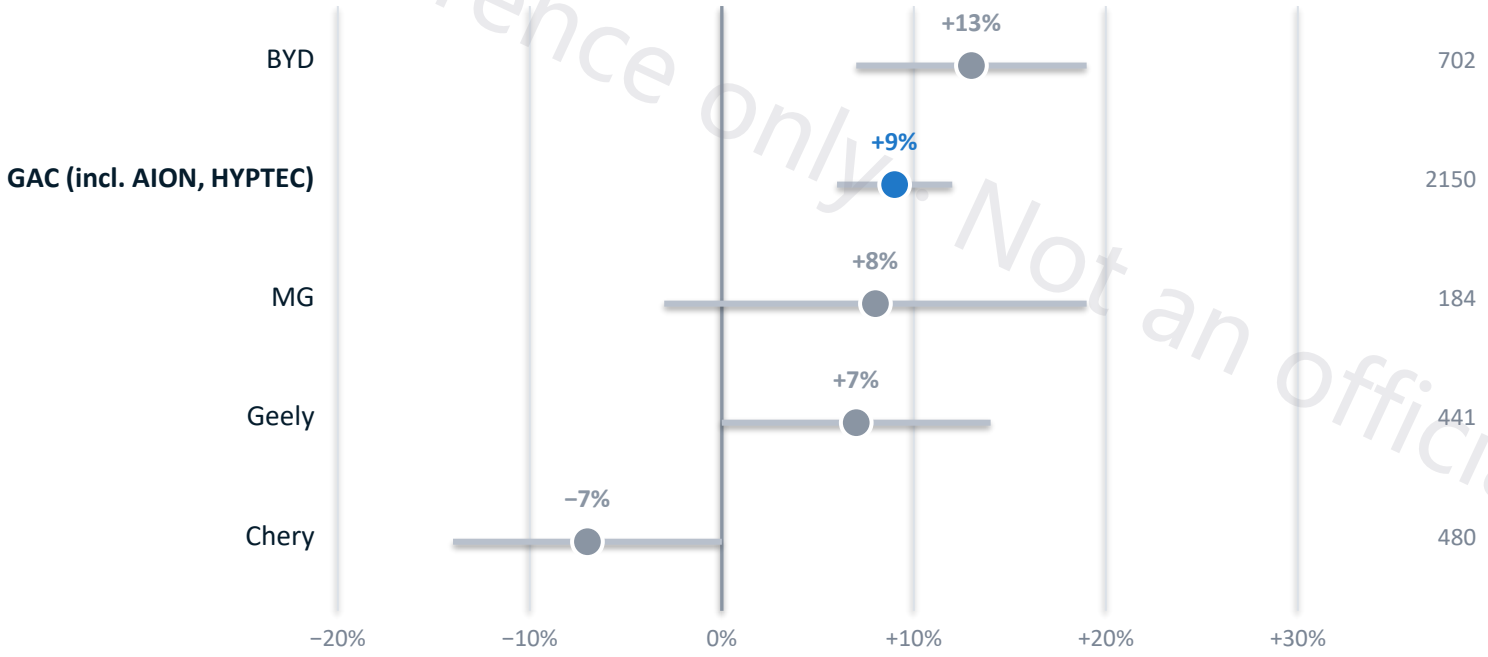
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Like-for-like benchmark

On YouTube in the same 10 markets GAC is at +9%; it overlaps BYD, MG and Geely, and its lead over Chery exceeds the margin of error

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Net sentiment by brand (%), YouTube, 10 markets, 16 Oct – 14 Nov 2026, per (item × brand) (dot = net, line = 95% interval)



Overlaps BYD, leads Chery

Last period GAC led both BYD and Chery; the gap to BYD has closed, mainly because BYD moved from −5% to +13%

GAC's most criticised topics

Price and value 130 mentions, quality 99; for none of the other four brands is quality among the top two negatives

Method

15% of competitor content is sampled under a fixed rule, GAC's own content is analysed in full; BYD lacks search results for Brazil and the Philippines

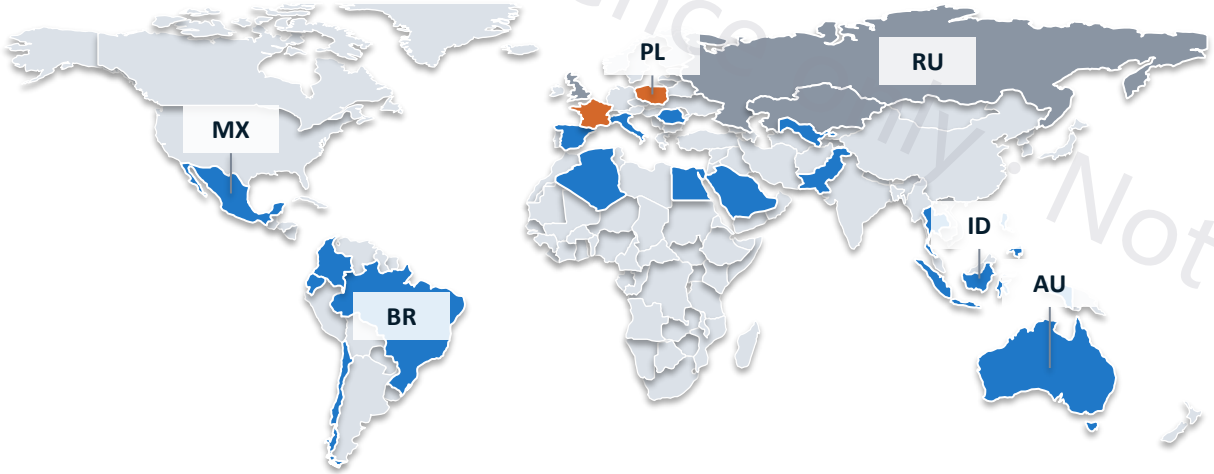
Source: AutoMusic overseas sentiment monitor, like-for-like YouTube benchmark (Australia, Brazil, Colombia, Indonesia, Mexico, Philippines, Russia, Saudi Arabia, Thailand, UK).

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 −13% (+3% last period) and Poland −20% are negative; Brazil +28%, Australia +20%; Indonesia and Thailand +7%

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Market	Items	Threads	Negatives	Net
Russia	561	106	180	−13% ±6%
Poland	124	16	46	−20% ±12%
Brazil	845	107	124	+28% ±5%
Indonesia	371	151	63	+7% ±6%
Thailand	449	97	91	+7% ±6%
Australia	169	41	25	+20% ±10%
Philippines	219	33	33	+26% ±9%
Mexico	132	61	25	+15% ±12%

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.

Market notes

Russia: the largest thread holds 29% of negatives, a video on a second-generation GS8 after three years and 105,000 km; official S7 and S9 prices are seen as above parallel imports. Poland: under two EMKOO reviews, commenters find the promotional price high, worry about resale and parts after an exit and point to the missing luggage cover. Brazil: an AION UT review says its price does not undercut the BYD Dolphin. Indonesia: the AION i60 is called a rebodied AION V without the lifetime battery warranty.

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

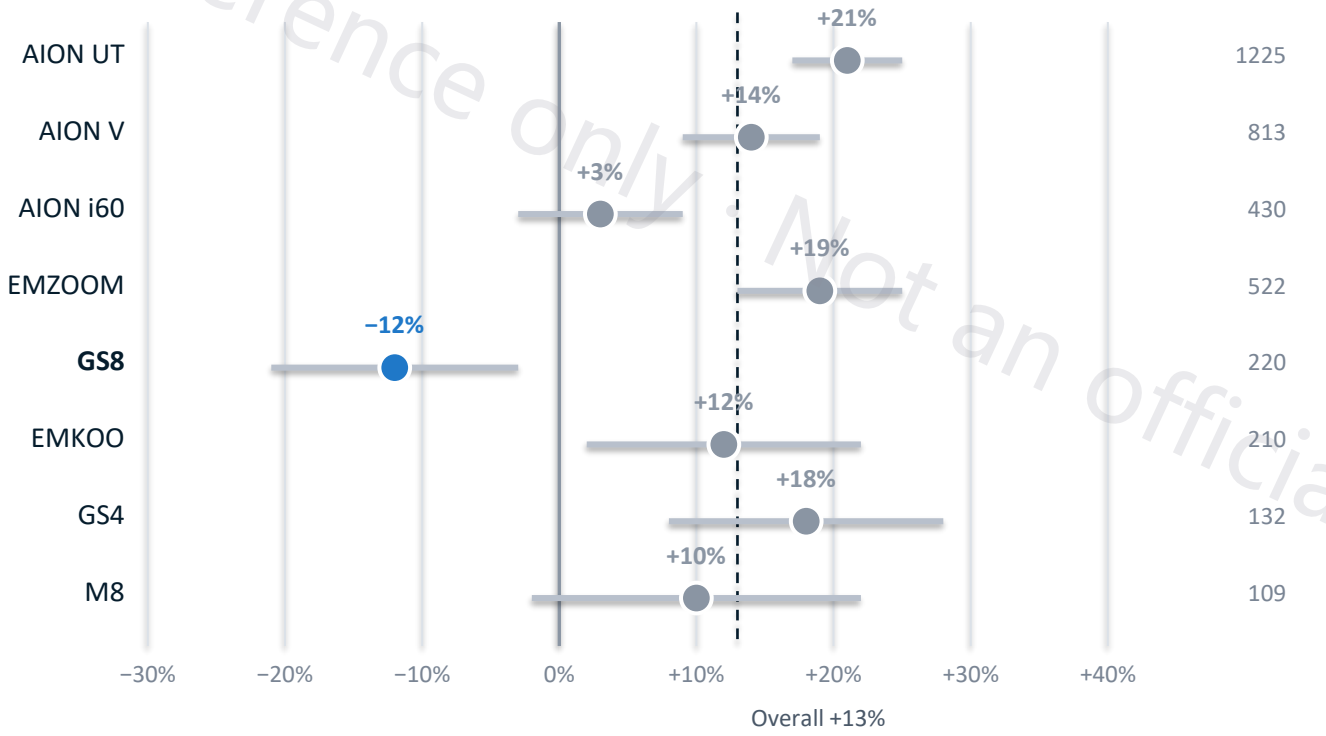
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Sentiment by model

AION UT +21% and AION V +14% are steadily positive; GS8 −12%, AION i60 +3%

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Net sentiment by model (%), by mention, 16 Oct – 14 Nov 2026, ≥ 30 mentions (dot = net, line = 95% interval)



GS8 −12%

+8% last period; four fifths of negatives come from the Russian condition video

AION i60 +3%

107 mentions last period; the Indonesian launch debate is about the difference from the AION V and price

Other models

HYPTEC HT (102 mentions), AION Y (132) and EMPOW (94) are positive and not charted

Source: AutoMusic overseas sentiment monitor, by model, models with ≥ 30 mentions.

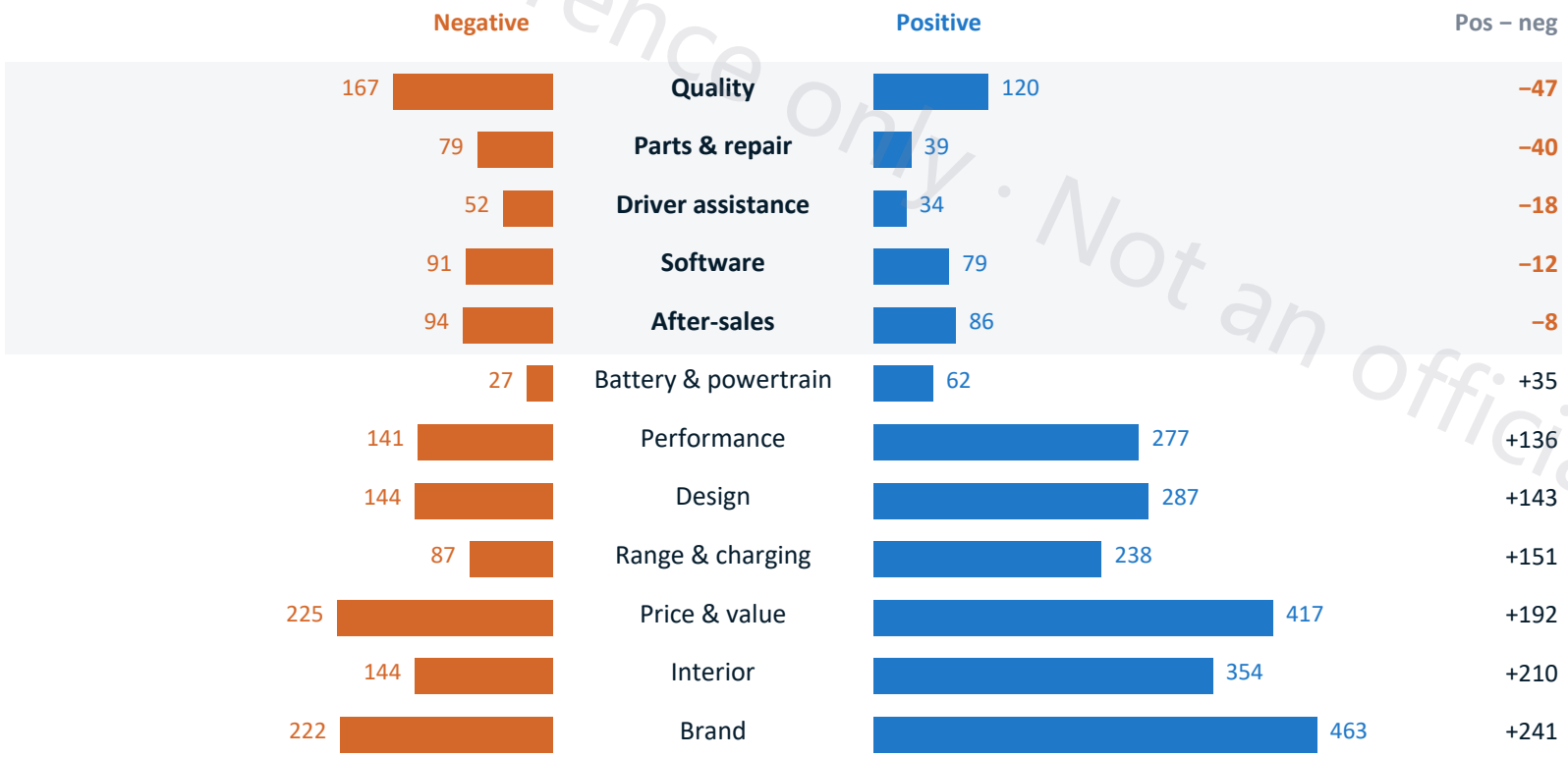
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Topics and main issues

Quality (167 negative vs 120 positive) is the only major topic with more negatives than positives; brand, price and interior are strongly net positive

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Negative and positive mentions by topic, 16 Oct – 14 Nov 2026, per (item × topic)



Quality · 167 neg / 120 pos

Russia 54, Thailand 29. GS8 rust and the AION UT compressor noise in Thailand were both raised by owners after a period of use.

Parts & repair · 79 neg / 39 pos

Negatives about twice the positives; parts supply is a worry in Russia, Egypt, Australia, Poland and Italy.

Price & value · 225 neg / 417 pos

Positive overall; negatives concentrate on the S7 / S9 in Russia, the AION UT in Brazil, the AION i60 in Indonesia and the EMKOO in Poland.

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.

Dealer reviews

Only 145 store reviews with text were obtained, less than half of last period; Saudi Arabia averages 4.3 stars, but different stores were captured, so this is not evidence of improvement

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Market	Reviews	Stores	Average stars	Share at 1–2 stars	Reading
Saudi Arabia	33	4	4.3	15%	Indicative
Brazil	31	8	4.3	19%	Indicative
Thailand	29	6	4.2	17%	Listed only
Mexico	29	3	4.7	7%	Listed only
Colombia	13	3	4.4	15%	Listed only

Reading

Stores often ask customers for five stars at handover, so this section is reported separately and not counted in the organic figures. Saudi Arabia had 41 reviews averaging 3.5 stars with 34% at 1–2 stars last period; one store of the dealer group named then still has 3 negatives out of 4 reviews. By aspect, after-sales service has 115 positive and 24 negative mentions; parts and repair 5 negative and 2 positive.

Source: AutoMusic overseas sentiment monitor, Google Maps store reviews with text, this period.

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

Inspect GS8 corrosion protection in Russia first, then answer doubts about GAC's staying power in new European markets and verify the AION UT compressor noise in Thailand

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	Recommendation	Basis
1	Russia: inspect corrosion protection of GS8 weld seams and cavities and establish whether it relates to operating conditions or batches; answer the battery-drain questions	One condition video brought 60 negatives; Russia −13%, GS8 −12%
2	Europe: in newly entered markets such as Poland, publish parts stock, warranty length and a long-term market commitment; consider a luggage cover as standard	Poland −20%, negatives on EMKOO price, resale and parts; parts and repair 79 negative vs 39 positive
3	Thailand: verify whether the AION UT compressor noise affects a batch. Indonesia: explain how the AION i60 differs from the AION V and its battery warranty. Review default settings of driver-assistance alerts	Thai commenters call it a common fault; 43% of Indonesian negatives come from one walk-around video

NEXT **Next issue: restore full collection of store reviews and bring back the Russian ownership logs and the Brazilian complaints platform.**

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

The overall interval of ±2.0% supports a directional reading; in the benchmark only the lead over Chery exceeds the margin of error

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Sample size

Overall interval ±2.0%; markets and models under 30 items are listed without assessment.

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

Negatives in Colombia, Egypt and Chile are dominated by single threads; French negatives come from two motor-show videos.

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

Market coverage was widened, so comparison with last period is directional only; the Russian ownership-log site and the Brazilian complaints platform add no new content.

Only 145 store reviews were obtained, covering fewer stores than last period.

15% of competitor content is sampled; BYD lacks Brazil and the Philippines.

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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