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GEELY · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Geely Overseas Sentiment Monthly

Passenger cars · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

+12%

±2.2% · 3399 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%, with positive reviews in Australia and Mexico; negatives centre on inactive connected services in Morocco and Russian pricing and resale debate

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Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +12% (±2.2%, 3399 items).

Australia +21%, Mexico +20%: reviews and owner discussion focus on value and equipment.

Sources of negative sentiment

Morocco: a French-language video reports that connected services and OTA are not activated on the EX5 PHEV; some viewers dropped their purchase.

Russia +2%: the locally assembled Atlas costs more, and the Monjaro can lose up to RUB 1 million in a year.

Priority actions

Morocco: give the activation timetable for EX5 connected services and OTA.

Russia: explain local-assembly pricing; consider certified used or trade-in programmes.

Mexico: give a CarPlay / Android Auto plan for the Coolray Plus.

Source: AutoMusic overseas sentiment monitor, Geely overseas content 16 Sep – 16 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.

Scope and method

Sentiment covers only consumers, creators and media; 3399 items this period, mostly from YouTube and news

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3399
Organic items (consumers 2361 · media 948 · creators 90)

48
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 3399 items this period, 955 are positive and 543 negative: (955 − 543) ÷ 3399 ≈ +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. 358 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.

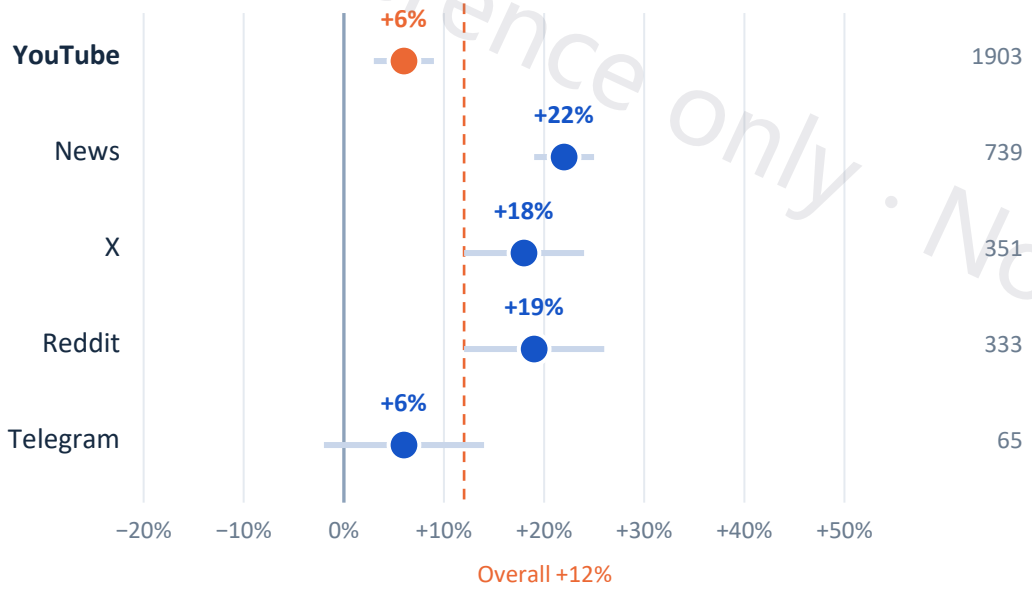
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

News +22%, YouTube +6%; YouTube negatives come mainly from a few Moroccan, Bahraini and Russian video comment sections

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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

Drom (under 10 items) is not assessed. Consumer content is less positive than media and creators, with negatives mostly in video comments. Items posted by official accounts and dealers are excluded.

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

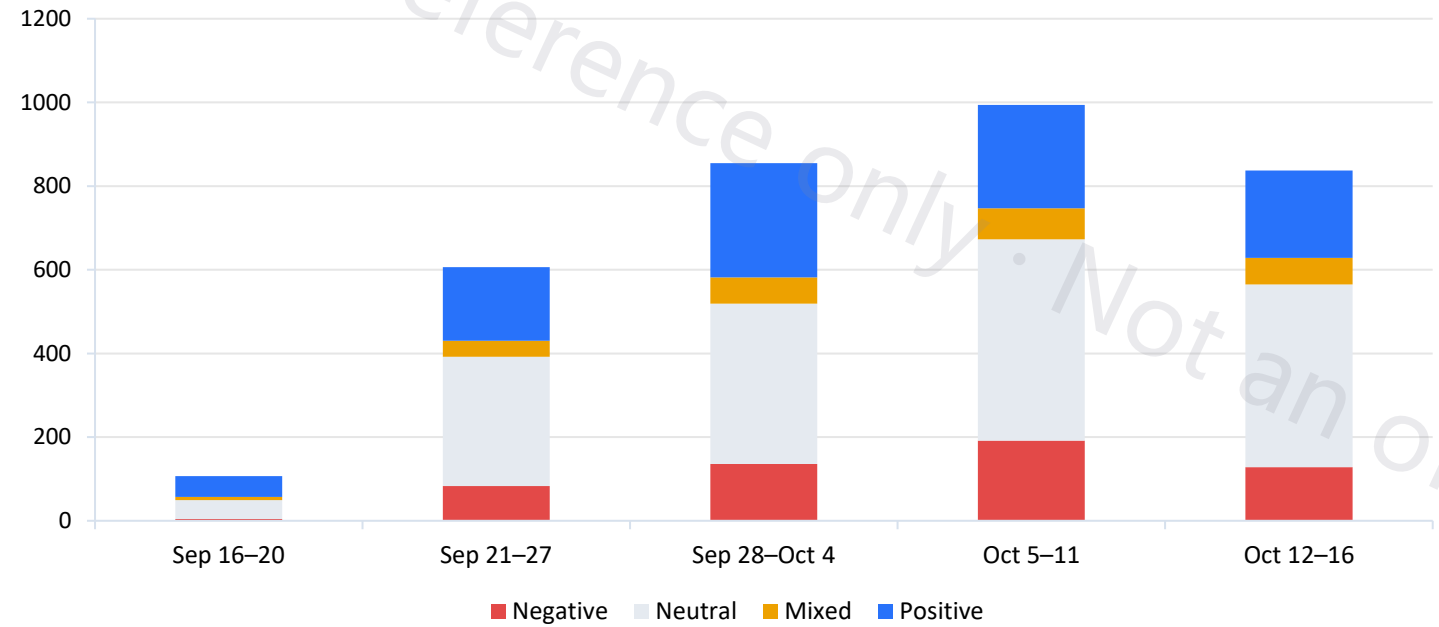
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Weekly sentiment

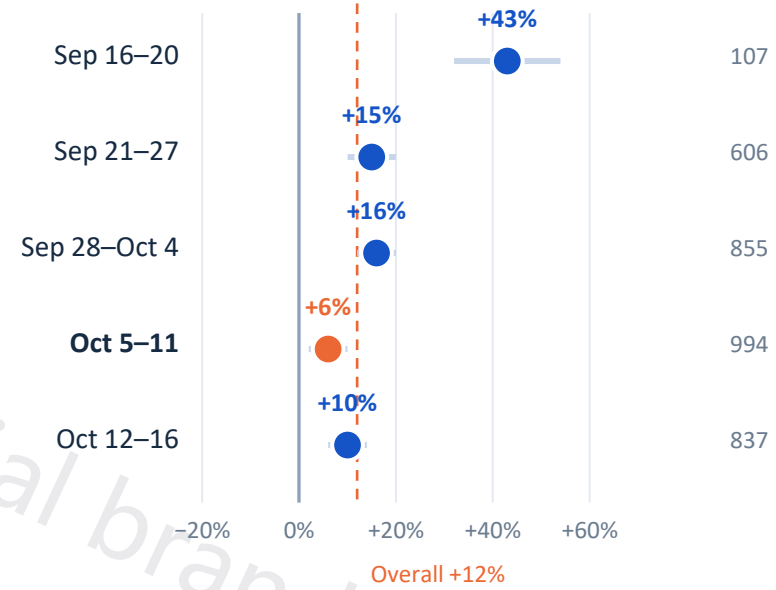
Net sentiment was +15% and +16% in the weeks of 21 and 28 Sep, then +6% in the week of 5 Oct, coinciding with the Moroccan connected-services video

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



Weekly net sentiment (%, 95% interval)



Note

The week of 5 Oct has 192 negatives, 50 from Morocco; the first week has only 107 items and is not assessed; the last week has 128, 61 from Russia. The first and last weeks have 5 days each; weekly counts vary with collection scope and are not share of voice.

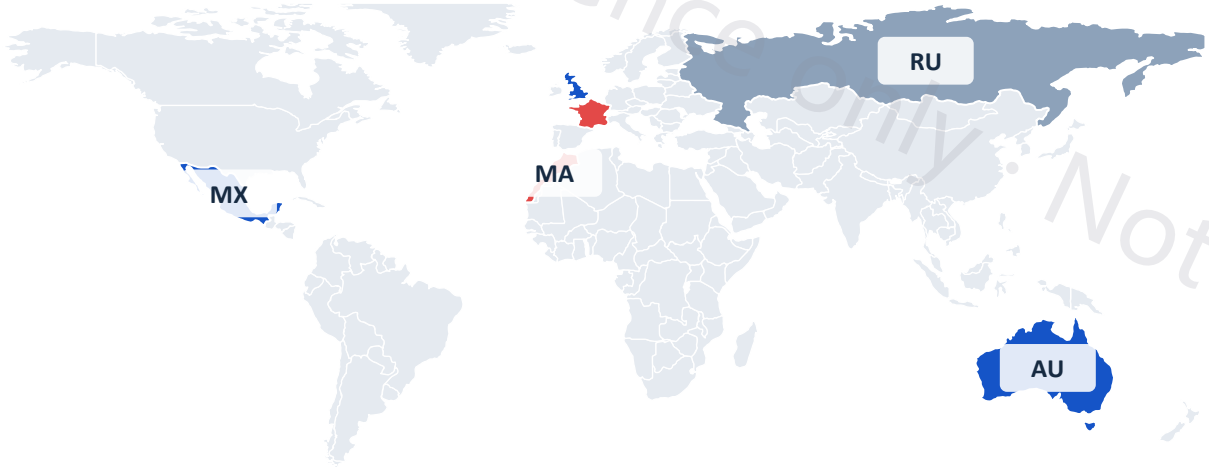
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

Australia +21%, Mexico +20%; Russia +2%; French and Moroccan negatives come from one video

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Market	Items	Threads	Negatives	Net
Russia	747	181	149	+2% ±5%
Australia	456	122	69	+21% ±6%
UK	219	52	42	+10% ±9%
Mexico	137	96	20	+20% ±11%
France	70	35	20	−17% ±14%
Morocco (not monitored)	80	1	51	−61% ±12%

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

UK: 119 items come from one Starray EM-i review, with comments debating the roughly £30k price. France and Morocco: a French-language video on EX5 PHEV connected services and OTA not activated in Morocco. Russia: Atlas local-assembly pricing, Monjaro resale value, and paint and panel gaps at handover.

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

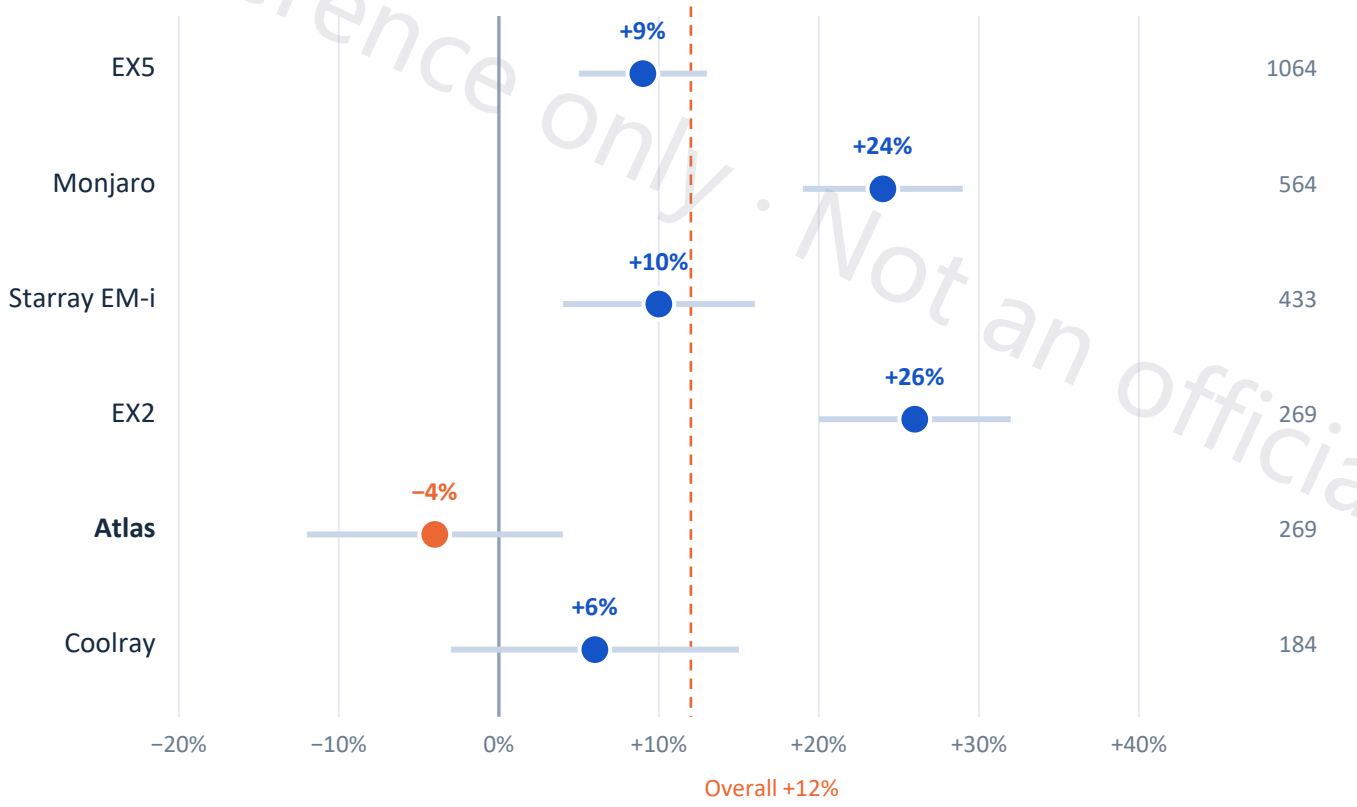
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Sentiment by model

EX2 and Monjaro lead; Atlas −4% is the only major model below zero

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



EX5 +9%

Positive Australian reviews; negatives concentrate in the Moroccan connected-services video

Atlas −4%

Russian comments question why the locally assembled car costs more; some find the glossy trim wears badly

Other models

Emgrand (87), Okavango (47) and Binrui / Preface (43) are not charted

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

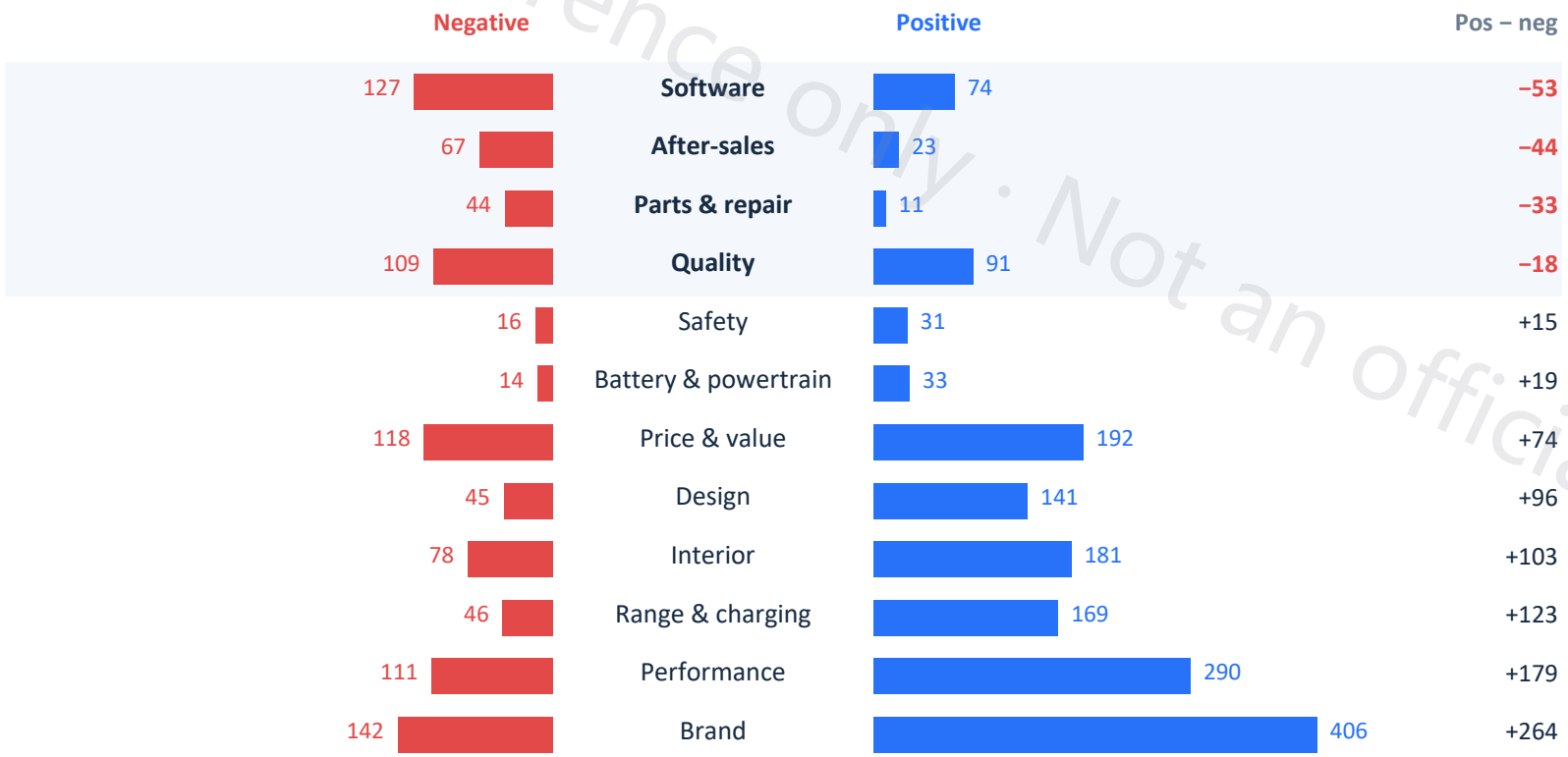
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Infotainment has the most negatives; after-sales, parts and quality also lean negative; brand, performance and value lean positive

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



Software · 127 neg / 74 pos

Connected services and OTA not activated in Morocco, no CarPlay / Android Auto in Mexico, and Russian complaints about mirroring-box audio.

Quality · 109 neg / 91 pos

Comments under Russian handover-inspection videos discuss paint, panel gaps and interior materials.

Price & value · 118 neg / 192 pos

Negatives centre on Russia: Atlas local-assembly pricing and Monjaro resale losses within a year.

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

Clarify connected services in Morocco first, then respond to Russian pricing and resale debate

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	Recommendation	Basis
1	Morocco: state the plan and timetable for activating EX5 connected services and OTA; check dealer marketing against the local specification	One video produced 51 negatives in Morocco and 20 in France
2	Russia: explain Atlas local-assembly pricing; consider certified used or trade-in programmes for the Monjaro; tighten pre-delivery inspection	Russia has the most negatives, centred on price and quality
3	Mexico and Australia: give a CarPlay / Android Auto plan for the Coolray Plus and publish the EX5 towing rating	Some viewers dropped their purchase over these gaps

NEXT **Next month's report will track activation in Morocco and whether the Russian resale debate continues.**

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 ±2.2% supports a direction; France, Morocco and the UK each have one dominant thread and are treated as events

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Sample size

Overall interval ±2.2%; markets and models under 30 items are listed without assessment.

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

French and Moroccan negatives come from one video; 119 UK items come from one review.

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

Morocco and Bahrain are not monitored markets; their 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.