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GEELY · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Geely overseas voice of customer

Passenger cars · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+4%

±1.6% · 6995 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%, positive with a narrower margin; Europe excluding Belarus totals +17%; negatives centre on rust protection and paint in Belarus and EX2 delivery in Brazil

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +4% (±1.6%, 6995 items), against +12% last period.

Europe excluding Belarus: 938 items at +17%; the UK +30% and Mexico +23% lean positive.

Sources of negative sentiment

Belarus −29%: negatives concentrate under a Belgee factory-tour video, on body rust protection and paint.

Brazil −8%: EX2 waits of up to 120 days; buyers chase orders under official posts.

Poland −2%: the Polish Starray EM-i has a smaller battery than the Spanish and German versions.

Priority actions

Belarus: verify Atlas paint and body corrosion protection; publish anti-corrosion warranty terms.

Brazil: tell each paid EX2 buyer the shipment and delivery date.

Australia: investigate false emergency braking on the EX5.

Source: AutoMusic overseas sentiment monitor, Geely 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; 6995 items this period, with sales markets in Europe, Latin America, the Middle East and Asia-Pacific added

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6995
Organic items (consumers 5775 · media 1042 · creators 178)

396
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 6995 items this period, 1845 are positive and 1588 negative: (1845 − 1588) ÷ 6995 ≈ +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. 597 items have no identifiable market and are excluded from market figures only. Market coverage was widened and TikTok, Instagram and Facebook 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.

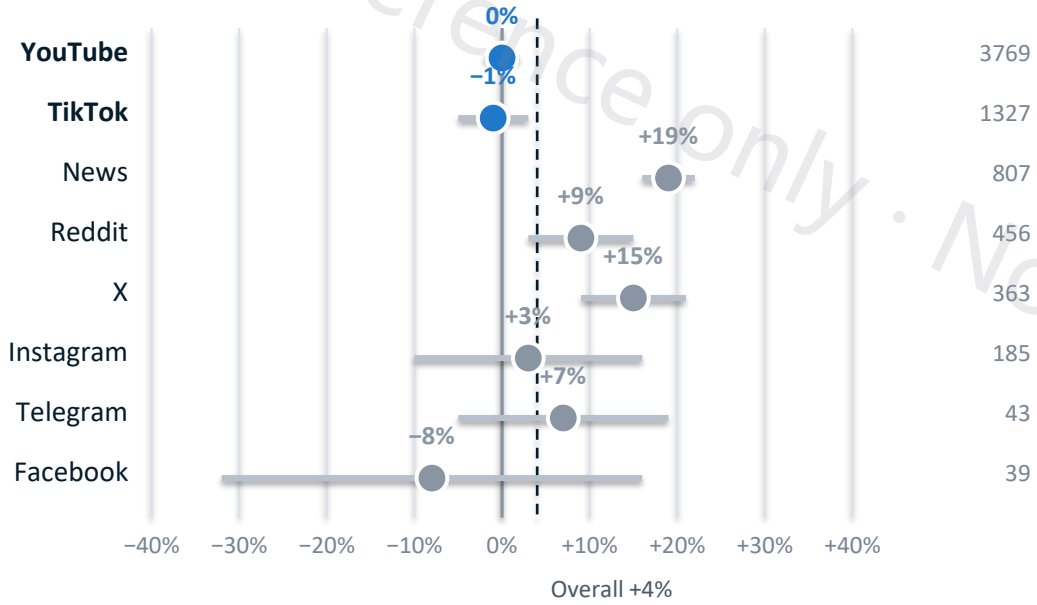
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

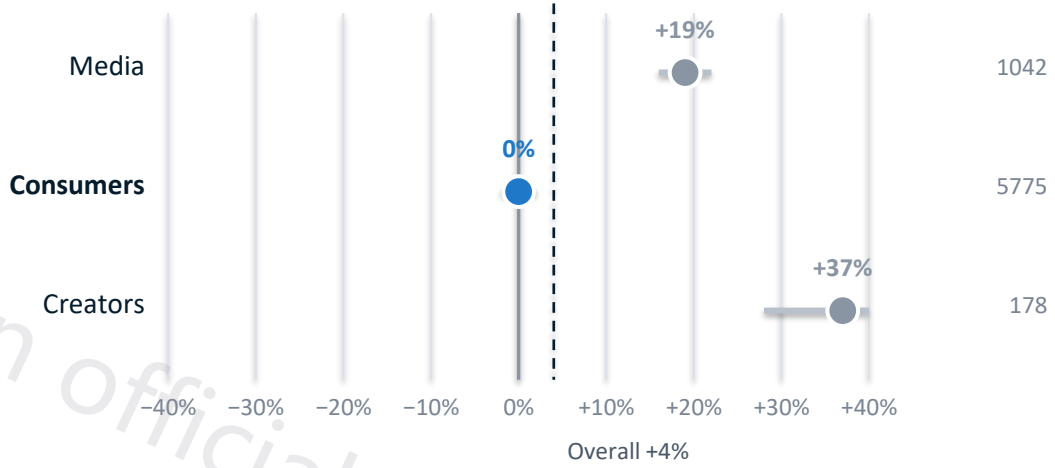
News +19%, YouTube 0%, TikTok −1%; video comment sections read lower than news and X

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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

Consumer content reads lower than media and creators; negatives sit mostly in YouTube and TikTok comments. Facebook has only 39 items and a wide interval. Content from official accounts and dealers is excluded.

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

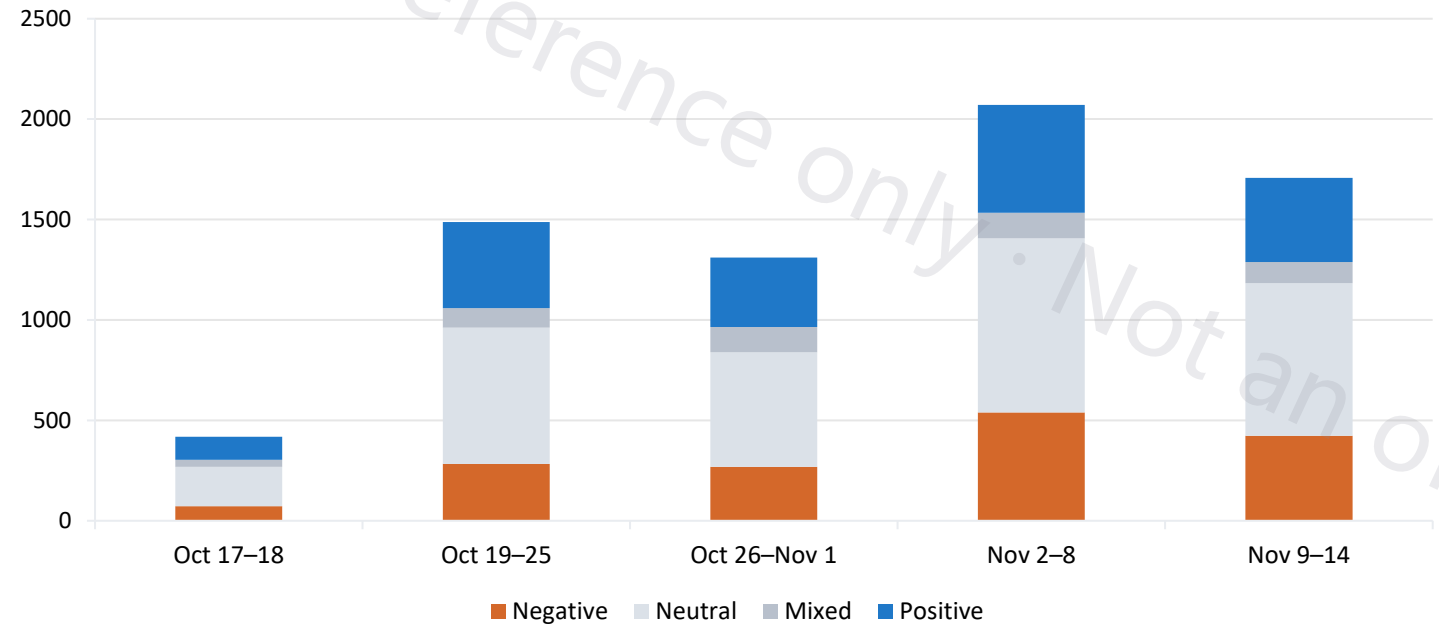
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Weekly sentiment

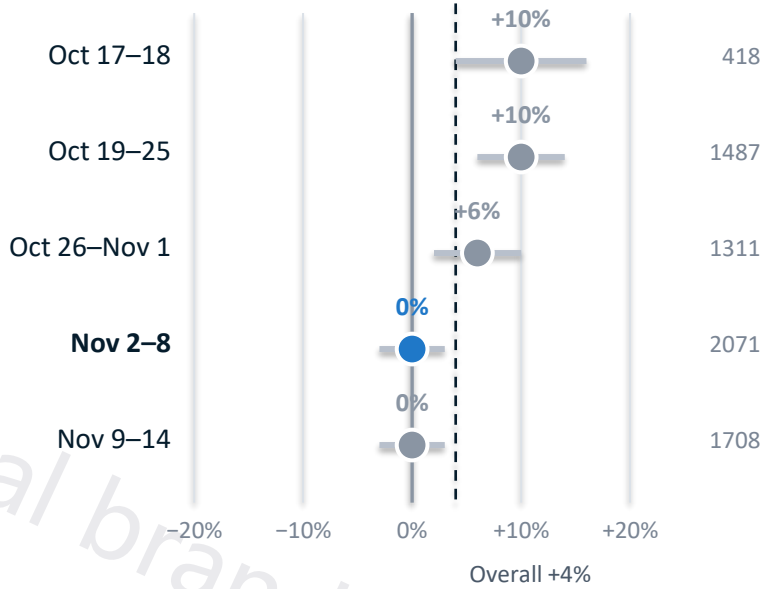
Net sentiment was +10%, +10% and +6% in the first three weeks; the last two weeks were both 0%; the week of 2 Nov coincides with the Belarus factory-tour video

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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 540 negatives, 169 of them from Belarus; the last week has 423 negatives, 66 from Brazil, alongside reports of EX2 delivery delays. The first week has only 2 days and the last 6; weekly counts vary with collection scope and are not a measure of share of voice.

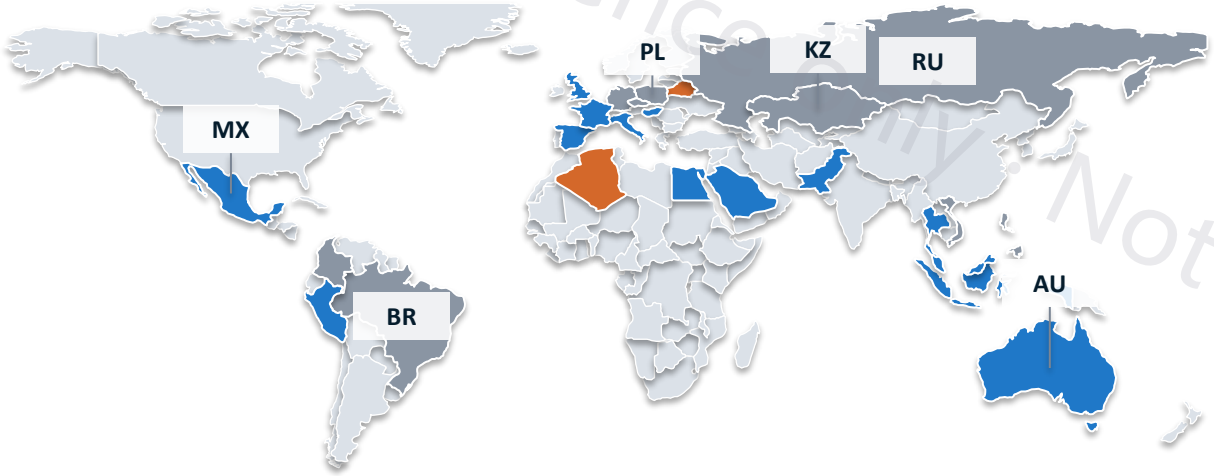
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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.

Sentiment by market

Belarus −29% and Brazil −8% are negative, Poland −2%; Mexico +23%, UK +30%; Russia and Kazakhstan are close to zero

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Market	Items	Threads	Negatives	Net
Belarus	604	28	260	−29% ±6%
Brazil	438	136	127	−8% ±7%
Poland	195	39	52	−2% ±10%
Russia	1045	188	253	−1% ±4%
Kazakhstan	645	56	160	+1% ±5%
Australia	388	81	76	+15% ±7%
Mexico	452	108	67	+23% ±6%
UK	206	45	35	+30% ±10%

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

Belarus: 63% of negatives come from a Belgee factory-tour video; owners under a 40,000 km Atlas review report paint chips. Brazil: media report EX2 deliveries of up to 120 days; one buyer has no order status 118 days after the deposit. Kazakhstan, Russia: the facelifted Atlas is seen as worse-looking and overpriced. Poland: the same Starray EM-i has an 18.4 kWh battery in Poland but 29.8 kWh in Spain and Germany.

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

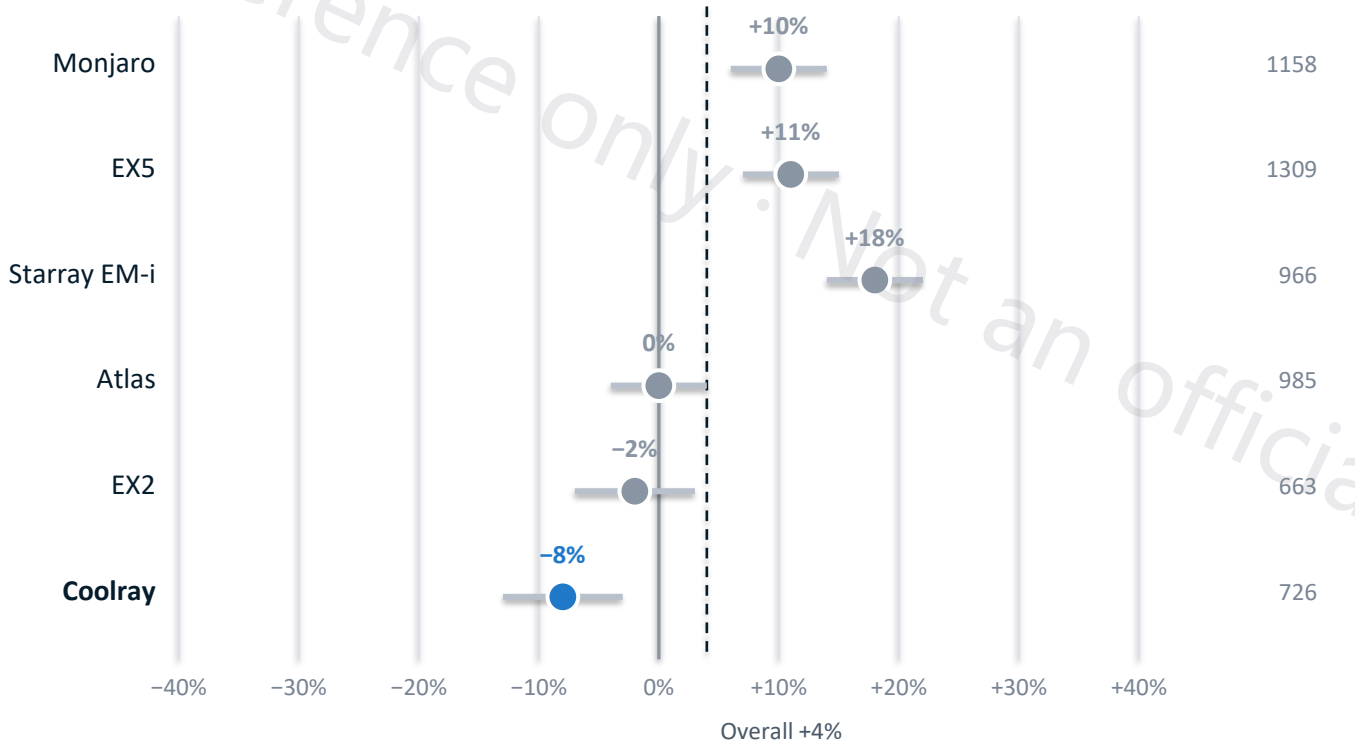
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

Monjaro, EX5 and Starray EM-i are positive; Coolray −8%; Atlas 0% and EX2 −2% are close to zero

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



Atlas 0%

Facelift styling and pricing in Kazakhstan and Russia; paint feedback from Belarusian owners

EX2 −2%

+26% last period; waiting times in Brazil and range in cold weather

Coolray −8%

+6% last period; finance fees in Mexico, price and piston-damage videos in Algeria

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

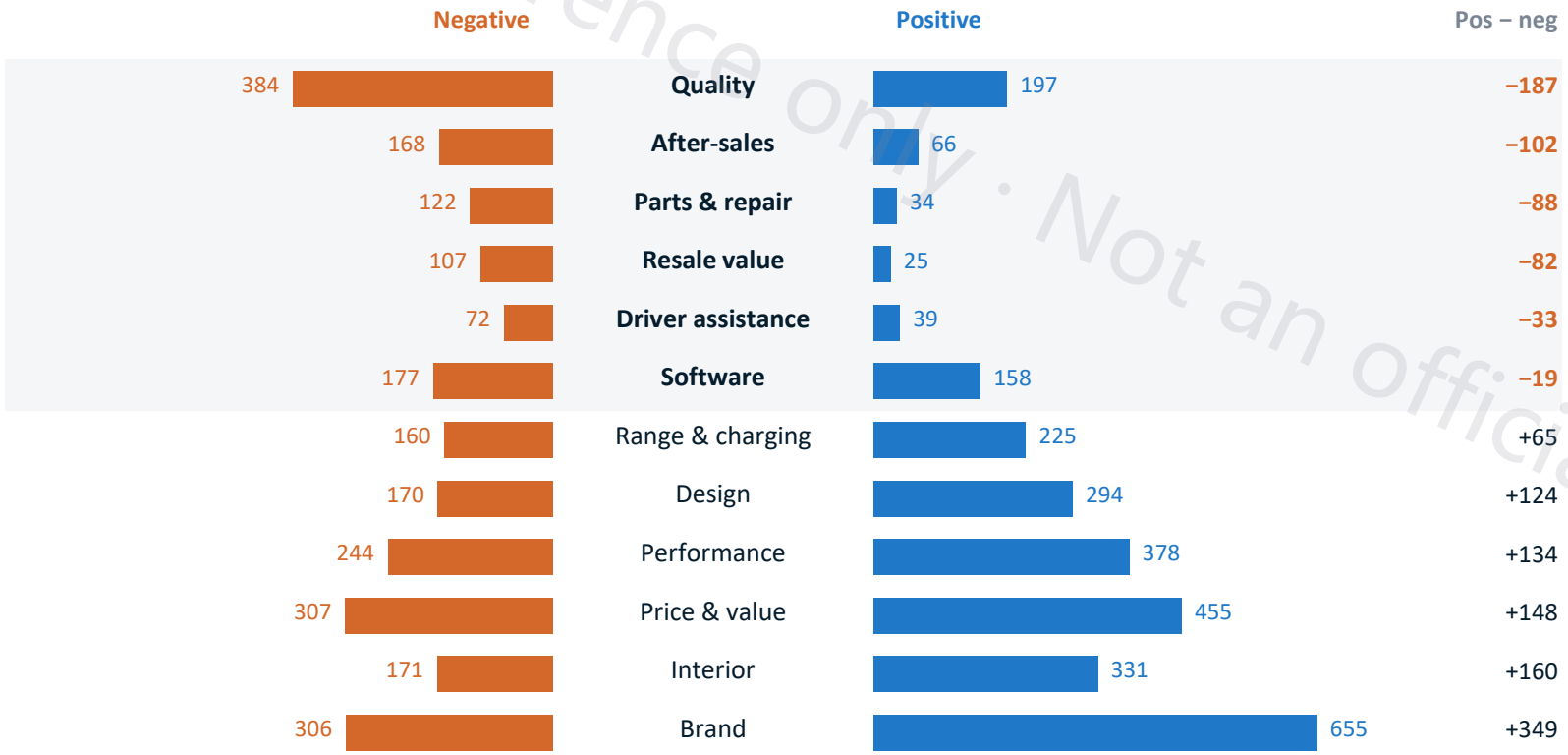
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality has the most negatives (384); after-sales, parts and resale value are also net negative; brand, price and performance are net positive

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



Quality · 384 neg / 197 pos

109 neg / 91 pos last period. Belarus (116) accounts for most, with feedback from Russia, Kazakhstan, Mexico and Algeria.

After-sales · 168 neg / 66 pos

Raised in Belarus, Brazil and the Philippines; paid-up EX2 buyers in Brazil chase orders under official posts.

Parts & repair · 122 neg / 34 pos

Owners in Belarus and the Philippines worry about parts waits, alongside after-sales problems.

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

Verify rust protection and paint in Belarus first, and handle EX2 delivery communication in Brazil in parallel

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	Recommendation	Basis
1	Belarus: verify Atlas paint and body corrosion protection and publish anti-corrosion warranty terms; prepare answers on rust protection before releasing factory-tour content	The factory-tour video holds 63% of Belarusian negatives and owner reviews raise the same issue; Belarus −29%
2	Brazil: tell each paid EX2 buyer the shipment and delivery date; assign staff to answer order questions under official posts	Brazil moved from +12% to −8%; buyers chase orders under official posts
3	Australia: investigate false emergency braking on the EX5 with crossing traffic at junctions. Kazakhstan and Russia: explain the 2026 Atlas specification changes and pricing basis	False triggering is a driving-safety matter; facelift reviews drew over a hundred negative comments in the two markets

NEXT **Next issue: track whether the promised EX2 shipments arrive in Brazil and whether the rust discussion spreads from Belarus to Russia.**

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 ±1.6% supports a directional reading; negatives in Belarus and Australia are dominated by single threads, and comparison with last period is directional only

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Sample size

Overall interval ±1.6%; markets and models under 30 items are listed without assessment.

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

Belarus had only 21 items last period; part of the decline reflects wider collection.

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 and TikTok, Instagram and Facebook were added this period.

No like-for-like competitor benchmark or store-review data this period.

Delivery times and promotions come from media reports and comments.

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.