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SAIC MAXUS · OVERSEAS VOICE OF CUSTOMER · MONTHLY

SAIC MAXUS Overseas Sentiment Monthly

MAXUS (LDV in Australia and New Zealand) · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

+9%

±7.1% · 342 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

Slightly positive overall, with the interval above zero; negatives centre on one eTerron 9 review video in Thailand, positives on one T60 MAX test-drive video in France

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Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +9% (±7.1%, 342 items); the lower bound of the interval is above zero.

France +38%: 55 items come from one T60 MAX test-drive video, praising the design and the CO2 penalty-tax exemption.

Sources of negative sentiment

Thailand −32%: 32 of 33 negatives come from one eTerron 9 review video and are treated as a single event.

Comments focus on air-suspension durability on a pickup and the 1.6 million baht price against Japanese pickups.

Priority actions

Thailand: state the air-suspension warranty, repair costs and parts supply.

Thailand: prepare a total-cost-of-ownership comparison with diesel pickups.

France: state T60 frame anti-corrosion treatment and warranty.

Source: AutoMusic overseas sentiment monitor, SAIC MAXUS 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; with 342 items this period, most markets and models have fewer than 30 items and are shown without assessment

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342
Organic items (consumers 196 · media 133 · creators 13)

16
Items posted by official accounts and dealers, reported separately

4
Channels: news, YouTube, Reddit, X

Net sentiment

Of 342 items this period, 94 are positive and 62 negative: (94 − 62) ÷ 342 ≈ +9%. ± 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. 52 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.

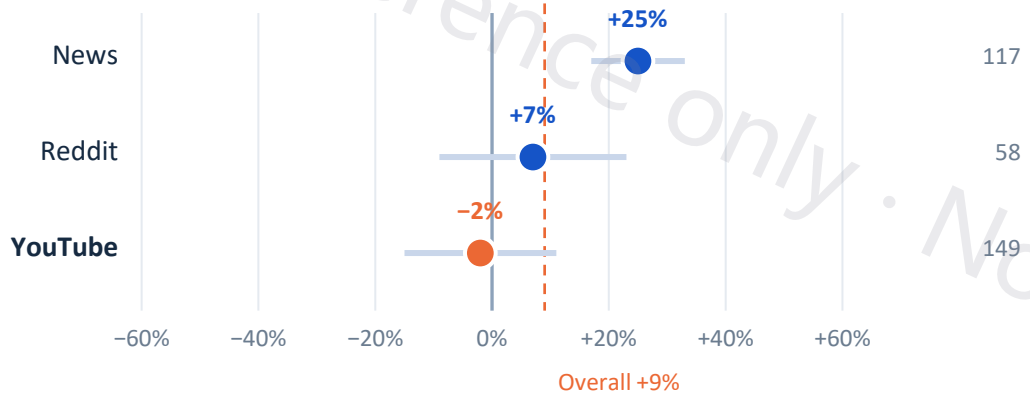
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Channels and voices

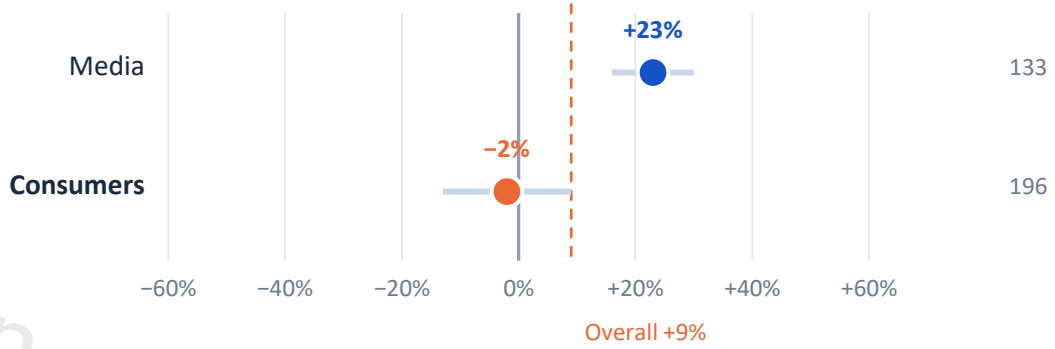
Media coverage is mostly launch news and leans positive; consumers and YouTube are near zero, as negatives on the Thai review offset positives on the French test drive

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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

X has only 18 items and creators only 13, so neither is assessed. Media items are mostly launch news; consumer items reflect ownership and purchase attitudes. The 16 items posted by official accounts and dealers are excluded.

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

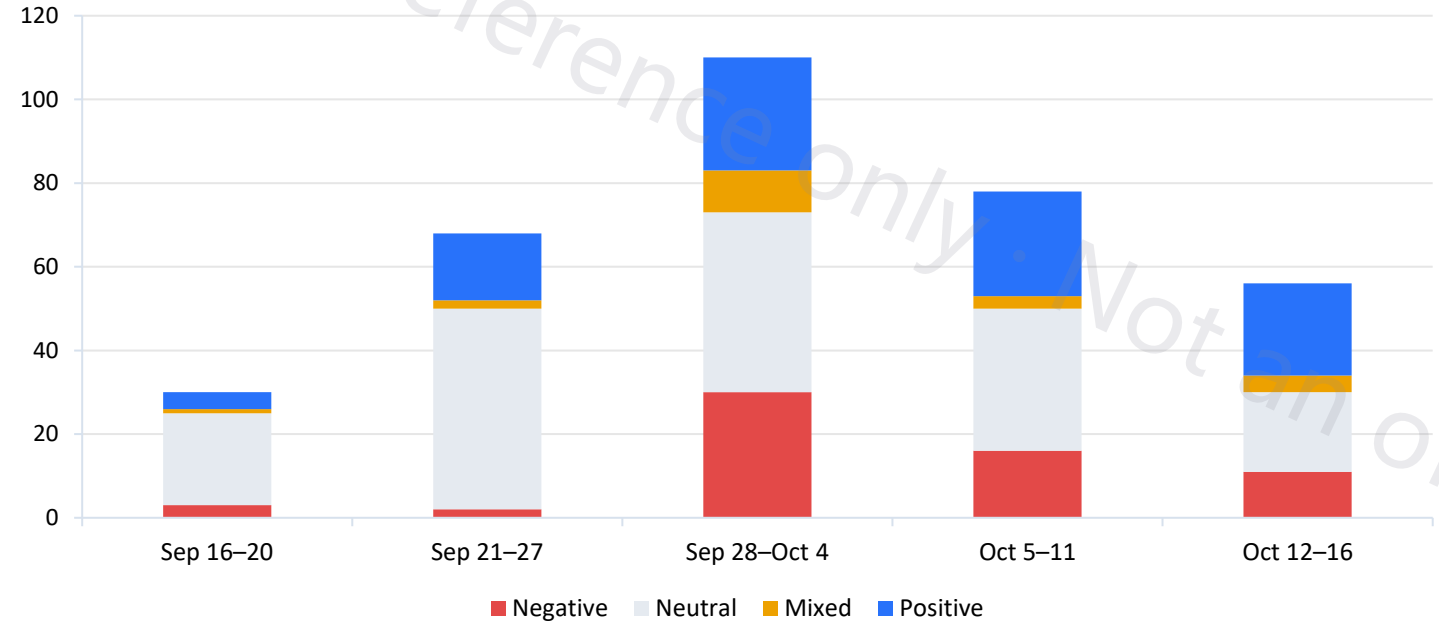
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Weekly sentiment

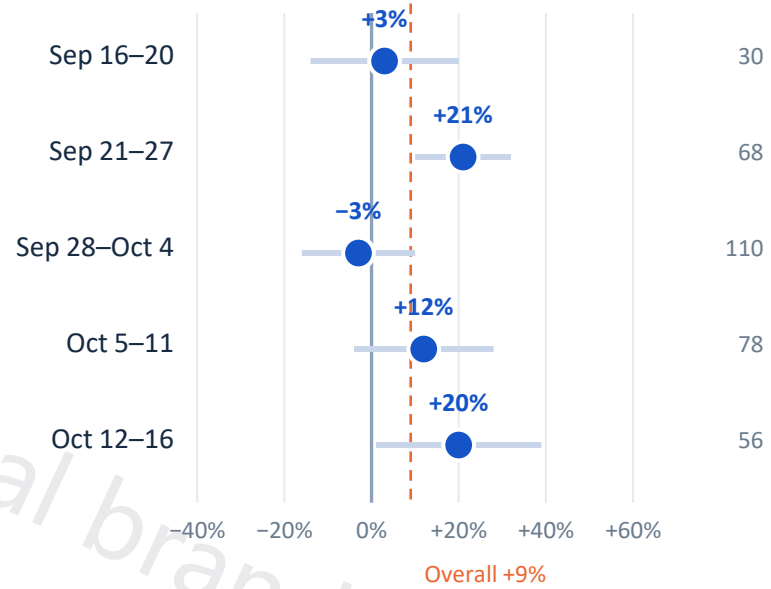
30 to 110 items a week with overlapping intervals, so no trend is read; in the week of Sep 28, which had the most negatives, 26 negatives came from Thailand

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



Weekly net sentiment (%, 95% interval)



Note

Week of Sep 28: 30 negatives, 26 from Thailand, 87% of them from one thread; no other week had more than 16. First and last weeks are 5 days each; weekly counts follow collection scope and do not measure buzz.

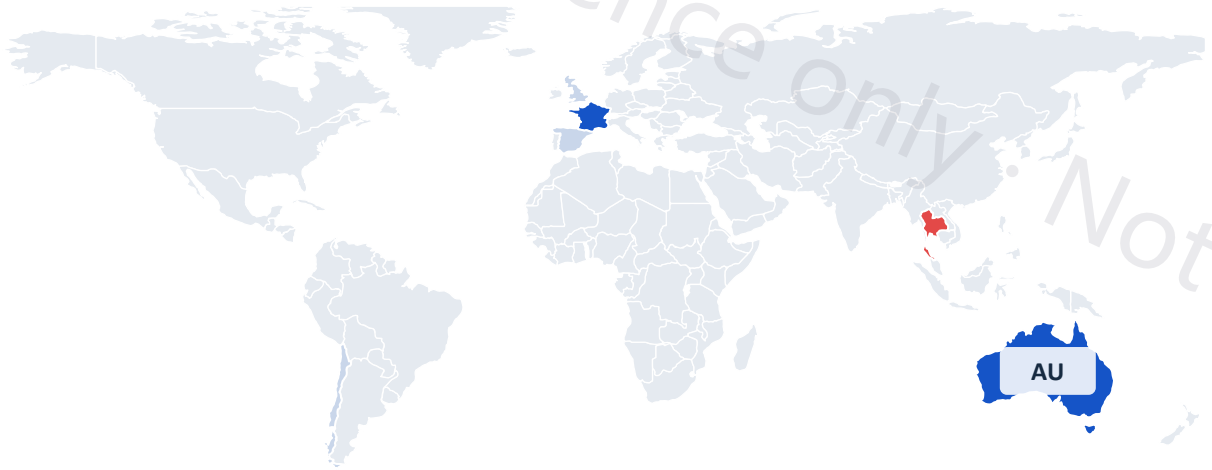
Source: AutoMusic overseas sentiment monitor export (consumers, creators and media), weekly totals.

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

Thailand −32% and France +38%, each dominated by one video; Australian coverage is mostly news, with one negative item

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Market	Items	Threads	Negatives	Net
Thailand	68	3	33	−32% ±18%
France	56	2	10	+38% ±20%
Australia	42	42	1	+14% ±12%
Spain*	29	29	0	Not assessed
UK*	22	19	1	Not assessed
Chile*	14	14	0	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.

Themes in the two videos

Thailand: 32 of 33 negatives come from the eTerron 9 review, worrying about air-suspension leaks and durability and the 1.6 million baht price against Japanese pickups. France: 55 items come from the T60 MAX test drive, praising the design and CO2-tax exemption; some negatives call it an advert, one cites T60 frame rust reported by Australian and South African owners.

Source: AutoMusic overseas sentiment monitor, period summary data, markets with ≥ 14 items; * under 30 items, listed only.

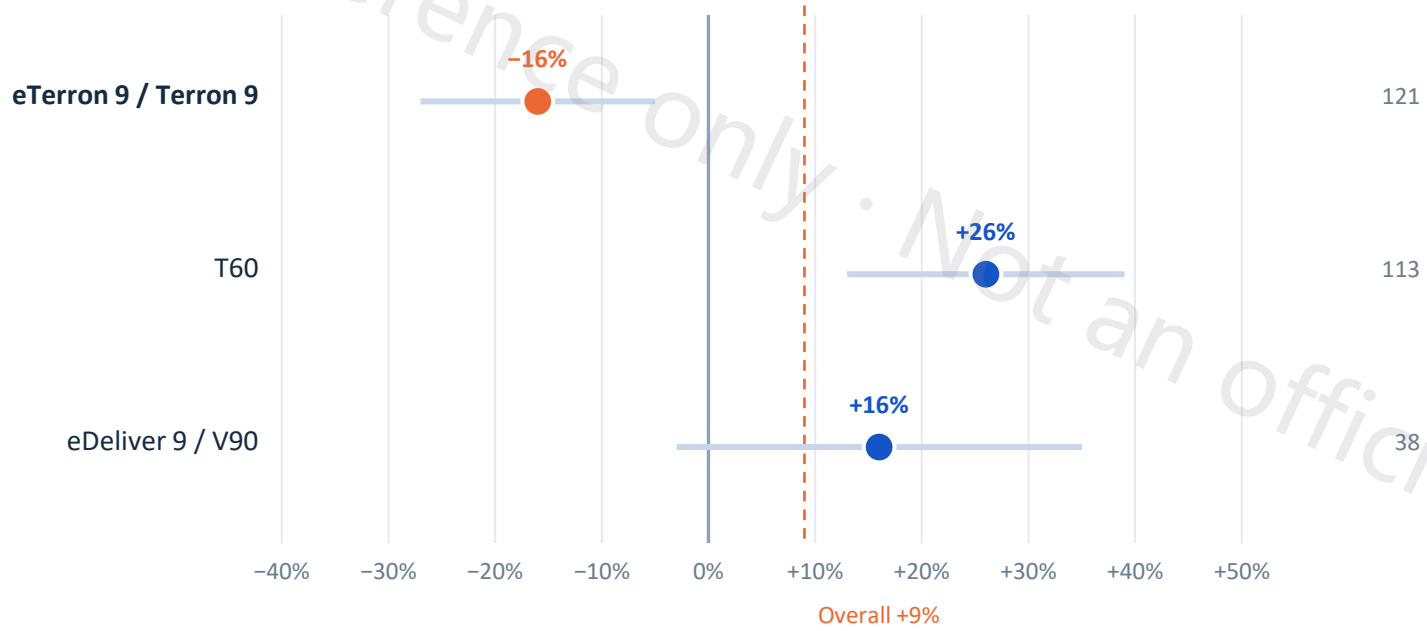
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Sentiment by model

eTerron 9 / Terron 9 is below the overall figure, with negatives mainly from the Thai video; T60 +26%, with mostly positive comments on the French test drive

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



eTerron 9 / Terron 9 −16%

Negatives come mainly from the Thai review video, plus X users criticising the rear design

T60 +26%

Comments on the French T60 MAX test drive praise the design and CO2-tax exemption

eDeliver 9 / V90 +16%

A UK campervan-conversion review notes several build-quality issues; MIFA 9 (23) and others have under 30 mentions and are not assessed

Source: AutoMusic overseas sentiment monitor, period summary data, models with ≥ 30 mentions.

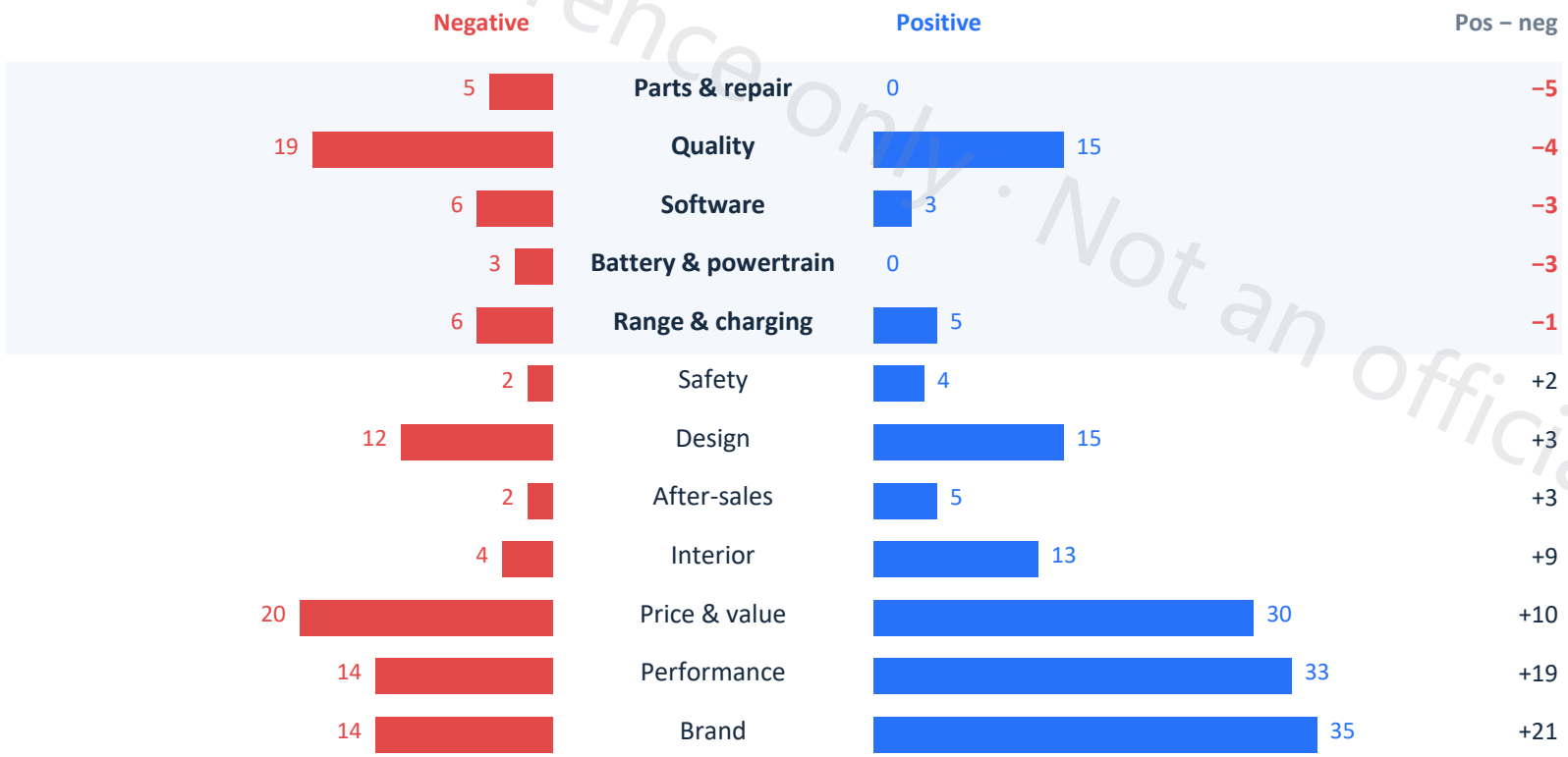
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality leans negative, from Thai air-suspension doubts and durability criticism on Reddit; price, performance and brand are net positive

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Negative and positive mentions by topic, 16 Sep – 16 Oct 2026, per (item × topic); small counts, descriptive only



Quality · 19 neg / 15 pos

Thai comments doubt air-suspension durability; on Reddit a vehicle inspector says MAXUS vehicles tend to fail early, and a new MIFA 9 owner waits nearly a month for an air-conditioning repair.

Price & value · 30 pos / 20 neg

The French video praises the T60 MAX CO2-tax exemption; 11 negatives are from Thailand, comparing the eTerron 9 price with Japanese diesel pickups.

Performance · 33 pos / 14 neg

Brand reputation: 35 positive, 14 negative.

Source: AutoMusic overseas sentiment monitor, period summary data and 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

Address the two Thai objections, air suspension and price, first, then use the French T60 MAX launch to explain frame corrosion protection

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	Recommendation	Basis
1	Thailand: in eTerron 9 launch communication, state the air-suspension warranty, repair costs and parts supply, answering worries such as "once it breaks you can only sell the truck"	32 of 33 negatives from one review video
2	Thailand: prepare a total-cost-of-ownership comparison with diesel pickups in the same class to answer the 1.6 million baht price objection	11 price negatives from Thailand
3	France: after the T60 MAX Paris Motor Show debut, state the frame anti-corrosion treatment and warranty	Test-drive comments cite frame rust reported by Australian and South African owners

NEXT STEP **Next month's report will track comments after the eTerron 9 launch in Thailand and the T60 MAX launch in France, and add owner forums and Facebook groups.**

Source: Author's recommendations based on this period's sentiment data, not SAIC MAXUS 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.

Limitations

Overall interval ±7.1% supports a direction; Thailand and France are each dominated by one video and read as events

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Sample size

The overall interval is ±7.1%; most markets and models are under 30 items and are listed, not judged.

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

Sentiment labels

Sentiment labels have not been checked against human reference labels, so accuracy is not published.

Intervals are calculated per item, without allowing for correlation within threads or labelling error.

Collection

No owner-forum or Facebook-group data this period.

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

READING RULES **Where two 95% intervals overlap, no ranking is made; groups under 30 items are listed, not judged; 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.