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MG · OVERSEAS VOICE OF CUSTOMER · MONTHLY

MG Overseas Sentiment Monthly

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

Organic net sentiment (95% interval)

+4%

±2.8% · 2228 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 +4%, leaning slightly positive; media lean positive, consumers negative, with negatives on Windsor suspension, rust and after-sales

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Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +4% (±2.8%, 2228 items), leaning slightly positive.

News +21%, MG4 +29%: European reviews and launch coverage lean positive.

Sources of negative sentiment

India −5%: Windsor owners say the suspension is too stiff and want it improved.

Reddit −22%: chassis rust, hard-to-find parts and weak resale value.

Pakistan and Indonesia: after-sales and fuel-economy complaints.

Priority actions

India: publish the Windsor suspension improvement plan.

UK: explain rust protection, warranty coverage and parts supply for older models.

Indonesia and Pakistan: strengthen workshop training; publish real-world hybrid fuel economy.

Source: AutoMusic overseas sentiment monitor, MG 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; 2228 items this period, mostly from YouTube and news

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2228
Organic items (consumers 1462 · media 683 · creators 83)

41
Items posted by official accounts and dealers, reported separately

4
Channels: YouTube, News, X, Reddit

Net sentiment

Of 2228 items this period, 557 are positive and 476 negative: (557 − 476) ÷ 2228 ≈ +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 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. 345 items have no identifiable market and are excluded from market figures only. 72 of the 249 UK items come from a misattributed Indian video. There is no like-for-like competitor benchmark and no store-review data this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

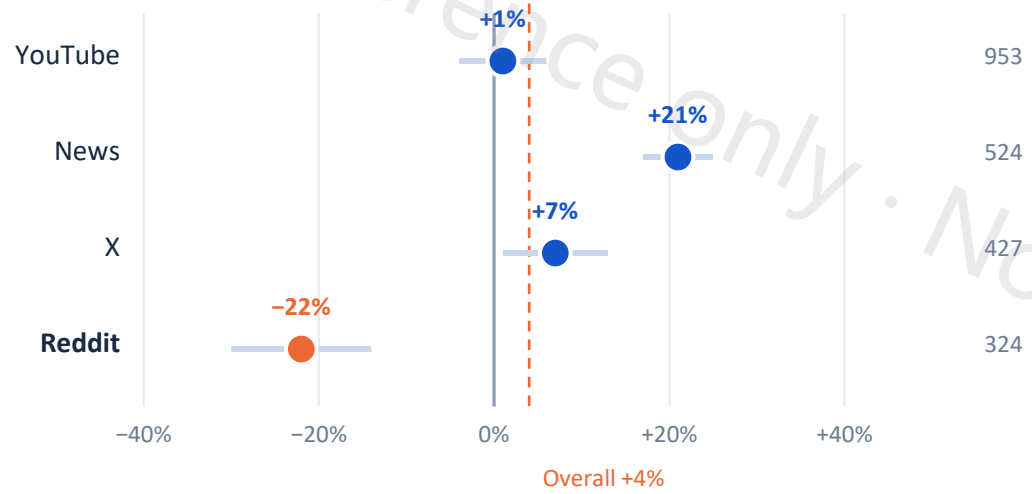
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Channels and voices

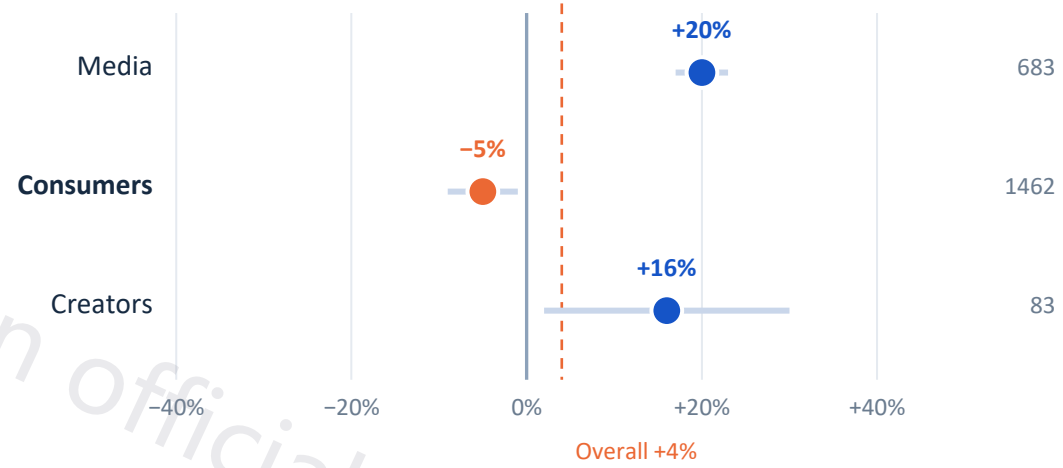
News +21%, Reddit −22%; consumers lean negative overall while media lean positive

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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

Reddit negatives mostly come from posts without an identifiable market and centre on chassis rust and parts. Media items are mainly launch coverage and reviews. Items posted by official accounts and dealers are excluded.

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

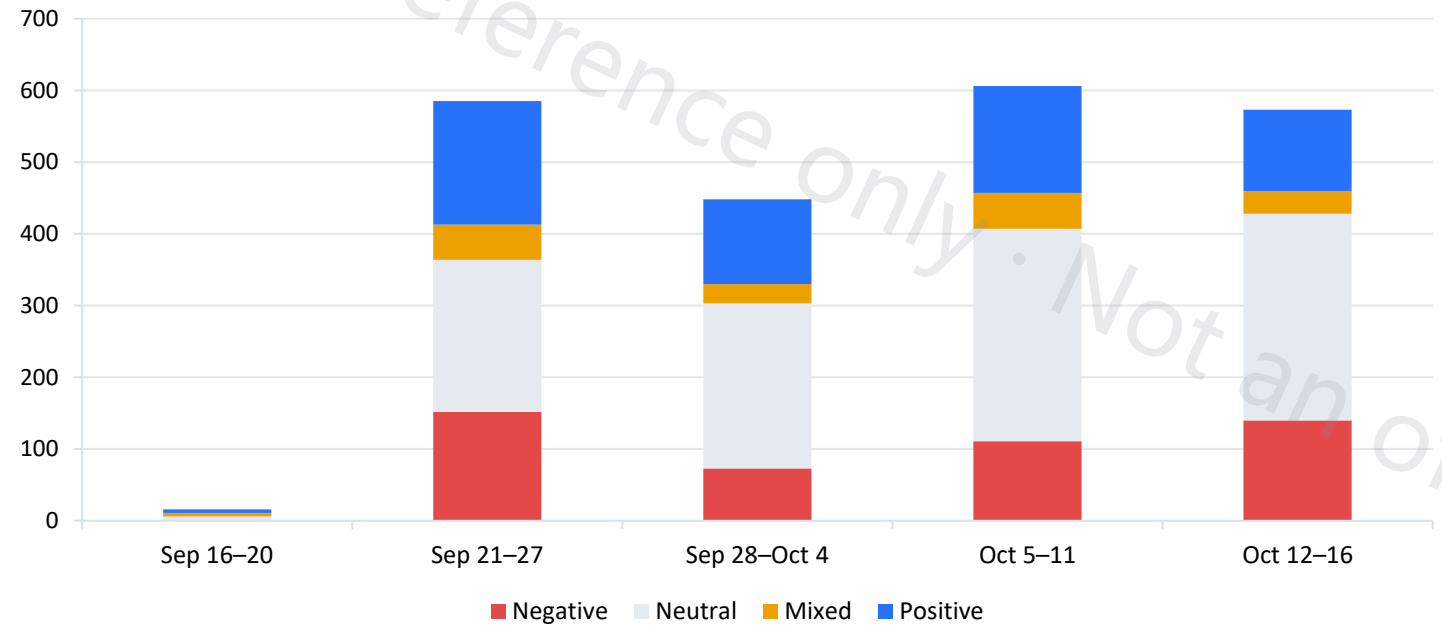
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Weekly sentiment

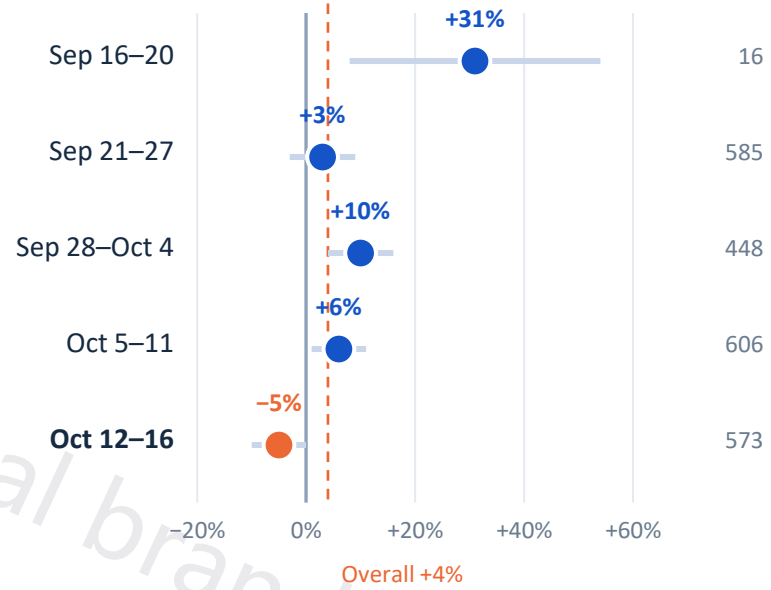
Net sentiment was +3% to +10% in the three weeks from 21 Sep, then −5% in the last week as Indian negatives rose

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



Weekly net sentiment (%, 95% interval)



Note

The last week has 140 negatives, 44 from India, mostly under Windsor videos. The first week has only 16 items and is not assessed. 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

India −5% and Pakistan −4% lean slightly negative; Thailand and Spain lean positive, mostly reviews and launch coverage

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Market	Items	Threads	Negatives	Net
India	556	224	133	−5% ±5%
UK (incl. misattributed)	249	77	57	+6% ±9%
Pakistan	126	18	36	−4% ±13%
Indonesia	87	2	23	+5% ±16%
Spain	82	82	1	+46% ±11%
Thailand	169	33	23	+32% ±11%

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

India: Windsor video comments say the suspension is too stiff. Pakistan: 69 items come from one HS review, with comparisons to the Deepal S05. Indonesia: 80 items come from one ZS Hybrid+ review, with owners reporting fuel use, parts and workshop issues. UK includes 72 items from a misattributed Indian video; indicative only.

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

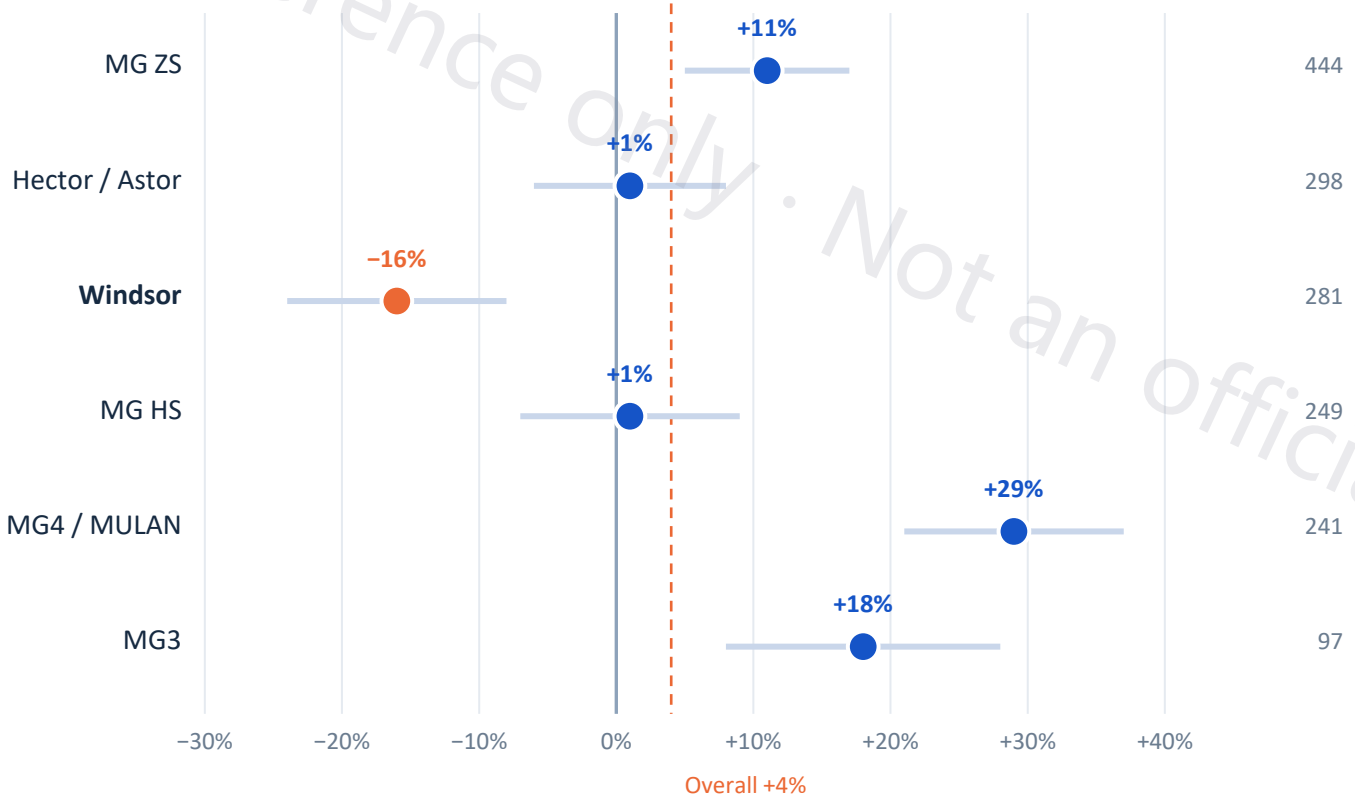
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

MG4 +29% is highest; Windsor −16%, with negatives almost entirely from Indian owners' suspension complaints

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



MG4 +29%

Positive European reviews praising ride, space and price

Windsor −16%

Indian owners say the suspension is too stiff and want a facelift and bigger battery

Other models

IM5 / IM6 (86), MG5 (68), S5 EV (59) and Cyberster (45) are not charted

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

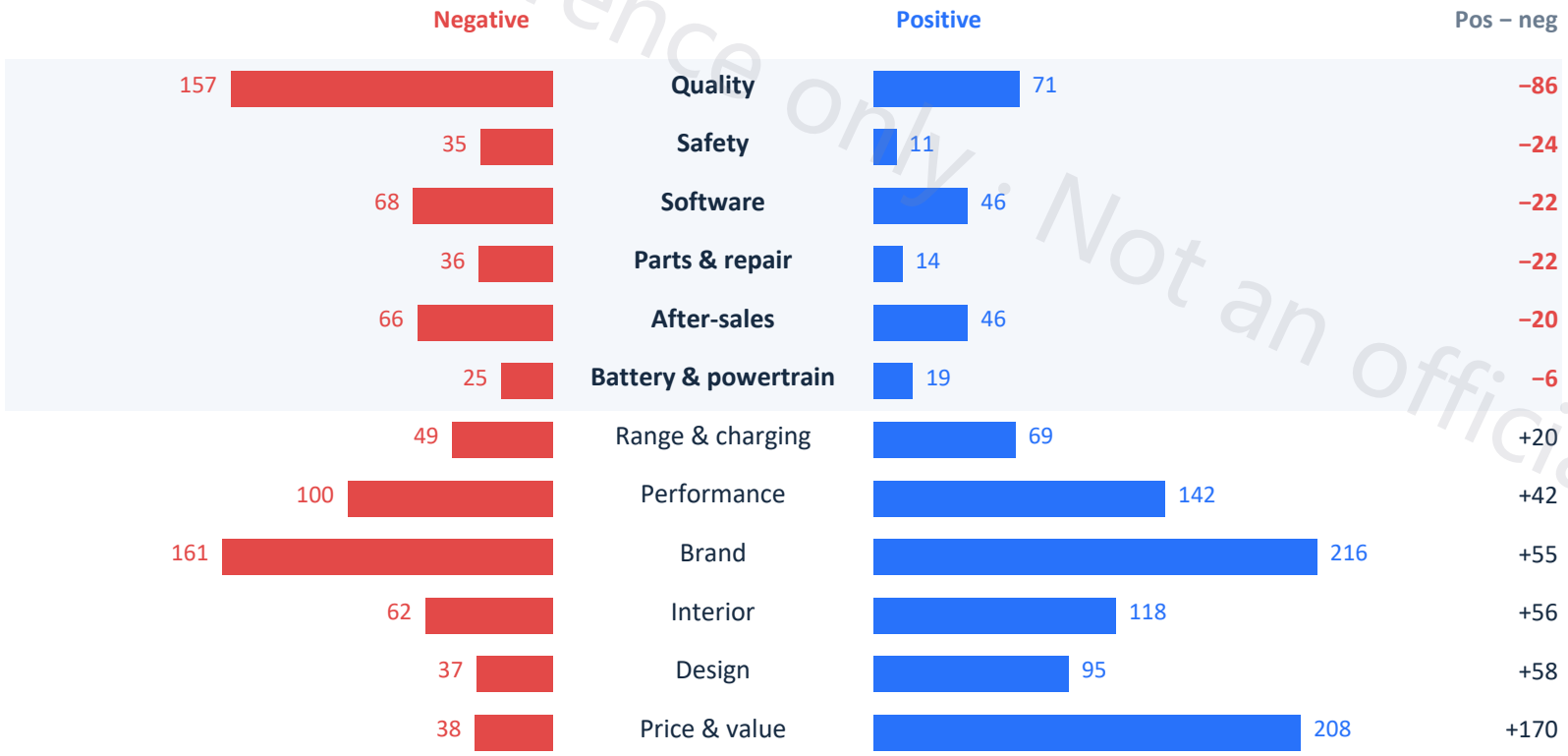
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality has the most negatives; software, safety, after-sales and parts also lean negative; price and value are clearly positive

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



Quality · 157 neg / 71 pos

72 come from Reddit discussion without an identifiable market, centred on chassis rust and parts; India centres on suspension.

After-sales · 66 neg / 46 pos

UK owners complain about dealer attitude; Indonesian owners say they do not trust workshops.

Price & value · 38 neg / 208 pos

European reviews and the Indonesian video both praise competitive pricing.

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

Address the Windsor suspension in India first, then explain rust protection and after-sales

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	Recommendation	Basis
1	India: publish the Windsor suspension improvement or retuning plan and respond to owners' replacement requests	Windsor has the lowest net sentiment among major models
2	UK and Reddit discussion: explain chassis rust protection and warranty coverage; publish parts supply for older models	157 quality negatives, mainly rust and parts
3	Indonesia and Pakistan: strengthen workshop training and parts ordering; publish real-world hybrid fuel economy	Owners report high fuel use, slow parts and low trust in workshops

NEXT **Next month's report will track whether Windsor suspension complaints continue and report UK figures after the misattribution fix.**

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 ±2.8% supports only a slight positive lean; Indonesia and Pakistan each centre on one thread and are treated as events

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Sample size

Overall interval ±2.8%; markets and models under 30 items are listed without assessment.

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

Indonesia and Pakistan each centre on one thread; UK includes 72 misattributed items from an Indian video.

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

The US is not a monitored market; its 95 items come from one video.

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).

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