For reference only · Not an official brand view

MG · OVERSEAS VOICE OF CUSTOMER · MONTHLY

MG overseas voice of customer

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

Organic net sentiment (95% interval)

+5%

±1.7% · 6163 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 +5%, slightly positive; 23 European countries total +5%; negatives centre on after-sales, parts and resale value, most visibly in Poland, Germany and Turkey

For reference only. Not an official brand view

Overall

Excluding content from the brand and its dealers, organic net sentiment is +5% (±1.7%, 6163 items), against +4% last period.

Europe: 2,558 items at +5%; the UK +19% leans positive, Poland −7%, Germany −8%.

Sources of negative sentiment

Poland −7%: under an HS owner's 2.5-year review, comments discuss falling used prices and motorway fuel use.

Germany −8%: users link the high MG4 Urban insurance premium to poor parts supply.

Turkey −17%: under an MG4 third-year service video, comments object to labour charges.

Priority actions

Poland: publish a certified used-car or residual-value buy-back scheme for the HS.

Germany: publish lead times for common MG4 parts.

Turkey: publish the MG4 scheduled-service items and labour price list.

Source: AutoMusic overseas sentiment monitor, MG 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; 6163 items this period, with sales markets in Europe, Latin America, the Middle East and Asia-Pacific added

For reference only · Not an official brand view

6163
Organic items (consumers 5060 · media 949 · creators 154)

431
Items posted by official accounts and dealers, reported separately

7
Channels: YouTube, TikTok, Reddit, News, X, Facebook, Instagram

Net sentiment

Of 6163 items this period, 1668 are positive and 1350 negative: (1668 − 1350) ÷ 6163 ≈ +5%. ± 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. 539 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.

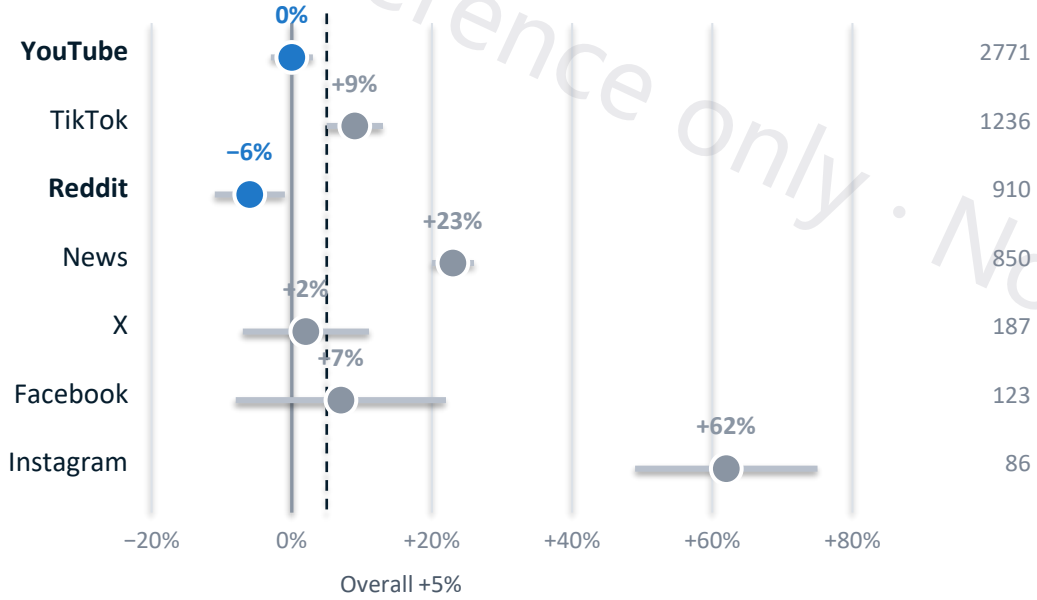
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

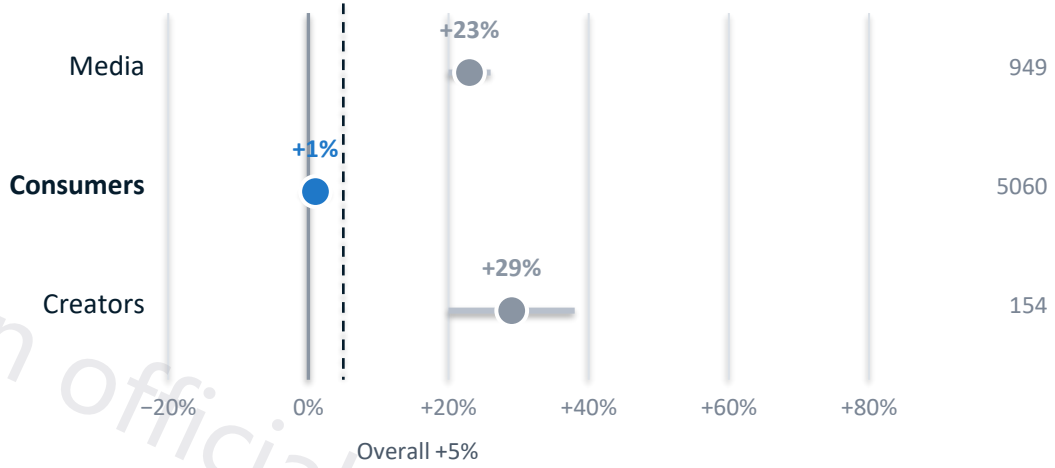
News +23%, TikTok +9%; Reddit −6%, YouTube 0%: owner forums read lower than coverage channels

For reference only · Not an official brand view

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

Media are clearly more positive than consumers; read the consumer line for customer attitude. Reddit is mostly purchase advice and owner questions, with negatives on parts, servicing and resale value. Content from official accounts and dealers is excluded.

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

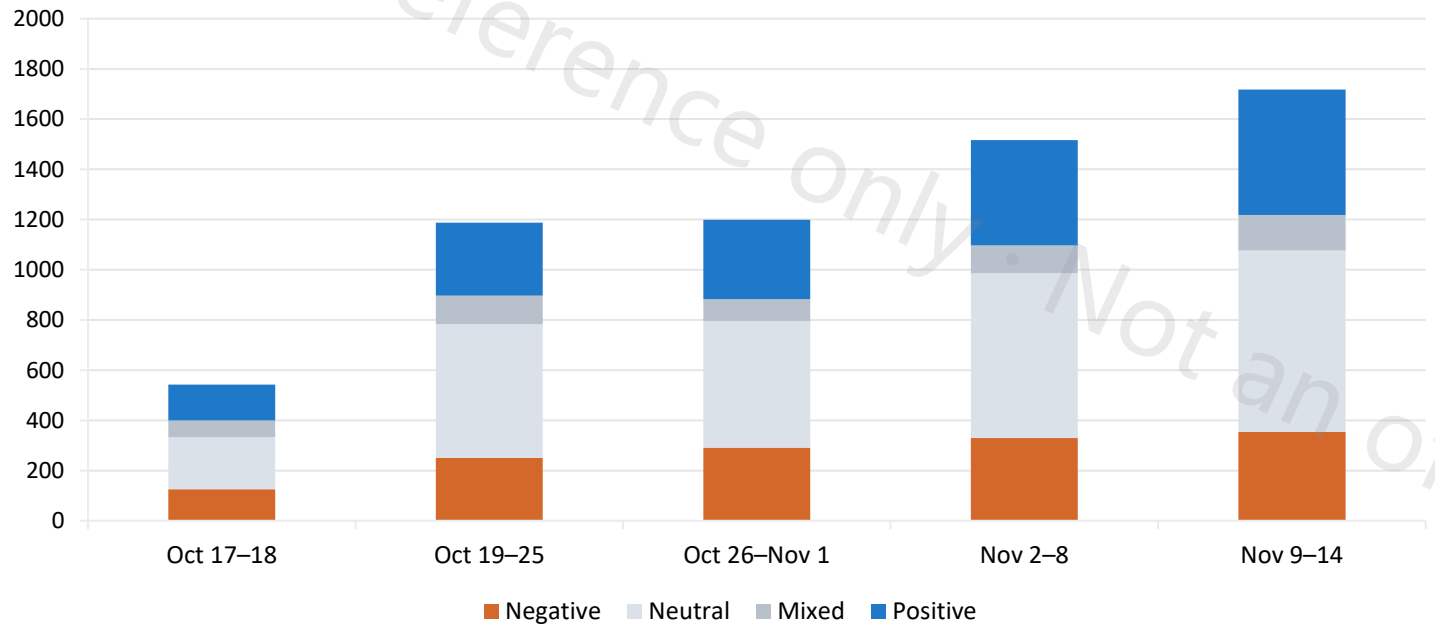
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Weekly sentiment

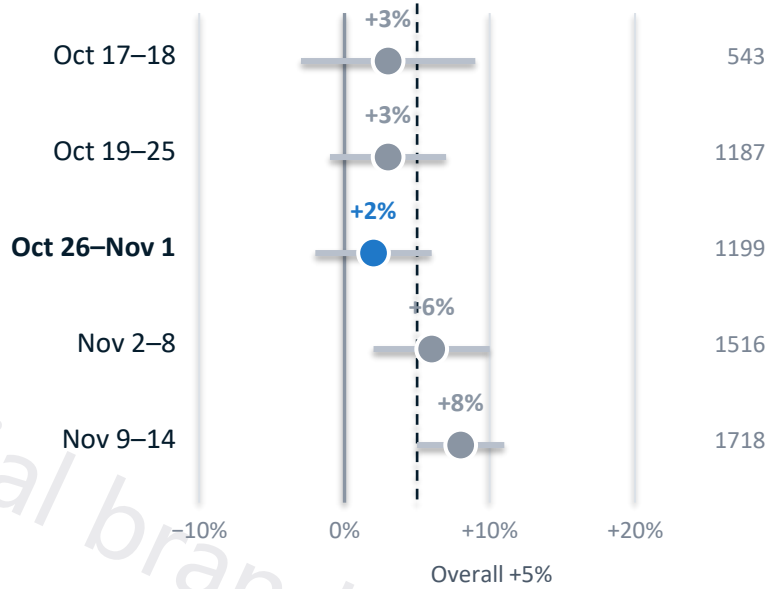
Weekly net sentiment ranges from +2% to +8%; no week turns negative

For reference only. Not an official brand view

Weekly organic items by sentiment, 17 Oct – 14 Nov 2026, weeks start Monday



Weekly net sentiment (%, 95% interval)



Note

The week of 26 Oct has 291 negatives, 102 from Poland, alongside the HS owner's 2.5-year review; the last week has 69 French negatives from a ZS owner interview and a long-term test of the new MG4. 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.

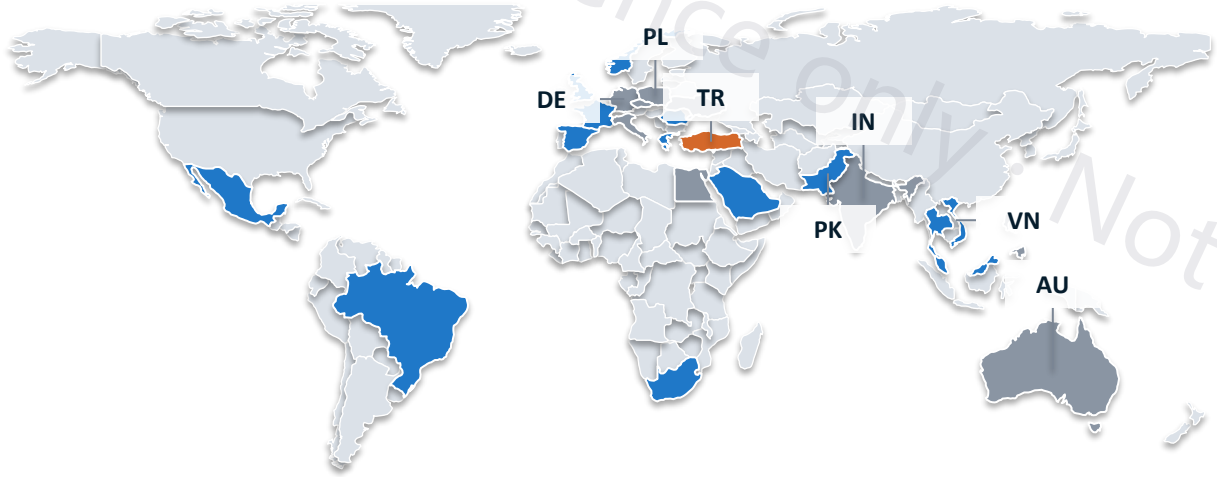
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

Turkey −17%, Germany −8% and Poland −7% are negative; UK +19%, Vietnam +9%, Australia 0%

For reference only. Not an official brand view



Market	Items	Threads	Negatives	Net
Turkey	184	51	57	−17% ±9%
Germany	285	76	78	−8% ±8%
Poland	662	50	191	−7% ±5%
India	229	96	54	−4% ±9%
Australia	465	85	131	0% ±7%
France	266	35	77	+5% ±10%
Vietnam	761	170	136	+9% ±5%
Pakistan	301	61	52	+18% ±8%
UK	462	104	97	+19% ±7%

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

Turkey: 77% of negatives come from one MG4 service video, with TRY 5,500 labour for 36 minutes. Poland: an HS owner's 2.5-year review draws used-price comments, and an HS Hybrid+ owner says the front parking sensors do not switch on automatically. Germany: a fully comprehensive quote for the MG4 Urban is more than twice the VW ID.3's, blamed on parts supply. Vietnam: the ZS Hybrid is seen as priced level with Japanese and Korean cars.

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

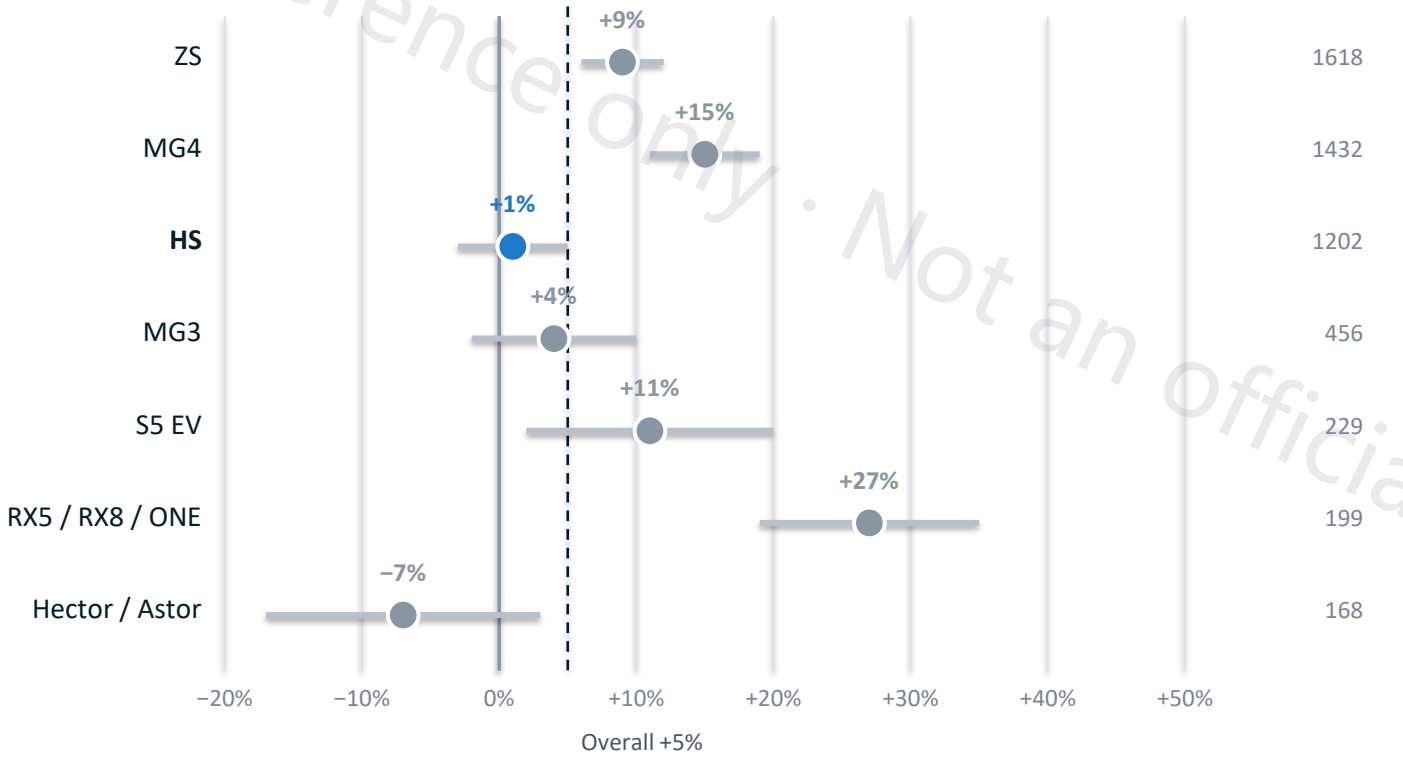
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

MG4 +15% and ZS +9% are positive; HS +1% and MG3 +4% are close to zero

For reference only · Not an official brand view

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



MG4 +15%

+29% last period; the MG4 Urban brings wide coverage, negatives are insurance and delivery in Germany and service charges in Turkey

HS +1%

Used prices and fuel use in a Polish 2.5-year owner review, old stock in Vietnam, range display in the UK

MG3 +4%

+18% last period; petrol performance and depreciation in Australia

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

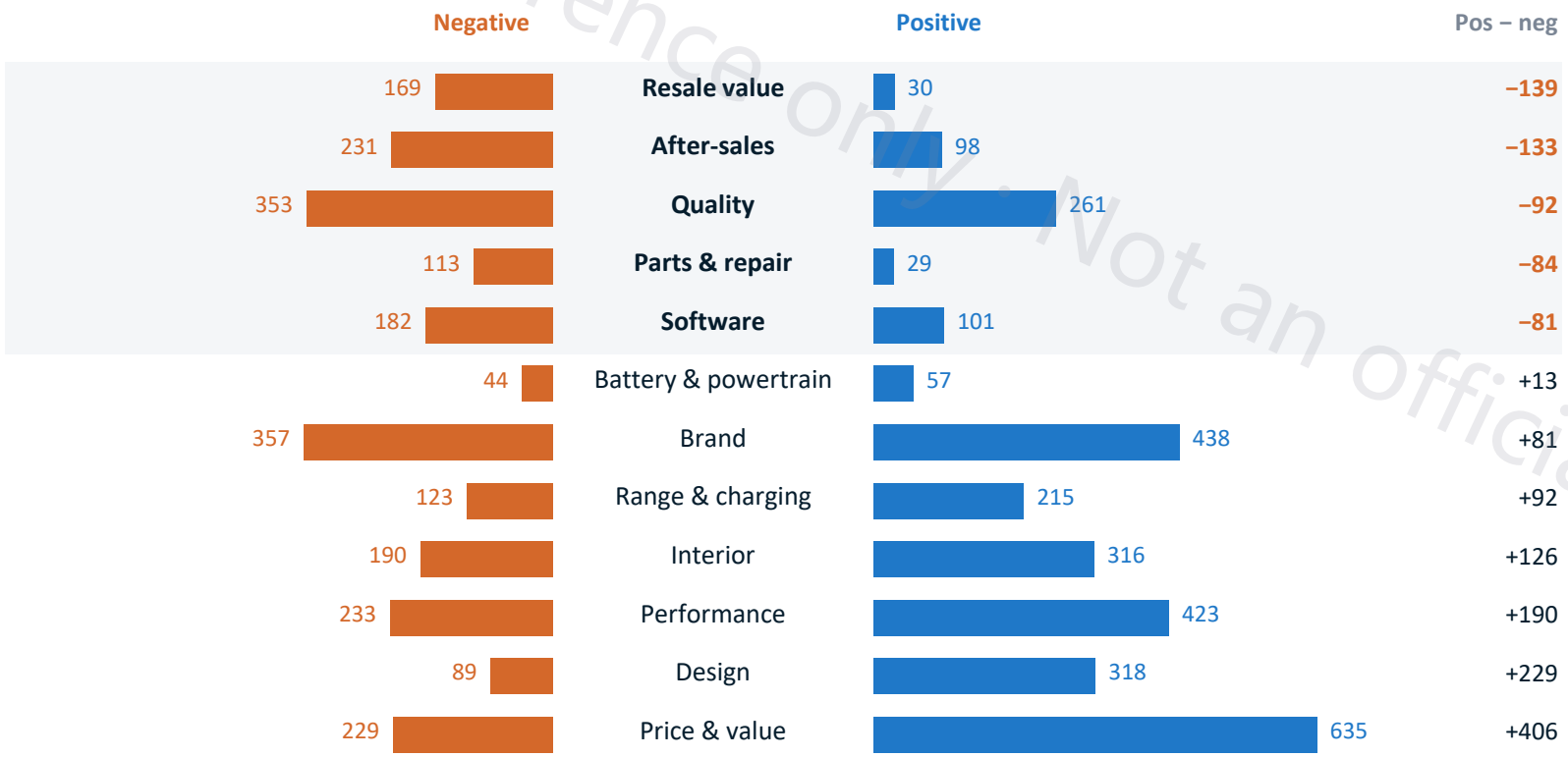
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

After-sales, parts and resale value total 513 negatives; quality and infotainment are also net negative; price, design and performance are net positive

For reference only · Not an official brand view

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



After-sales · 231 neg / 98 pos

Raised in Poland, Turkey, Australia and Vietnam; labour charges in Turkey, and Polish owners say replacement parts must be coded at an authorised dealer.

Parts & repair · 113 neg / 29 pos

German users blame the high MG4 Urban insurance premium on poor parts supply and unpredictable repair costs.

Resale value · 169 neg / 30 pos

Polish HS, French ZS and Australian MG3 threads all say used prices fall fast.

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

First add resale, parts and service-price information in Poland, Germany and Turkey, then answer ZS Hybrid pricing doubts in Vietnam

For reference only. Not an official brand view

	Recommendation	Basis
1	Poland: publish a certified used-car or residual-value buy-back scheme for the HS, and address the front parking sensors not switching on, with a software update if needed	Poland −7%, largest thread 40% of negatives; resale value 169 negative vs 30 positive
2	Germany: publish lead times for common MG4 parts and share repair-cost data with insurers. Turkey: publish the MG4 scheduled-service items and labour price list	Germany moved from +27% to −8%; 77% of Turkish negatives come from one service video
3	Vietnam: explain how the ZS Hybrid differs from Japanese and Korean rivals in equipment and warranty and review the launch price. India: state how the November price rise applies to earlier bookings	After-sales: 231 negative vs 98 positive; parts and repair 113 vs 29

NEXT **Next issue: track resale and parts discussion in Poland and Germany, and whether Turkish service-charge complaints spread.**

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 ±1.7% supports a directional reading; negatives in Poland, France and Turkey are dominated by single threads, and comparison with last period is directional only

For reference only. Not an official brand view

Sample size

Overall interval ±1.7%; markets and models under 30 items are listed without assessment.

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

The 149 items attributed to the US mostly come from two videos unrelated to monitored markets: one on sales in Taiwan, China, and one on UK owners after a year.

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.

Insurance quotes, labour charges, price rises and delivery timing come from user posts and media reports.

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.