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SINOTRUK · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Sinotruk Overseas Sentiment Monthly

HOWO / SITRAK · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

+10%

±4.2% · 579 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 +10%: positives come from the Kenyan matatu discussion; negatives centre on accident news from Nigeria and Uzbekistan

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Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +10% (±4.2%, 579 items).

Kenya +21%: X users compare the HOWO light-bus chassis with Isuzu and like the price and power.

Sources of negative sentiment

Several serious crashes in Nigeria and Uzbekistan, preliminarily attributed by local authorities to brake failure on HOWO trucks.

Kenyan users question durability, parts supply and repair outlets.

Priority actions

Kenya: publish parts outlets, mechanic training and warranty terms; offer instalment plans with lenders.

Nigeria and Uzbekistan: follow the crash investigations; publish brake-maintenance and driver-training information.

Australia: track the recall of 79 SITRAK tractors.

Source: AutoMusic overseas sentiment monitor, Sinotruk 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; 579 items this period, mostly from X and news

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579
Organic items (consumers 288 · media 209 · creators 82)

104
Items posted by official accounts and dealers, reported separately

5
Channels: X, News, YouTube, Telegram, Reddit

Net sentiment

Of 579 items this period, 111 are positive and 51 negative: (111 − 51) ÷ 579 ≈ +10%. ± 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. 187 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.

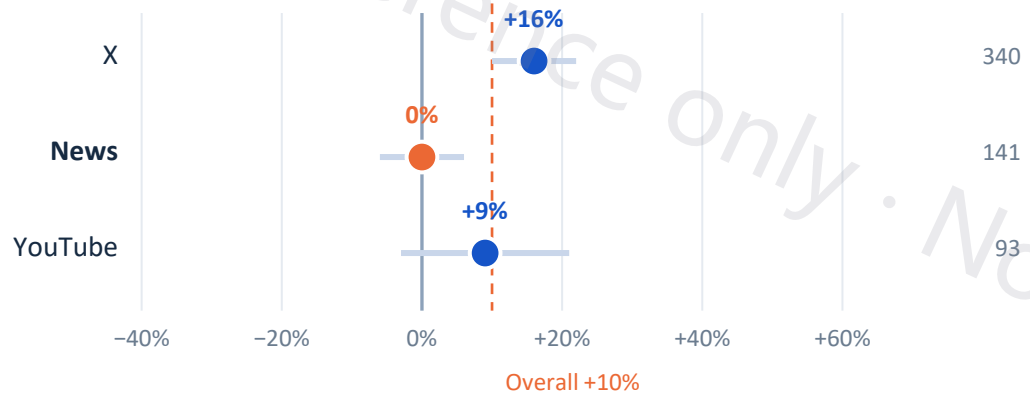
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

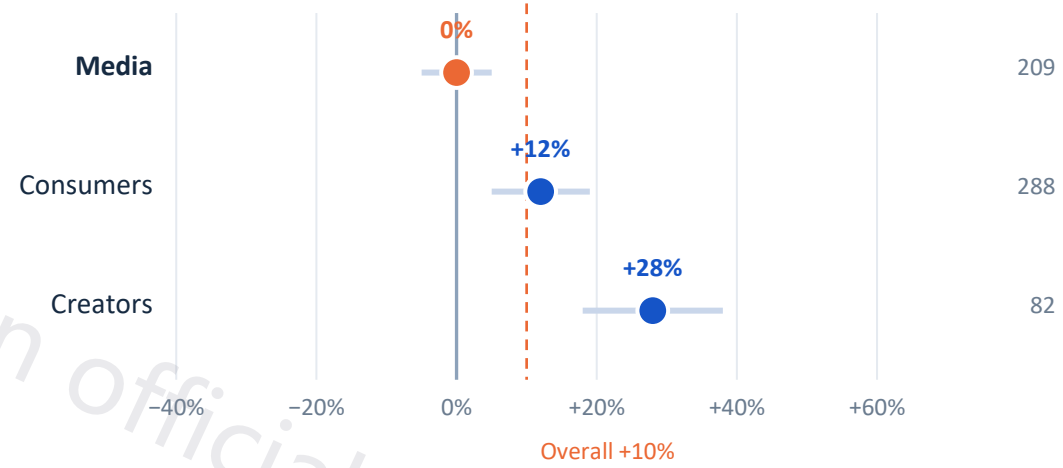
Consumer discussion on X leans positive (+16%); news is mostly accident and industry coverage, at 0%

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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 and Telegram have fewer than 5 items each and are not assessed. Media items are mostly accident and industry news; creator items are mainly truck showcase videos. Items posted by official accounts and dealers are excluded.

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

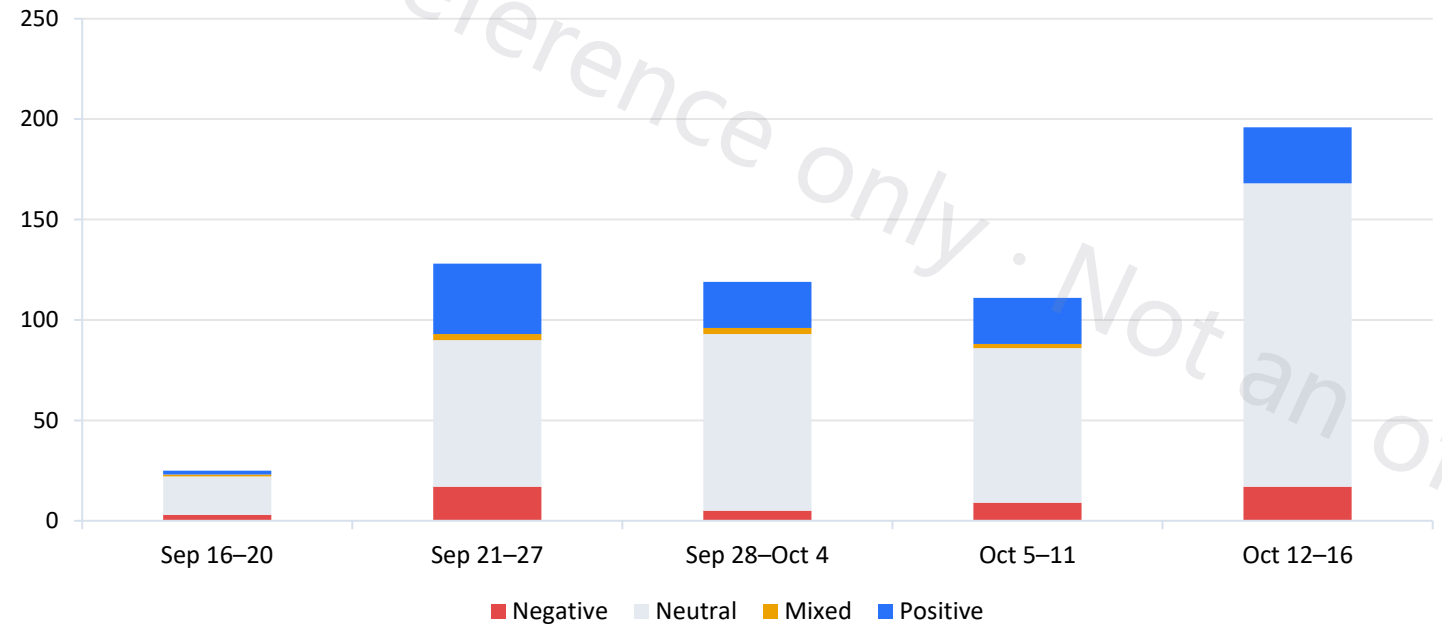
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Weekly sentiment

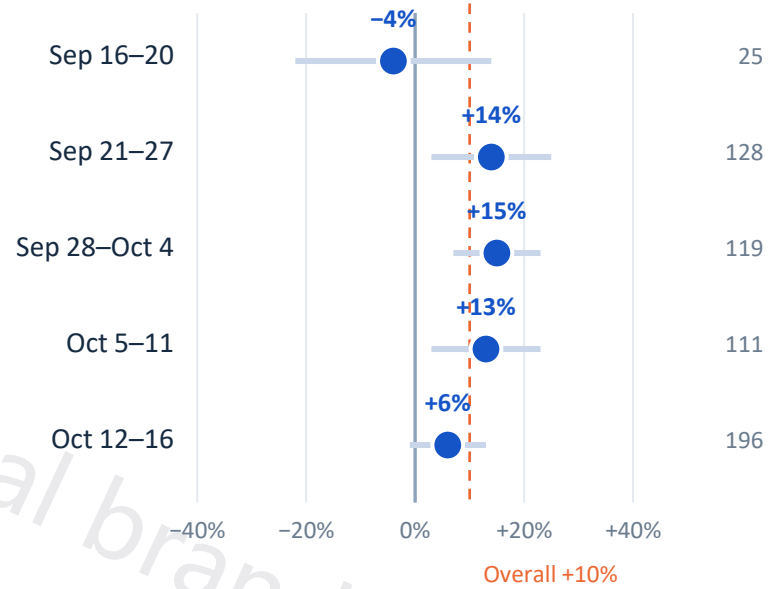
25 to 196 items a week; weekly intervals overlap, so no trend is drawn; the last week is largest partly because of collection timing

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



Weekly net sentiment (%, 95% interval)



Note

In the week of 21 Sep there were 17 negatives, 6 of them from Kenya. The week of 12 Oct has the most items, partly because more recent content is easier to retrieve. 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

Kenya +21%, centred on the light-bus chassis; Nigerian negatives are mainly two accident reports; Russia is mostly neutral industry news

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Market	Items	Threads	Negatives	Net
Kenya	126	70	7	+21% ±9%
Nigeria	65	64	5	+5% ±11%
Russia	69	65	7	−1% ±10%
Indonesia*	15	11	0	Not assessed
Philippines*	23	20	3	Not assessed
Uzbekistan*	9	8	3	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.

Accidents and market notes

A multi-vehicle crash in Plateau State, Nigeria, that killed more than 20 people and a truck-into-bus crash in Lagos were preliminarily attributed by road-safety officials to brake failure on HOWO trucks. In Andijan, Uzbekistan, a HOWO truck apparently lost its brakes, killing 3 and injuring 4. 36 comments under one French-language truck video cannot be tied to a country and count as unknown.

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

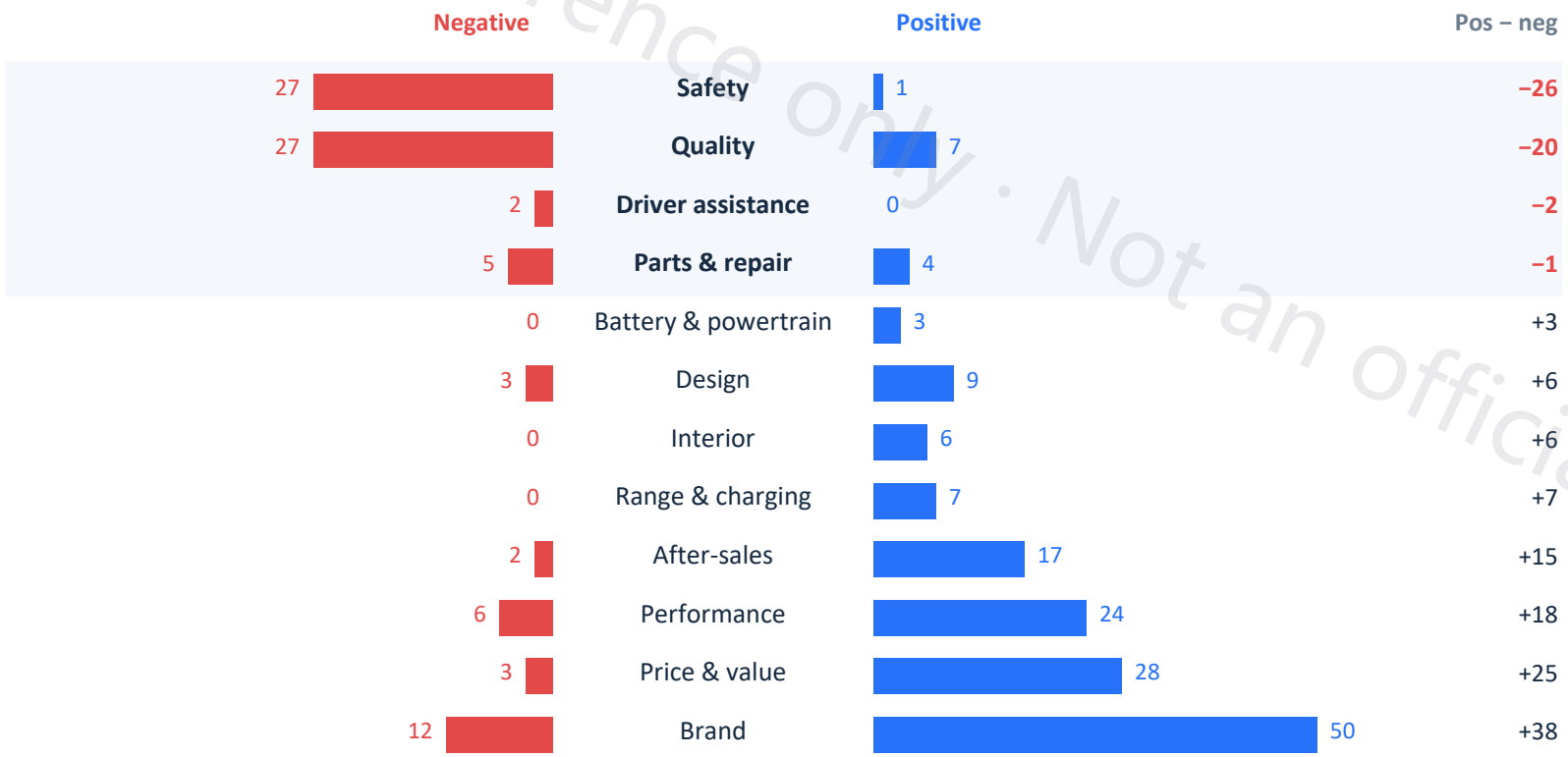
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Safety and quality lean negative, driven by accident news and Kenyan durability doubts; brand and price lean positive

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



Safety · 27 neg / 1 pos

Almost entirely accident news from Nigeria, Uzbekistan and Russia; reports cite preliminary causes.

Quality · 27 neg / 7 pos

Beyond the accident news, Kenyan users doubt durability and worry about parts and repair outlets.

Price & value · 3 neg / 28 pos

In the Kenyan matatu discussion, the HOWO H2 chassis costs about KSh 3 million against 4.5 million for the Isuzu NQR.

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

Answer Kenyan durability and parts questions first, and follow the crash investigations in two markets

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	Recommendation	Basis
1	Kenya: in the light-bus chassis rollout, publish parts outlets, mechanic training and warranty terms, and agree instalment plans with banks or SACCOs	Durability, parts and repair are the main doubts; matatus are mostly bought on instalments
2	Nigeria and Uzbekistan: follow the official findings on the brake-failure crashes and publish brake-maintenance and driver-training information	27 negative safety mentions, almost all from accident news
3	Australia: track execution of the recall of 79 SITRAK G7S and C9 tractors and owner feedback	Predictive cruise control software may trigger unexpected braking

NEXT **Next month's report will track owner feedback on the Kenyan light-bus chassis and the final crash findings.**

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 ±4.2% supports a direction; most markets and models have under 30 items, and crash causes are preliminary

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Sample size

Overall interval ±4.2%; markets and models under 30 items are listed without assessment.

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

Only one model reaches 30 mentions, so there is no model page.

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

Causes cited in accident news are preliminary, not final investigation findings.

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.