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SINOTRUK · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Sinotruk overseas voice of customer

HOWO / SITRAK · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+13%

±3.6% · 1175 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 +13%, against +10% last period, leaning positive; TikTok +19%, Russia −13%, with negatives centred on SITRAK C7H pricing and faults

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +13% (±3.6%, 1175 items), against +10% last period.

Indonesia +20%, Kenya +18%, Algeria +43%: under new HOWO and SITRAK videos, comments credit design and power.

Sources of negative sentiment

Russia −13%: under SITRAK C7H videos, comments cite a price above RUB 11 million, fast depreciation and electrical faults.

Nigeria: media report a HOWO tipper rolling back after brake failure, killing two.

Uganda: Parliament debated heavy trucks in the city; users call for older Chinese trucks to be restricted.

Priority actions

Nigeria, Uganda and Kenya: issue fleet customers with brake-maintenance and gradient-parking guidance.

Russia: publish the fix and warranty policy for C7H electrical and wiring faults.

Indonesia: publish supply points and lead times for common parts.

Source: AutoMusic overseas sentiment monitor, Sinotruk 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; 1175 items this period, with African, Latin American and Asia-Pacific sales markets added

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1175
Organic items (consumers 1017 · media 112 · creators 46)

234
Items posted by official accounts and dealers, reported separately

6
Channels: TikTok, YouTube, News, X, Facebook, Reddit

Net sentiment

Of 1175 items this period, 318 are positive and 169 negative: (318 − 169) ÷ 1175 ≈ +13%. ± 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. 59 items have no identifiable market and are excluded from market figures only. Market coverage was widened, TikTok, Instagram and Facebook were added and less was collected from X, so comparison with last period is directional only. A further 150 items are attributed to the United States; most are Russian-, Spanish- and English-language videos from US-registered channels and do not enter the judgement on monitored markets.

Source: AutoMusic overseas sentiment monitor, period summary data.

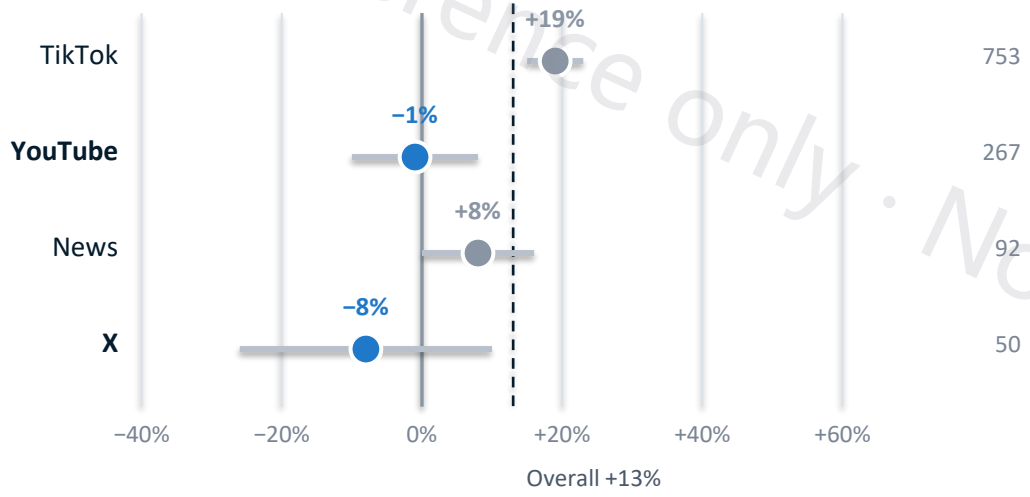
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

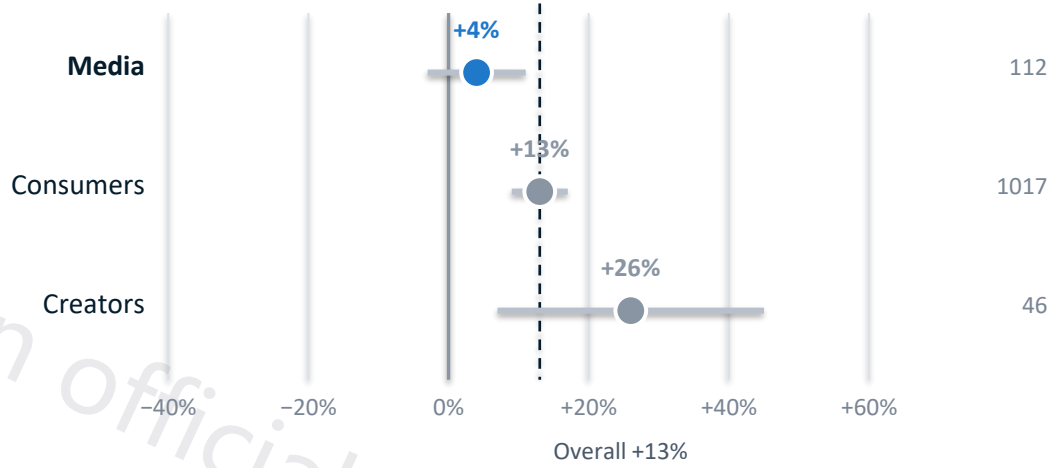
TikTok +19% (753 items), news +8%; YouTube −1%, X −8%

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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

TikTok positives come from new-truck videos in Vietnam, Indonesia and Algeria. YouTube negatives are mostly comments under Russian-language SITRAK videos and a Kenyan minibus video; X carries road-safety discussion in Kenya and Uganda. Content from official accounts and dealers is excluded.

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

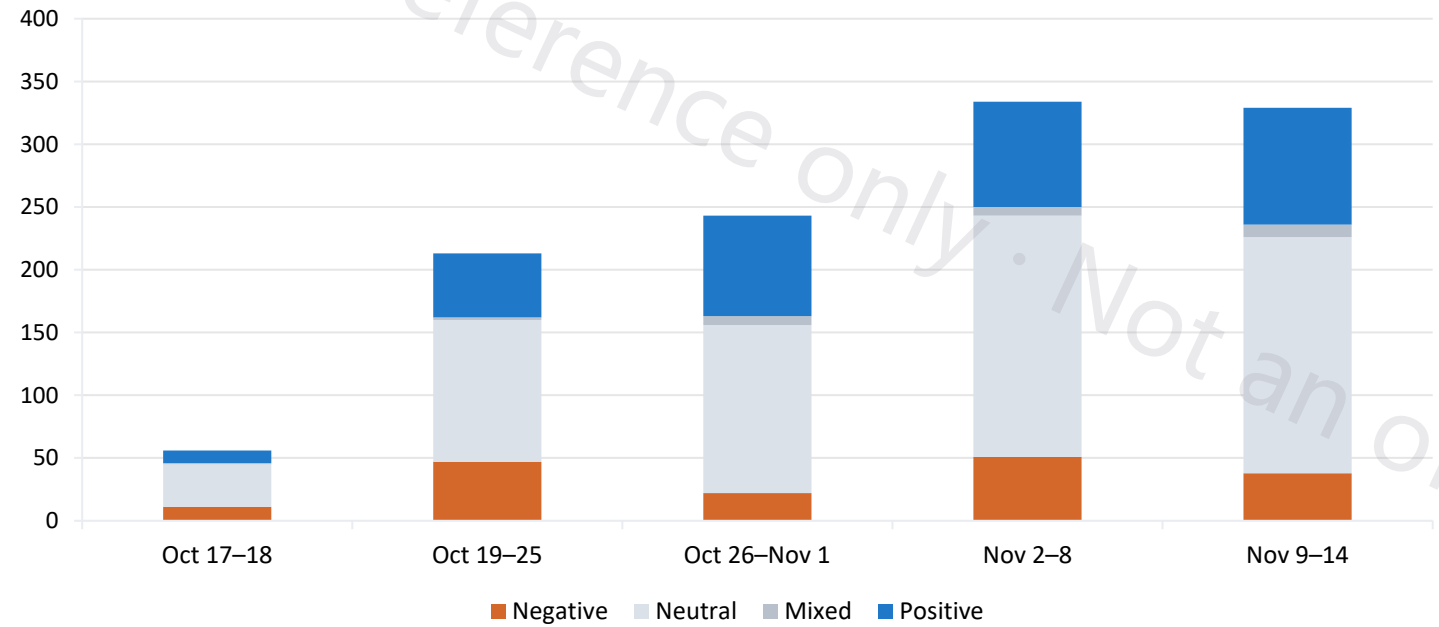
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Weekly sentiment

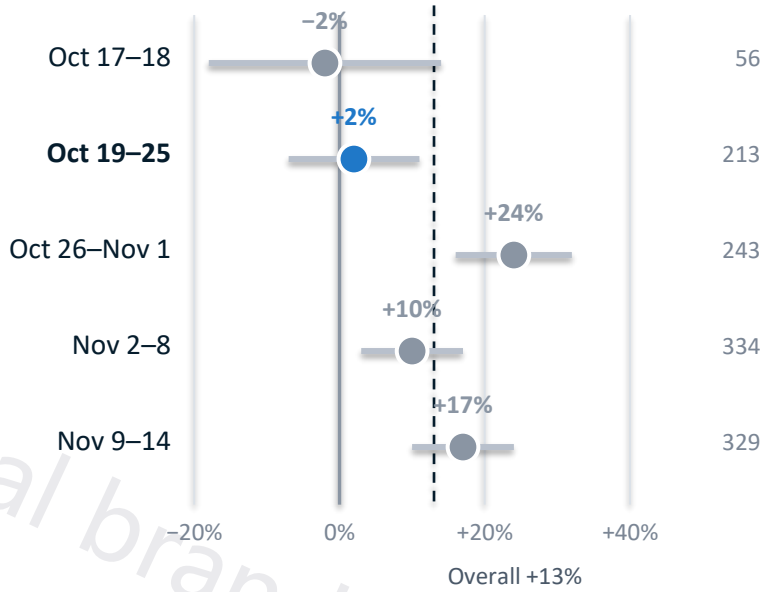
Weekly net sentiment ranges from −2% to +24%; the first two weeks are close to zero and the last three positive

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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 19 Oct has 47 negatives, 14 from Russia and 7 from Kenya, alongside the SITRAK comparison video and the Nigerian crash reports; the last week has 14 from Vietnam and 12 from Turkey, from comments on used-truck videos and the SITRAK C7H 500 launch review. 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.

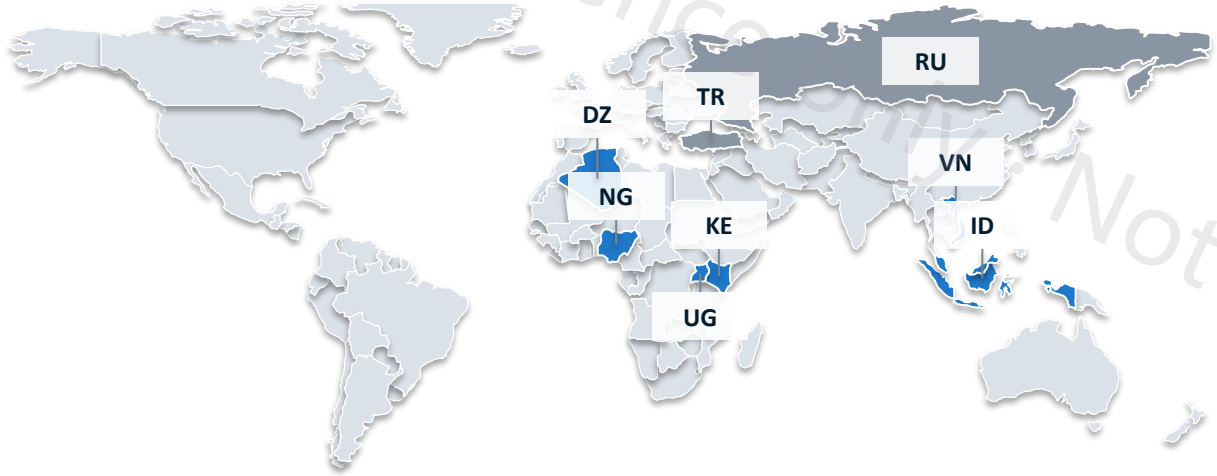
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

Algeria +43%, Indonesia +20%, Uganda +20%, Kenya +18%; Russia −13%

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Market	Items	Threads	Negatives	Net
Russia	115	55	28	−13% ±11%
Turkey	38	7	12	−5% ±24%
Nigeria	47	26	5	+6% ±15%
Vietnam	227	40	33	+9% ±8%
Kenya	139	27	18	+18% ±11%
Indonesia	95	17	6	+20% ±11%
Uganda	45	15	7	+20% ±20%
Algeria	42	15	2	+43% ±18%

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

Russia: under SITRAK C7H comparison and delivery videos, comments cite price, depreciation and electrical faults. Turkey: under the C7H 500 launch review, comments say it looks like a MAN; read as an event. Nigeria: reports of a fatal crash after a HOWO tipper's brakes failed. Uganda: Parliament debated heavy trucks in the city and users call for old trucks to be restricted. Kenya: doubts that the HOWO minibus can take heavy use; X users raise rollaway on slopes.

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

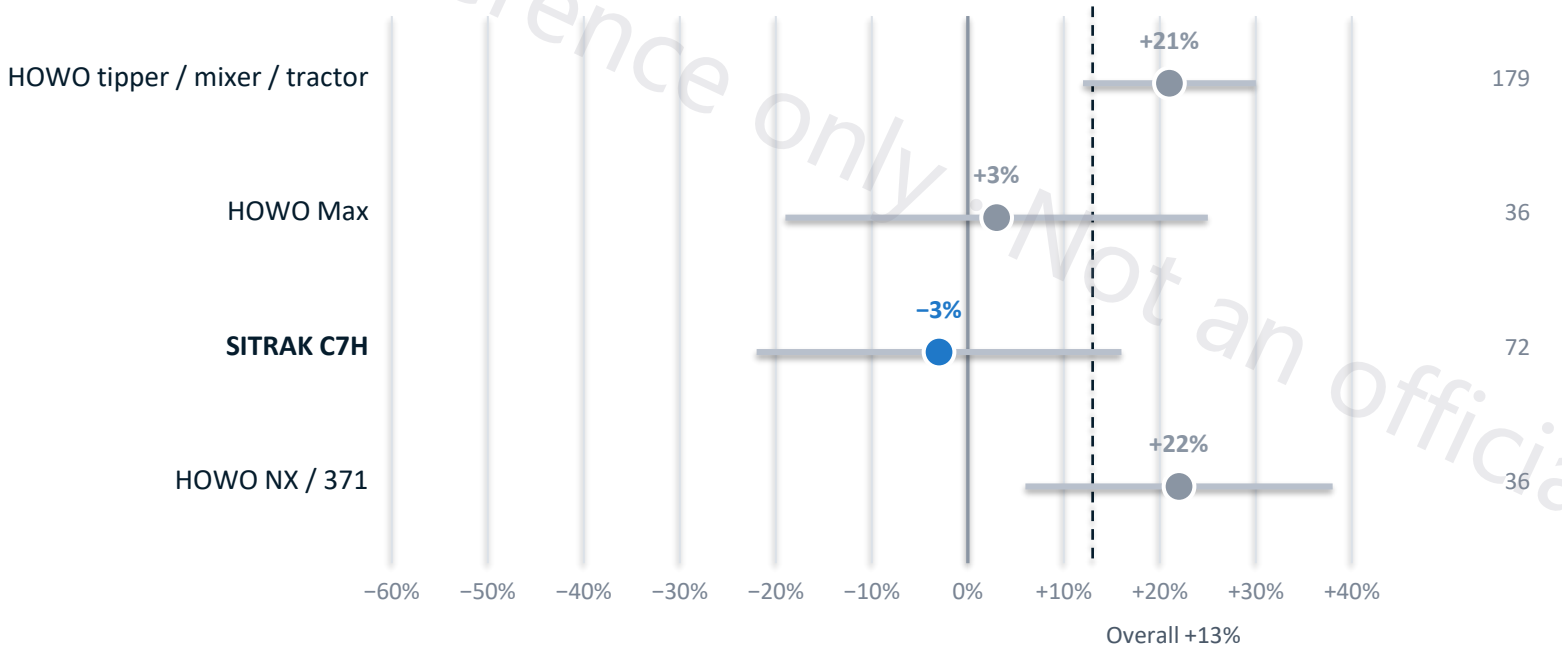
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

HOWO tipper / mixer / tractor +21% (179 mentions); SITRAK C7H −3% (72 mentions)

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



HOWO tipper / mixer / tractor +21%

+33% last period (33 mentions); TikTok videos in Vietnam and Indonesia bring the volume, positives are design and power

SITRAK C7H −3%

−21% last period; negatives are Russian comments on price, depreciation and faults, and Turkish comments on its looks

HOWO Max +3%

Negatives come from comments on used-truck videos in Vietnam

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

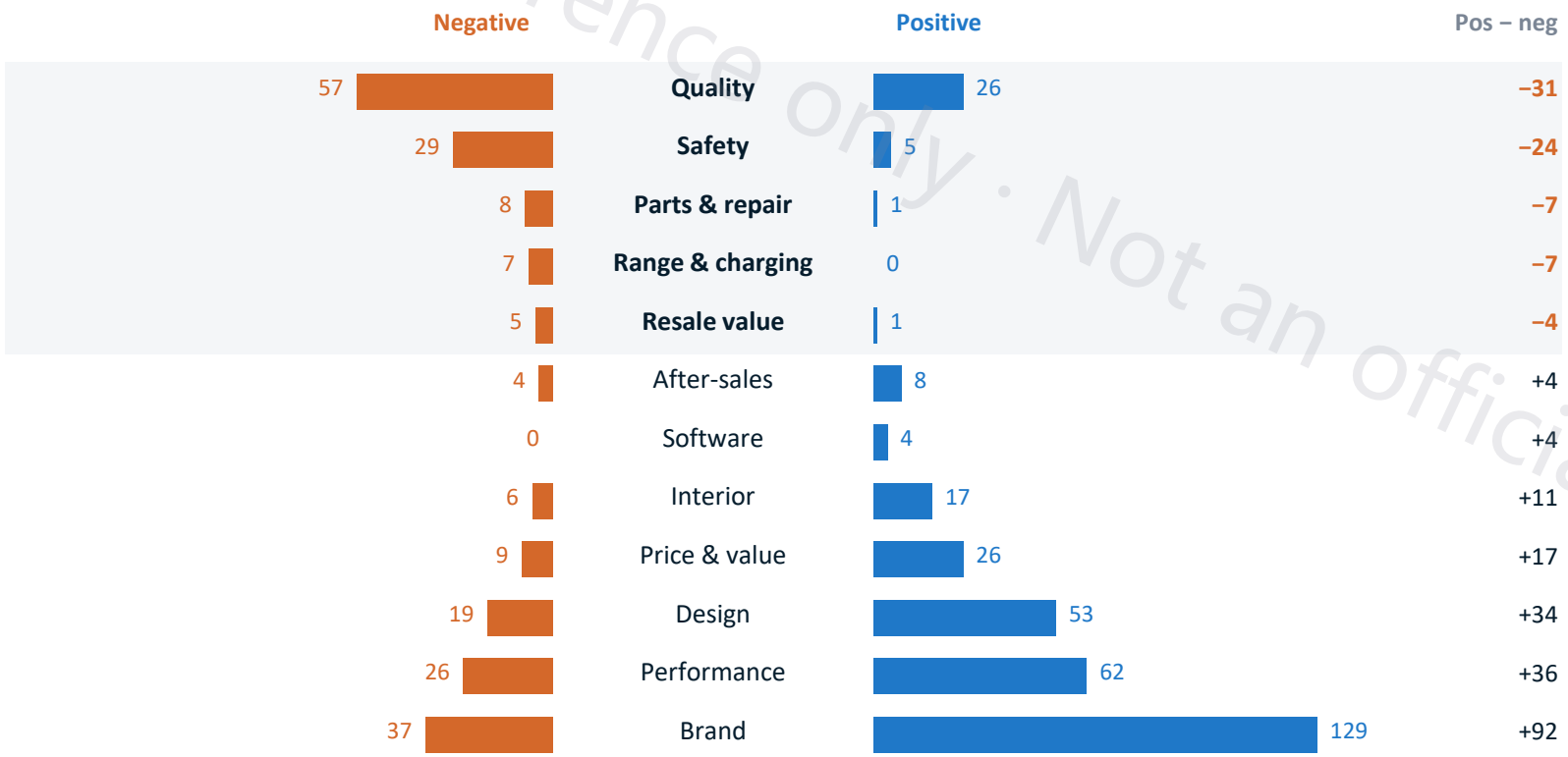
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Safety: 29 negative vs 5 positive; quality and reliability 57 vs 26, against 39 vs 14; brand, design and driving are net positive

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



Safety · 29 neg / 5 pos

Reports of the fatal crash in Nigeria point to brake failure; Ugandan MPs and users debate trucks in the city and old trucks; Kenyan users raise rollaway and retarders.

Quality · 57 neg / 26 pos

Mostly Russia, on SITRAK electrical faults, wiring and interior parts; Kenyan comments doubt the HOWO minibus cab will last.

Brand · 37 neg / 129 pos

Net positive. Negatives are comparisons with MAN and other European makes in Russia, Turkey and Kenya.

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

Handle the brake-safety discussion in Africa first, then answer Russian doubts on SITRAK pricing, resale and faults

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	Recommendation	Basis
1	Nigeria, Uganda and Kenya: issue fleet customers with guidance on brake maintenance and parking on gradients and state which versions carry a retarder; follow the findings of the Kano crash investigation	Safety: 29 negative vs 5 positive; personal safety is involved
2	Russia: publish the fix and warranty policy for SITRAK C7H electrical and wiring faults; offer a residual-value or buy-back scheme to answer the depreciation argument	Russia −13%, −1% last period; C7H −3%
3	Indonesia: publish supply points and lead times for common parts. Vietnam: state the drive-axle type and the duty it suits in material on the HOWO Max and the twin-axle-drive tipper	Vietnam 227 items, Indonesia 95; Indonesian comments say parts are hard to find

NEXT **Next issue: track follow-up reports on the Kano crash and Ugandan truck rules, and whether the SITRAK pricing and fault debate in Russia continues.**

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 ±3.6% supports a directional reading; market coverage was widened, so comparison with last period is directional only

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Sample size

Overall interval ±3.6%; markets and models under 30 items are listed without assessment.

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

The 150 items attributed to the United States do not enter the judgement on monitored markets; Turkey's negatives come from one 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

Market coverage was widened and TikTok, Instagram and Facebook were added; less was collected from X.

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

The crash cause comes from the road safety agency's preliminary statement 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.