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YUTONG · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Yutong Overseas Sentiment Monthly

City buses and coaches · consumers, creators and media · 16 Sep – 16 Oct 2026

Organic net sentiment (95% interval)

+4%

±6.5% · 331 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% with an interval crossing zero, close to neutral; negatives centre on European bus data security and coach fires in Ghana

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Overall

Excluding content posted by the brand and its dealers, organic net sentiment over the last 30 days is +4% (±6.5%, 331 items); no market reaches 30 items.

Coaches +40%: showcase videos and passenger comments praise the design and seats.

Sources of negative sentiment

Netherlands and Norway: users and media worry about city-bus data leaving the country and remote control; drivers complain about visibility and cab design.

Ghana: several reports of Yutong coach fires.

Priority actions

Netherlands and Norway: publish data-collection scope and remote-access rights with operators and municipalities.

Netherlands and Norway: verify driver complaints and set out fixes for visibility, air conditioning and sun visors.

Add Ghana and Venezuela to the monitored markets.

Source: AutoMusic overseas sentiment monitor, Yutong 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; 331 items this period, and no market reaches 30 items

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331
Organic items (consumers 165 · media 150 · creators 16)

16
Items posted by official accounts and dealers, reported separately

4
Channels: X, News, YouTube, Reddit

Net sentiment

Of 331 items this period, 68 are positive and 53 negative: (68 − 53) ÷ 331 ≈ +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. 122 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.

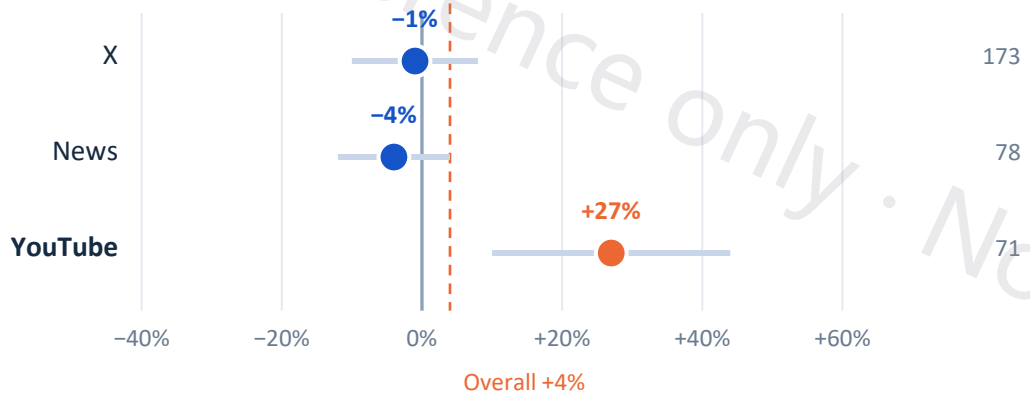
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

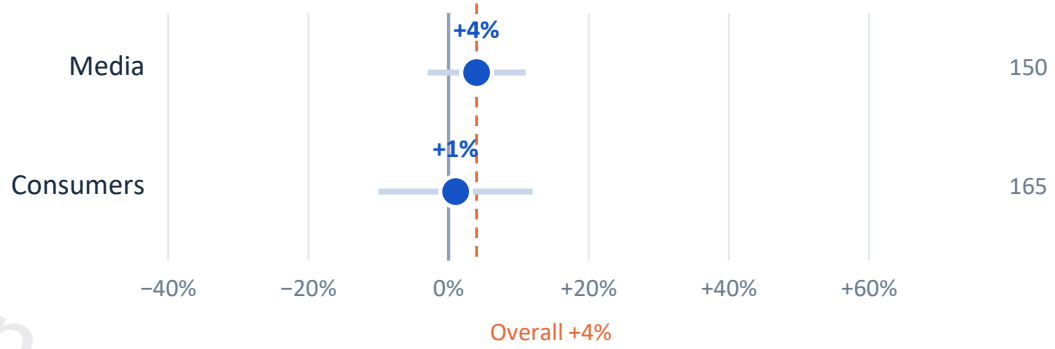
YouTube leans positive (+27%), mostly coach showcases; X and news are close to neutral

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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 (9) and creators (16) are not assessed. YouTube items are mostly new-vehicle showcases; X and news include the European data-security discussion and the Ghanaian fire reports. Items posted by official accounts and dealers are excluded.

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

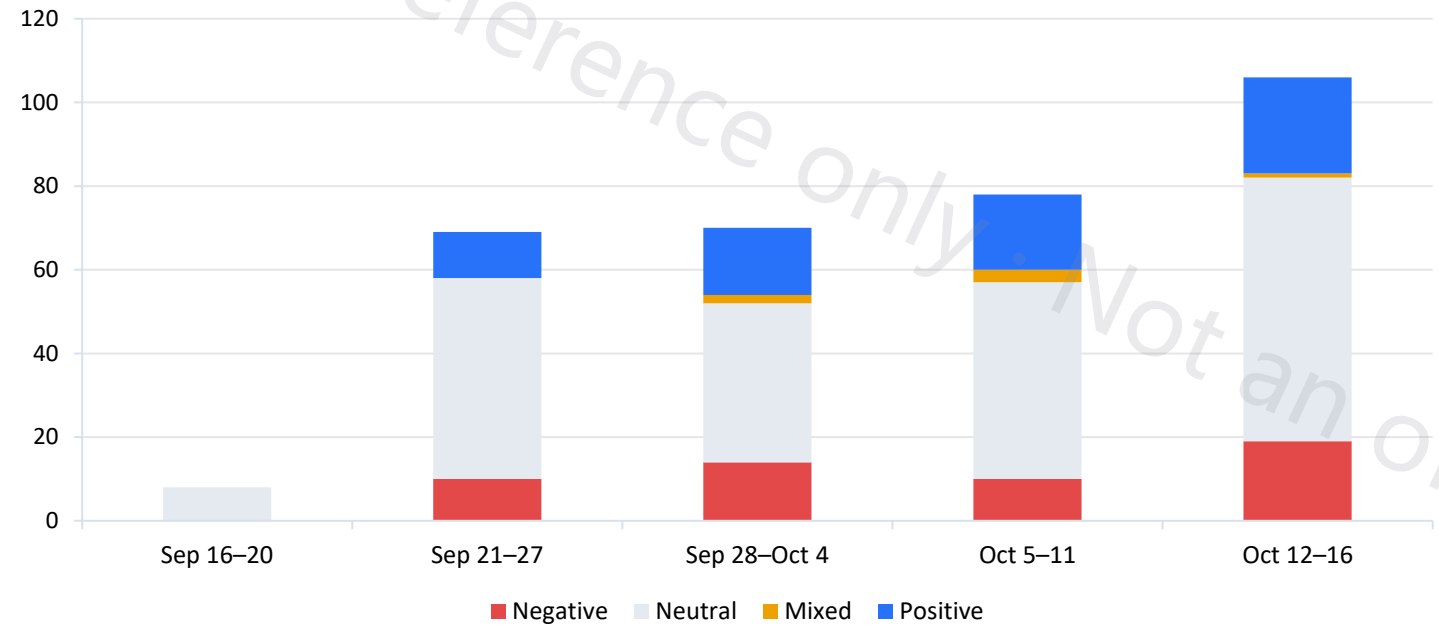
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Weekly sentiment

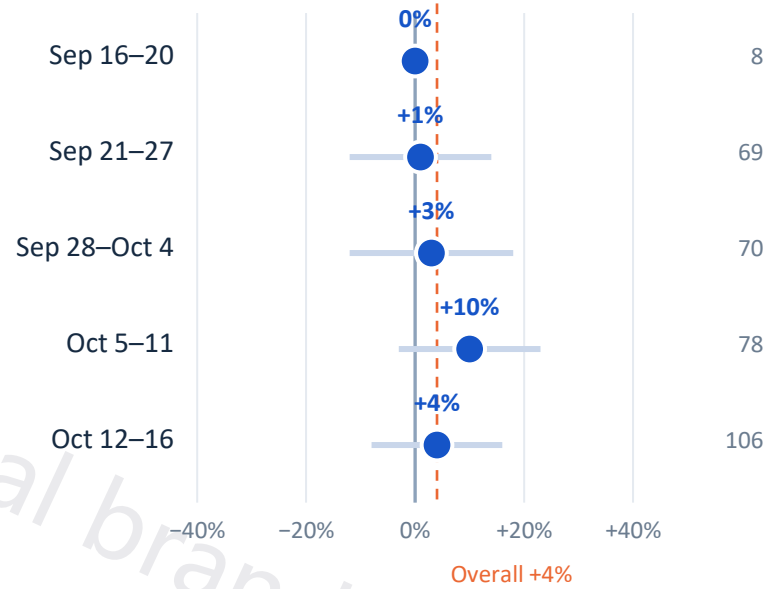
8 to 106 items a week; weekly intervals overlap, so no trend is drawn

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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 10 negatives, 6 of them from the Netherlands (the data discussion around new buses in Nijmegen). The last week has 19 negatives, 7 from comments under one Venezuelan video. The first and last weeks have 5 days each; weekly counts vary with collection scope and are not share of voice.

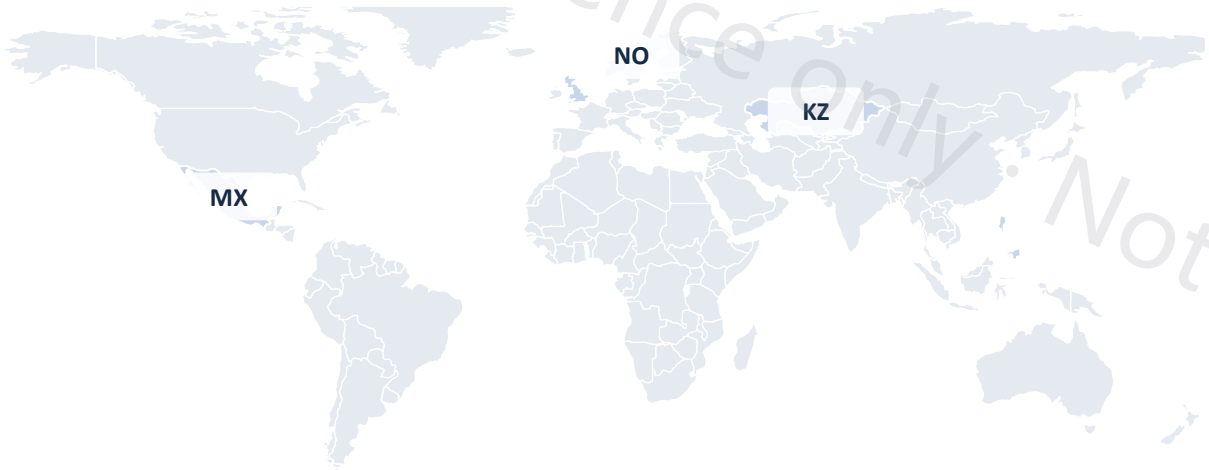
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

No market reaches 30 items, so all are listed only; Dutch and Norwegian negatives centre on city-bus data security and driver visibility

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Market	Items	Threads	Negatives	Net
UK*	28	28	6	Not assessed
Philippines*	18	18	1	Not assessed
Netherlands*	17	12	11	Not assessed
Kazakhstan*	14	14	0	Not assessed
Norway*	13	13	5	Not assessed
Mexico*	10	9	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.

Market notes

Netherlands: new buses in Nijmegen prompted data-transfer concerns; Qbuzz drivers complained about visibility, the steering wheel and air conditioning. Norway: Drammen drivers say they cannot see crossings in low sun. Several Ghanaian coach-fire reports were assigned to the UK, a market-attribution error.

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

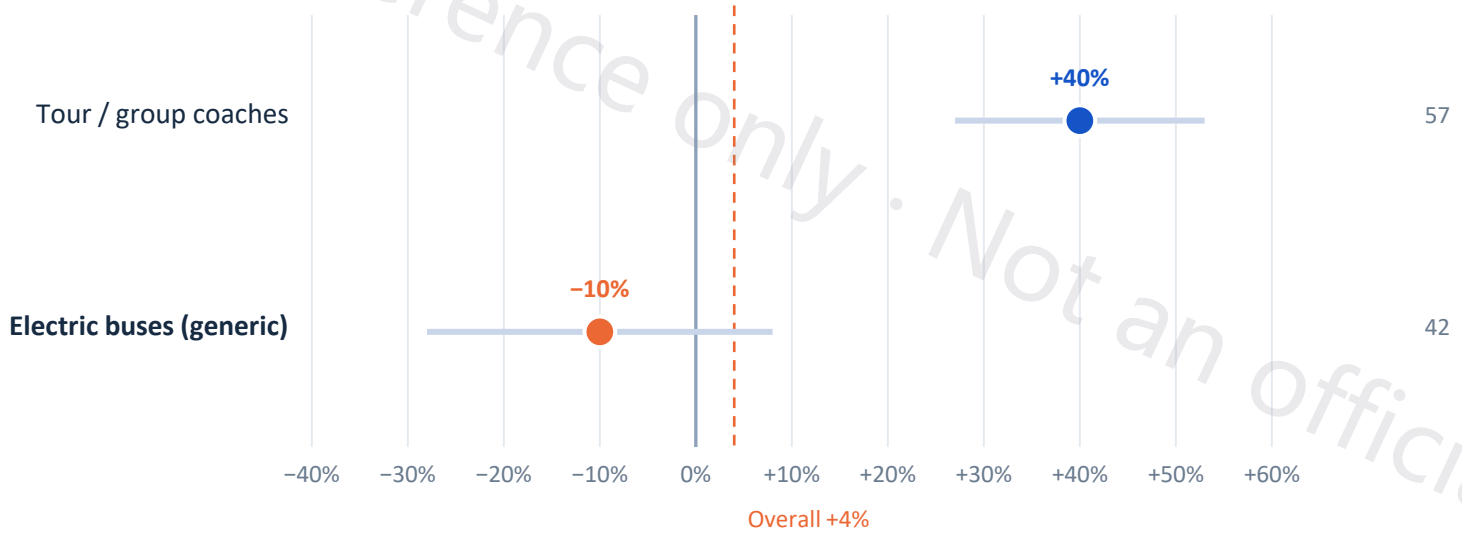
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Sentiment by model

Coaches +40%, with comments praising design and seats; electric buses −10%, with negatives from the European data-security discussion

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



Tour / group coaches +40%

Coach showcases from Sri Lanka and Venezuela; new buses on an Argentine route

Electric buses −10%

Dutch, Norwegian and UK discussion of data transfer and remote control

Other models

U12 / U11, the E series and others have under 10 mentions each and are listed only

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

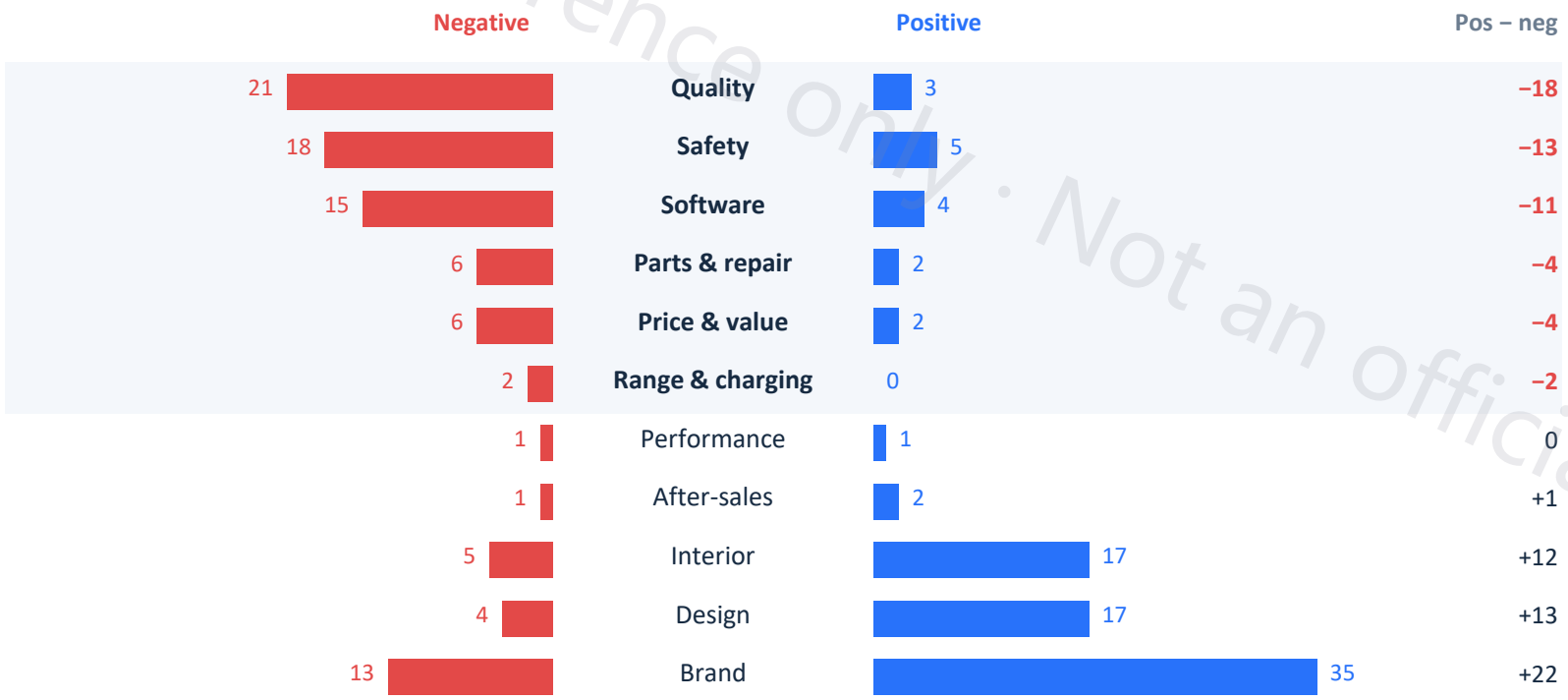
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality, safety and software lean negative, driven by fire reports and data security; brand, interior and design lean positive

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



Quality · 21 neg / 3 pos

Ghanaian fire reports, idle buses in Venezuela and European driver complaints about the cab.

Safety · 18 neg / 5 pos

Dutch, Norwegian and UK discussion of data security and driver visibility.

Software · 15 neg / 4 pos

Almost entirely about data transfer and remote access.

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 European city-bus data-security questions first, then driver complaints, and widen the monitored markets

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	Recommendation	Basis
1	Netherlands and Norway: with operators and municipalities, publish what data city buses collect, where it is stored and who has remote access	15 negative software mentions, almost all about data transfer and remote access
2	Netherlands and Norway: verify driver complaints about visibility, the steering wheel, air conditioning and sun visors with Qbuzz and other operators, and set out fixes	Mass complaints from Dutch operator drivers; Drammen drivers cannot see crossings
3	Ghana: follow the findings on the two coach fires; add Ghana and Venezuela to the monitored markets	Both had sizeable discussion this period but are not monitored

NEXT **Next month's report will assess markets once coverage is widened.**

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

Small sample with an overall interval of ±6.5%; no market reaches 30 items, so this period identifies issues rather than market positions

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Sample size

Overall interval ±6.5%; markets and models under 30 items are listed without assessment.

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

Some Ghanaian news was assigned to the UK, a market-attribution error.

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

Ghana and Venezuela are not monitored markets; their items appear only in overall figures.

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.