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BYD · OVERSEAS VOICE OF CUSTOMER · MONTHLY

BYD overseas voice of customer

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

Organic net sentiment (95% interval)

+6%

±1.4% · 9500 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 +6%, still leaning positive; negatives centre on service prices and parts in Germany and on resale value and parts delays after price cuts in Thailand

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +6% (±1.4%, 9500 items), against +8% last period.

Australia +12% (−2% last period); the Shark 6 rose from 0% to +15%.

Sources of negative sentiment

Germany −15%: a Seal first-service video at 30,000 km drew 199 negative comments on service prices, transmission oil and parts.

Thailand −3%: after mid-October price cuts, comments moved from price to resale value and parts delays.

Tang −27%: media in several countries report a wheel-hub recall in China.

Priority actions

Germany: publish the service schedule and price basis; check parts lead times.

Thailand: announce parts lead times and a residual-value measure with any price cut.

Thailand: verify and answer the Dolphin rear crossmember thread.

Source: AutoMusic overseas sentiment monitor, BYD overseas content, 17 Oct – 14 Nov 2026.

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Scope and method

Organic figures count consumers, creators and media only; 9500 items this period, with TikTok, Instagram and Facebook added as channels

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9500
Organic items (consumers 7295 · media 1908 · creators 297)

366
Items posted by official accounts and dealers, reported separately

9
Channels: YouTube, X, News, Reddit, TikTok, Instagram, Pantip, Facebook, Telegram

Net sentiment

Of 9500 items this period, 2714 are positive and 2185 negative: (2714 − 2185) ÷ 9500 ≈ +6%. ± 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. 1705 items have no identifiable market and are excluded from market figures only. New channels were added and YouTube search was changed, 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.

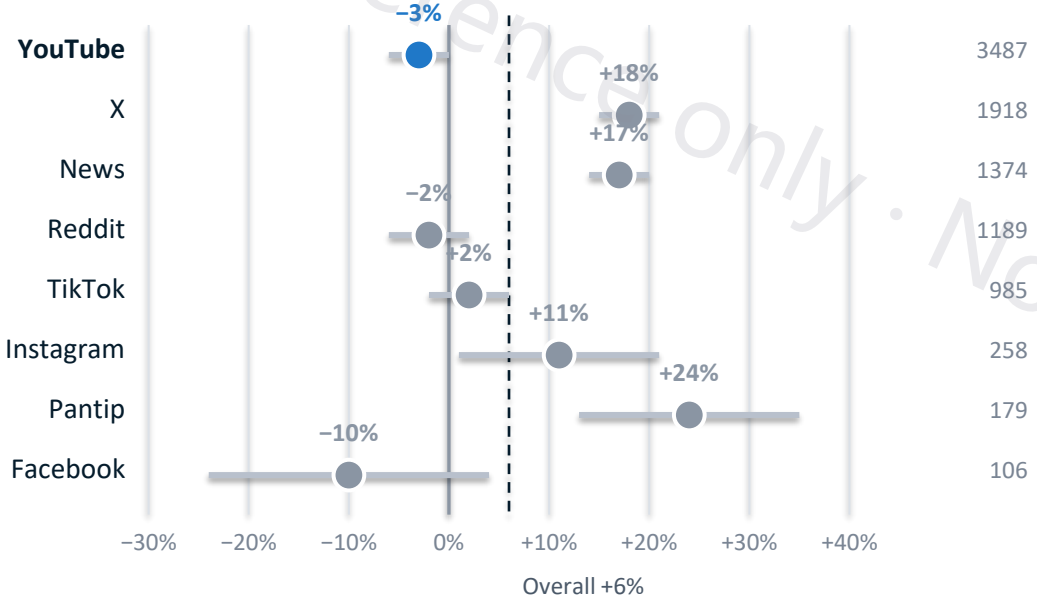
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Channels and voices

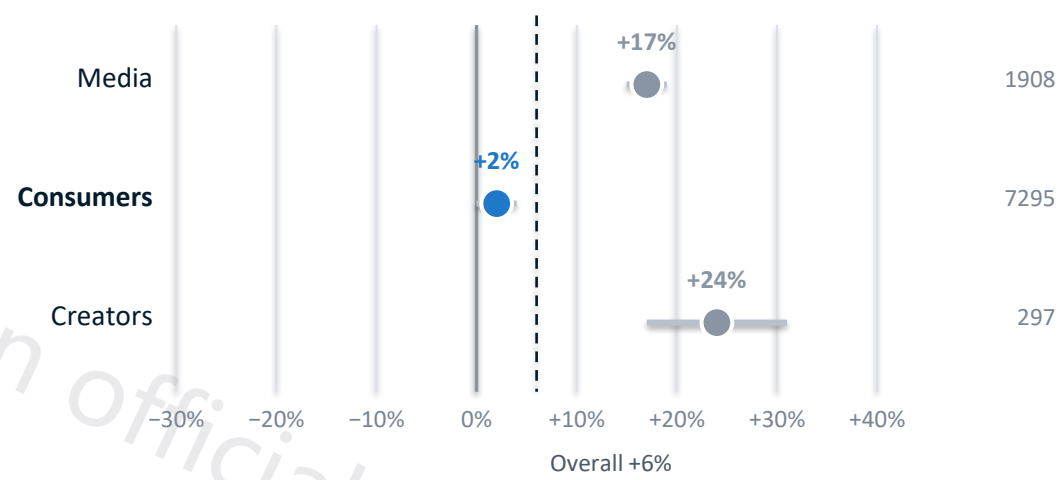
X +18%, news +17%; YouTube −3%, with negatives concentrated in German and Thai video comments

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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

X and news were collected the same way and read close to last period. Media are clearly more positive than consumers; read the consumer line for customer attitude. Content from official accounts and dealers is excluded.

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

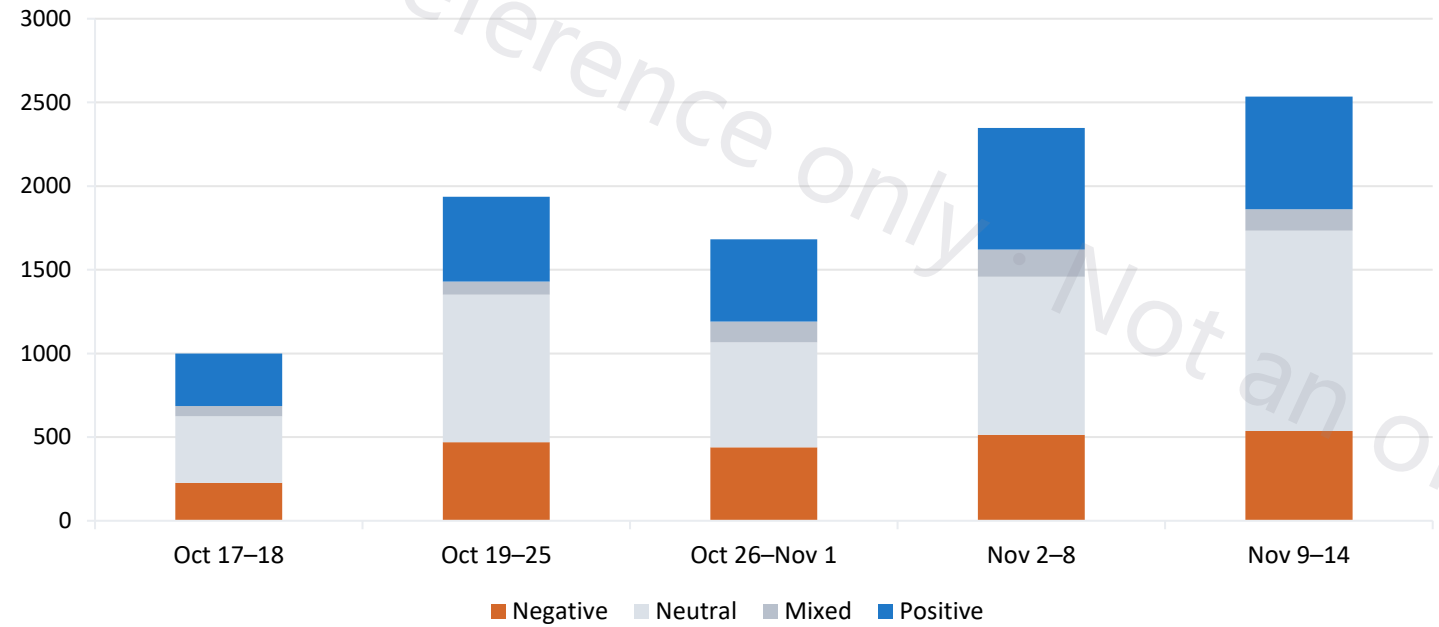
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Weekly sentiment

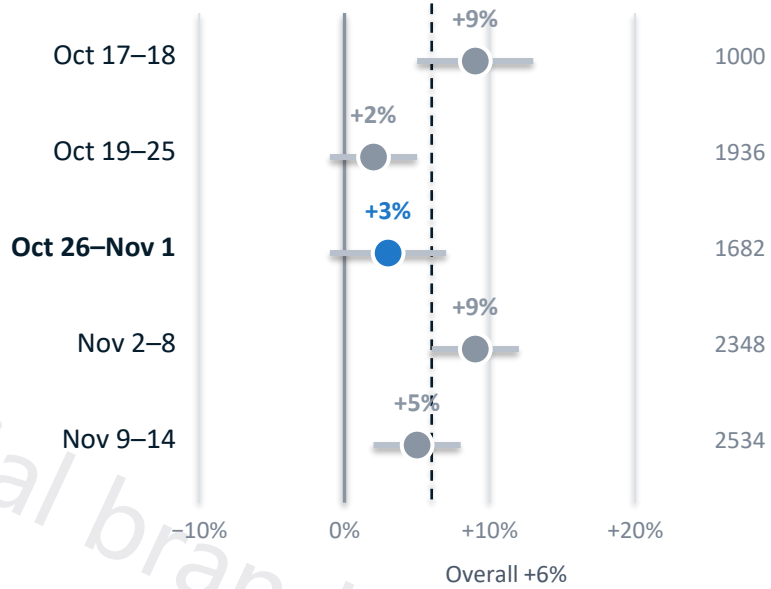
Weekly net sentiment ranges from +2% to +9%; the week of 26 Oct is +3%, with 198 German negatives alongside the first-service video

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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 469 negatives, 102 from Thailand, alongside the price-cut videos; in the week of 26 Oct after-sales is the most negative topic. 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.

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Sentiment by market

Germany −15%, Mexico −19%, Thailand −3%; Australia +12%, Brazil +14%

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Market	Items	Threads	Negatives	Net
Germany	904	206	327	−15% ±5%
Thailand	863	196	248	−3% ±5%
Mexico	219	71	73	−19% ±9%
Australia	874	171	189	+12% ±5%
Brazil	883	277	192	+14% ±5%
UK	407	202	103	+7% ±7%
Spain	304	228	29	+27% ±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

Germany: 53% of negatives come from a Seal AWD first-service video, plus comments on a TV test of the Seal 6 DM-i Touring. Thailand: price cuts on the Seal 5 DM-i, Dolphin and others; owners talk about residual value and one waited five months for a warranty repair. Mexico: negatives are spread across TikTok jokes about Dolphins as ride-hailing cars. Australia: the Shark 6 debate has faded.

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

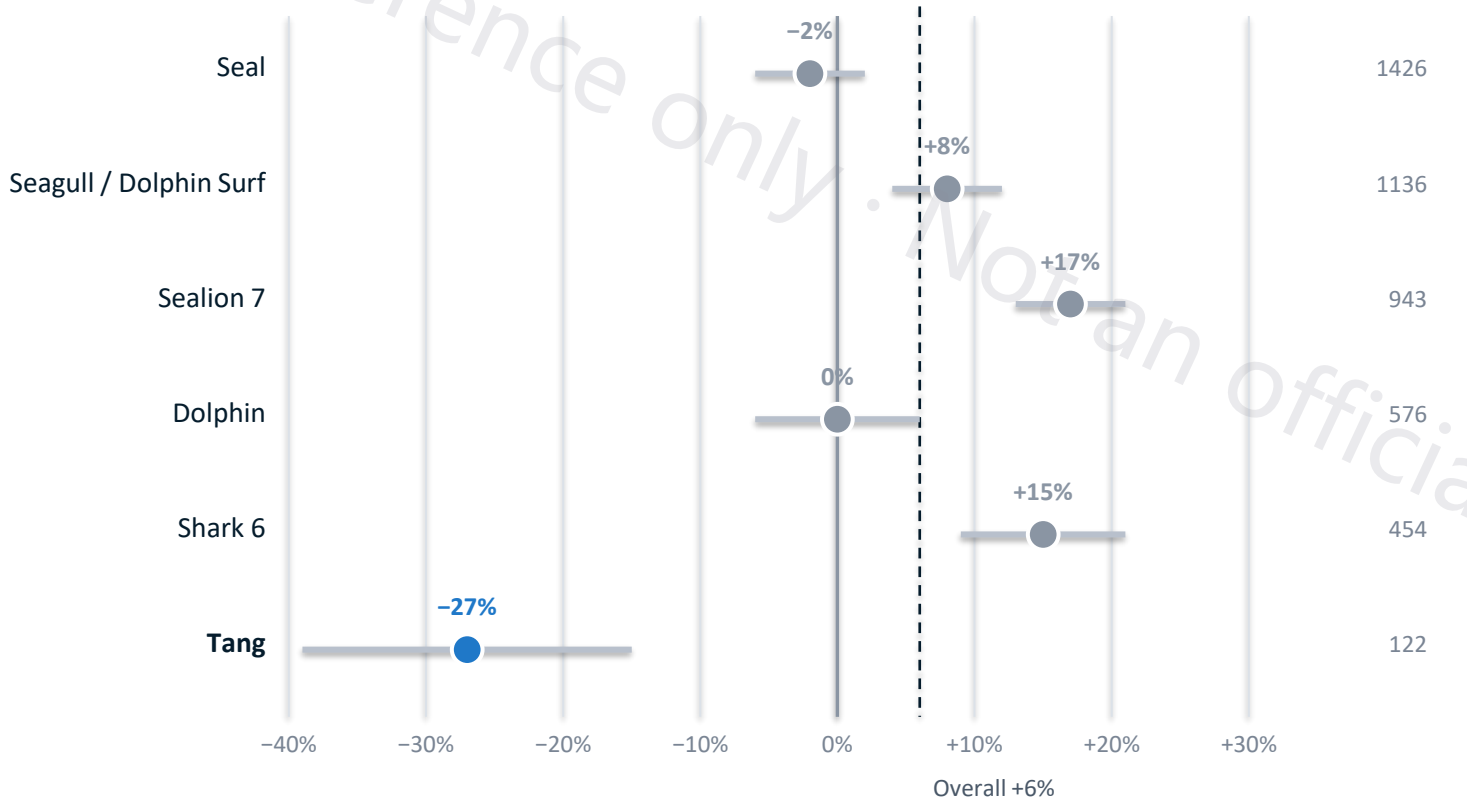
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Sentiment by model

Sealion 7, Shark 6 and Seagull are positive; Seal −2%, Dolphin 0%, Tang −27%

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



Seal −2%

+11% last period; both the German first-service video and the Touring test are about it

Dolphin 0%

+12% last period; Thai price cuts, the crossmember thread and Mexican short videos

Tang −27%

Media report a recall in China caused by a supplier coding error; the company says safety is not affected

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

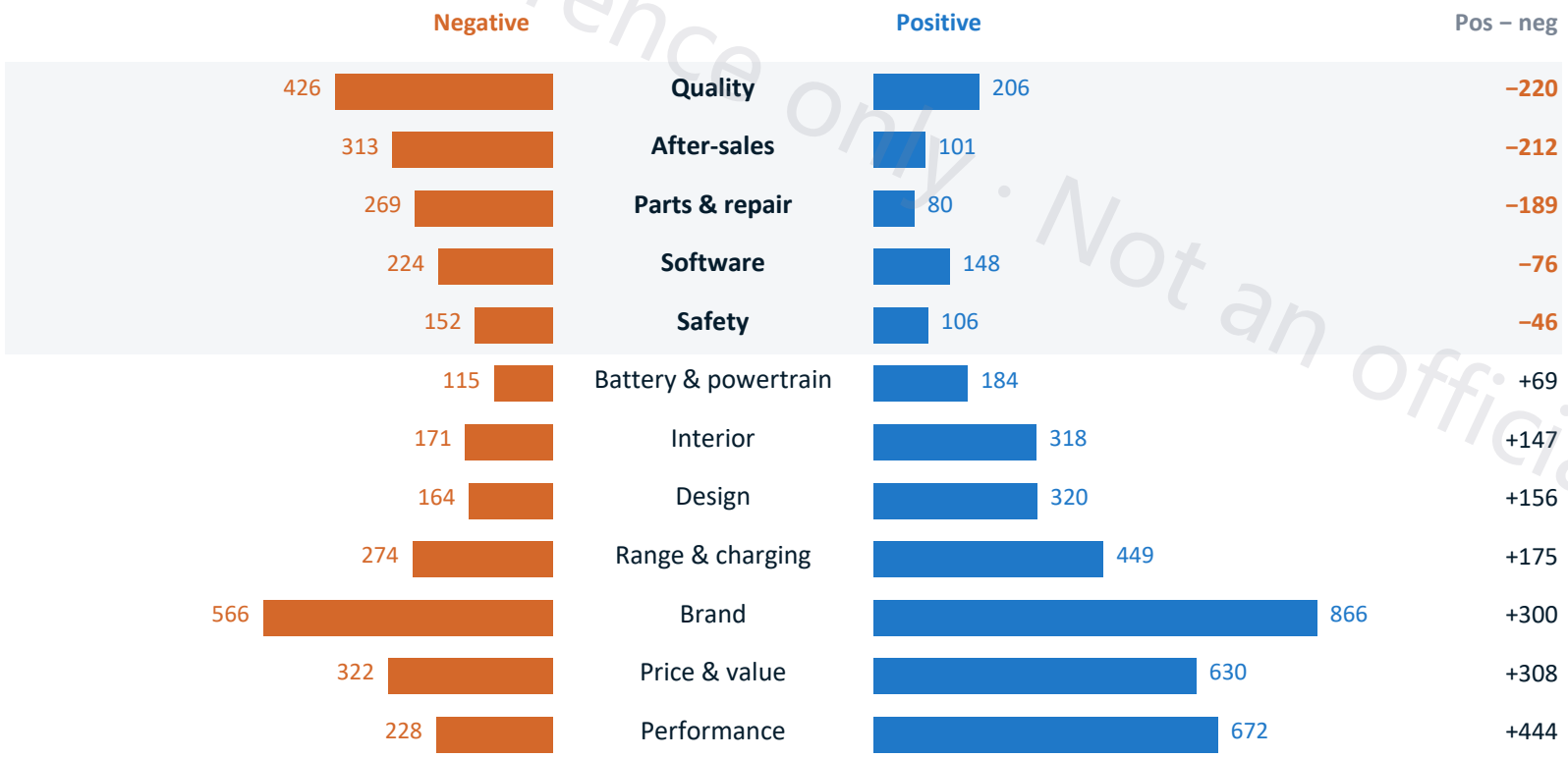
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Topics and main issues

After-sales and parts total 582 negatives, against 141 last period; quality is also net negative; brand, performance and price are net positive

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



After-sales · 313 neg / 101 pos

Owners in Germany, Thailand and Brazil describe service prices and waits for parts; Germany has the most negatives (132).

Parts & repair · 269 neg / 80 pos

Under the Thai price-cut videos one owner says a warranty repair took five months; Germany has 81 negatives.

Quality · 426 neg / 206 pos

Thailand 51, Australia 47. The Thai Dolphin crossmember thread needs verification; the rest is general doubt about durability.

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 service prices and parts in Germany first, then resale value and parts delays after the Thai price cuts

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	Recommendation	Basis
1	Germany: publish the service schedule and price basis and explain the technical reason for the reduction-gear oil change; check parts lead times	One first-service video brought 199 negatives; Germany moved from +20% to −15%
2	Thailand: announce parts lead times and a residual-value measure with any price cut; verify and answer the Dolphin rear crossmember thread	109 negative comments under two price-cut videos; Thailand −3%
3	Europe: review default settings of driver-assistance chimes. Overseas markets: state whether the Tang wheel-hub recall covers exported cars	76 negatives under a TV test on chimes and infotainment; Tang −27%

NEXT **Next issue: track whether the German after-sales debate spreads to other European markets, and the Thai resale-value debate.**

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 ±1.4% supports a directional reading; German negatives are dominated by one thread, and comparison with last period is directional only

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Sample size

Overall interval ±1.4%; markets and models under 30 items are listed without assessment.

1705 items have no identifiable market and are excluded from market figures only.

Negatives in Germany, the Philippines, Pakistan and the United States are dominated by single threads.

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

TikTok, Instagram and Facebook were added and YouTube search was changed this period.

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

Price-cut amounts and the recall cause come from video titles 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.