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CHERY · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Chery overseas voice of customer

Chery, OMODA, JAECOO, Jetour · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

−6%

±1.6% · 7966 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%, against −12% last period; the rear-axle issue has grown from one market into recalls in several countries, and OMODA E5 pricing in Brazil is the second source of negatives

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Overall

Excluding content from the brands and their dealers, organic net sentiment is −6% (±1.6%, 7966 items from consumers, creators and media).

Tiggo 7 +7%, Tiggo 9 +13% and JAECOO 7 +9% are positive.

Sources of negative sentiment

595 items mention the rear axle or the recall, 358 of them negative; media report recalls in China, South Africa and Australia.

South Africa −23%: 43 items last period, 486 now, with recall and resale-value debates side by side.

Brazil −3%: 117 negative comments under two OMODA E5 reviews, mostly on price.

Priority actions

Publish affected models, batches and repair progress by market, starting with South Africa, Australia, Indonesia and Malaysia.

State the findings on the 7 November Tiggo 4 / 5x accident in Malaysia.

Brazil: review OMODA E5 pricing and answer the crash-repair cost of the nose-mounted charge port.

Source: AutoMusic overseas sentiment monitor, Chery group 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; official and dealer content is reported separately so that brand publicity is not counted as word of mouth

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7966
Organic items (consumers 6447 · media 1345 · creators 174)

364
Items posted by official accounts and dealers, reported separately

10
Channels: YouTube, X, TikTok, News, Reddit, Instagram, Telegram, Pantip, Facebook, Drom

Net sentiment

Of 7966 items this period, 1909 are positive and 2390 negative: (1909 − 2390) ÷ 7966 ≈ −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. 1019 items have no identifiable market and are excluded from market figures only. TikTok, Instagram and Facebook 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.

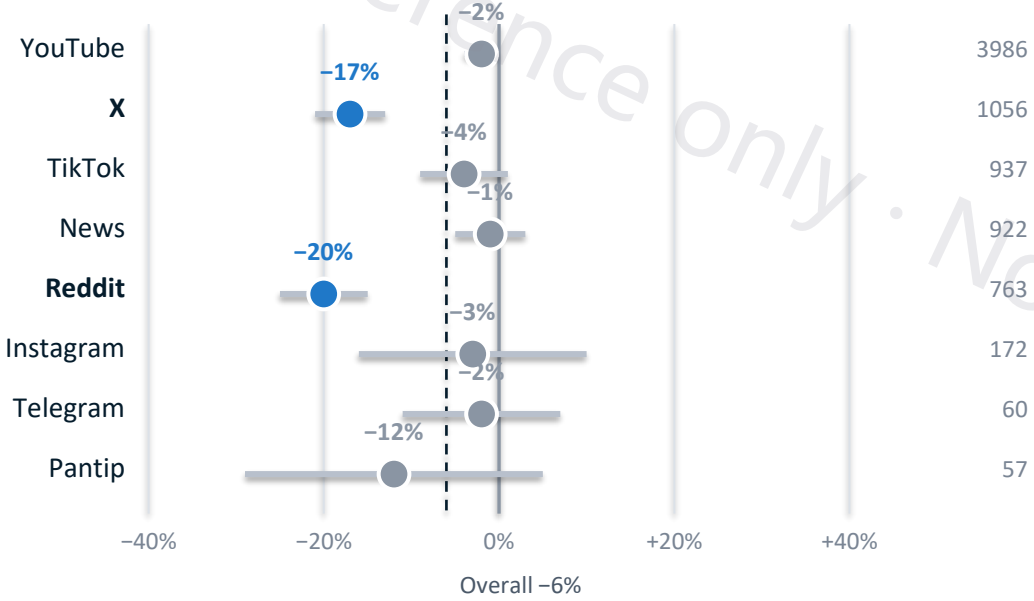
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Channels and voices

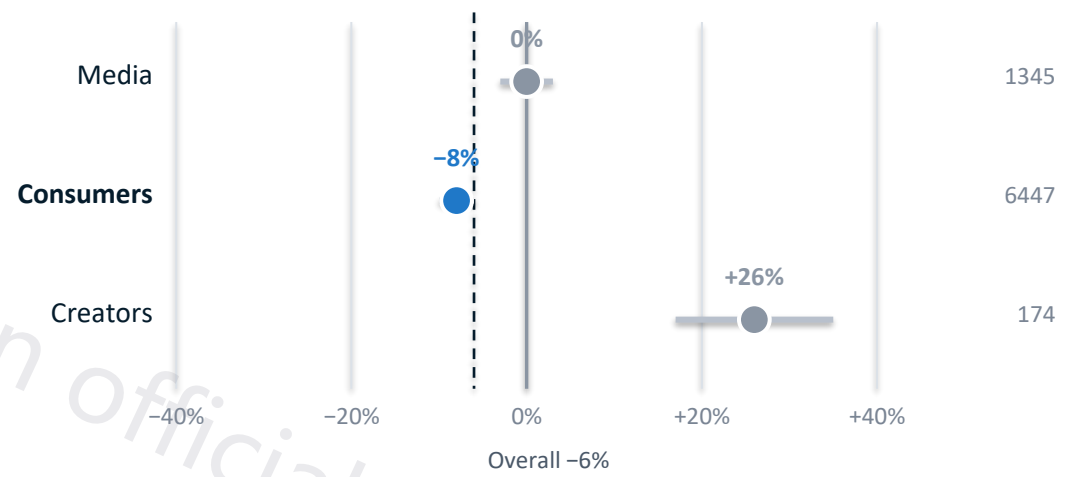
X −17% and Reddit −20% are lowest; YouTube −2%; creators are positive and consumers set the overall reading

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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 (X −16% to −17%, news −4% to −1%). Media are at 0%, with recall coverage offsetting new-car coverage; consumers at −8% reflect ownership and purchase attitudes. Content from official accounts and dealers is excluded.

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

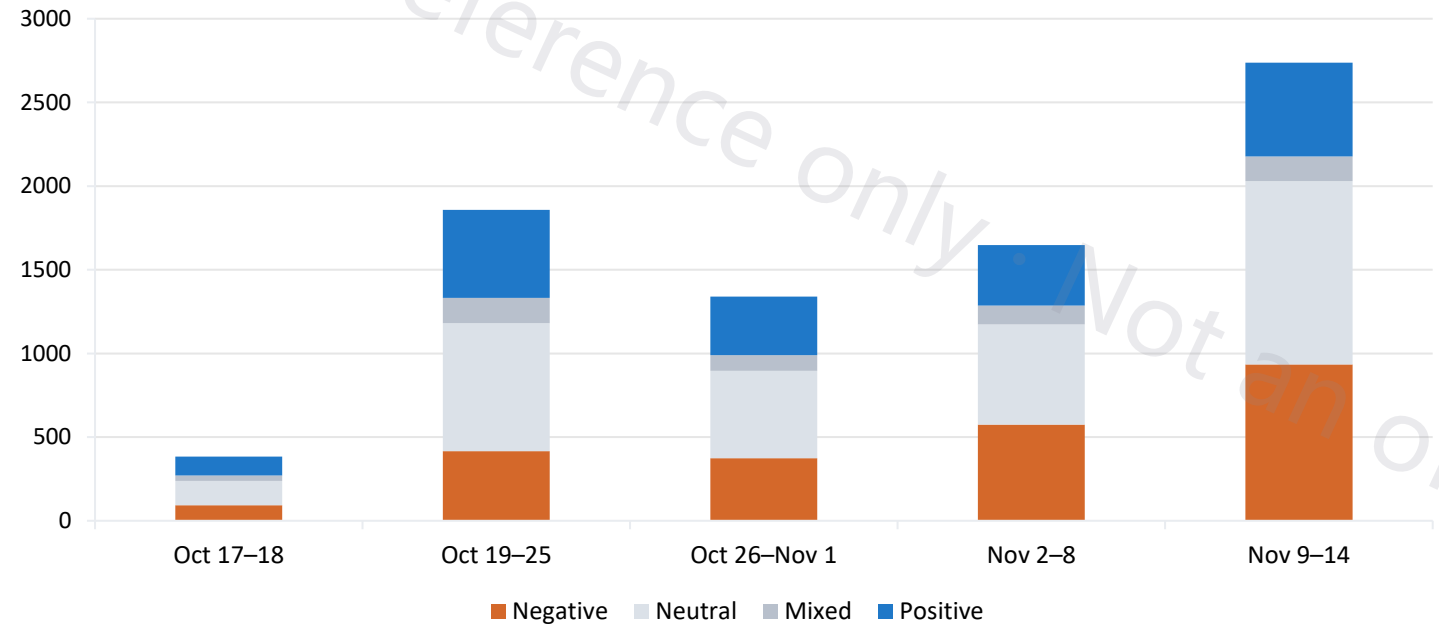
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Weekly sentiment

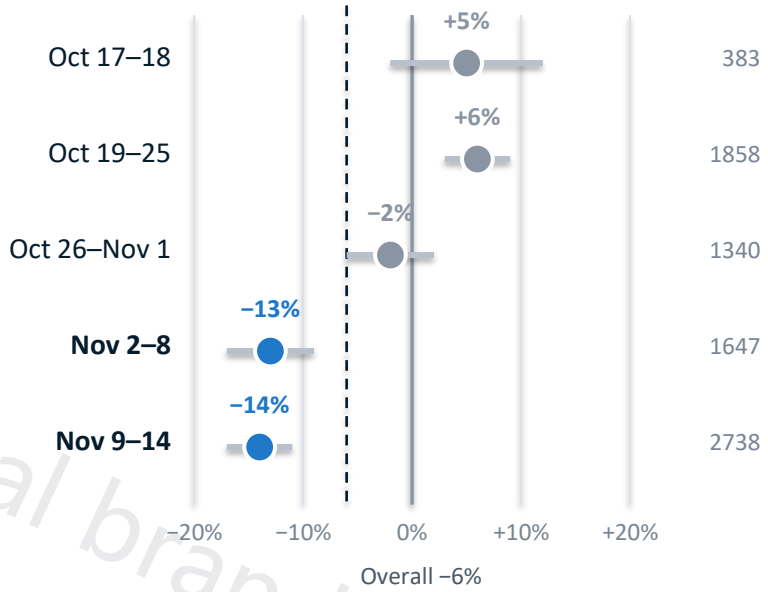
Net sentiment was +5% and +6% in the first two weeks; the week of 2 Nov fell to −13% and the last week is −14%, coinciding with the wider recall and the Malaysian accident

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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 2 Nov has 574 negatives (170 on quality, 153 from Brazil); the last week has 935 (405 on quality, 117 from South Africa). Dashboard negative alerts first fired for the OMODA C5 on 24 Oct, Australia on 28 Oct and the Tiggo 4 / 5x on 7 Nov. The first week has only 2 days and the last 6; weekly counts vary with collection scope.

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

South Africa −23% and Russia −16% are lowest, with negatives spread over more than a hundred threads; in the UK and Kazakhstan about half the negatives come from one thread

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Market	Items	Threads	Top thread share of negatives	Net
South Africa	486	163	21%	−23% ±6%
Russia	718	198	27%	−16% ±5%
Kazakhstan	261	41	49%	−12% ±8%
UK	388	104	50%	−10% ±8%
Indonesia	649	211	11%	−9% ±5%
Brazil	1272	226	15%	−3% ±4%
Australia	713	92	29%	−1% ±6%
Pakistan	210	29	27%	−1% ±9%
Mexico	160	82	40%	+8% ±12%
Spain	376	91	30%	+11% ±7%
Thailand	282	102	28%	+15% ±8%

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. An orange cell marks a top thread holding more than half of negatives, meaning that market's negatives sit in one thread.

Source: AutoMusic overseas sentiment monitor, by market; monitored markets with ≥ 150 items, sorted by net sentiment.

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.

Key events this period

The rear-axle issue has gone from an accident in one market to recalls in several, and from the OMODA C5 to the Tiggo 4 / 5x; Brazilian negatives centre on new-car pricing

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Market · model	Source and independence	What happened	Reported consequence	To verify
South Africa · OMODA C5, Tiggo 4 / 5x Pro	163 threads, the largest holding only 21% of negatives; 186 items mention the axle or recall	Media report Chery South Africa recalling both models; commenters say the problem appeared over a year ago	Recall; one owner waited six months for parts after a crash	Recall batches and repair progress
Australia · OMODA C5	29% of negatives come from comments under the Stockman pickup teaser	From 11 Nov local media report the recall extended to Australia; comments argue about axle welds and quality control	Recall	Volumes and repair schedule
Malaysia · Tiggo 4 / 5x	139 items now, 428 last period; negatives still about the rear axle	On 7 Nov a Tiggo Cross lost a wheel after a crash; the company says the crash caused it	Media report it alongside the axle recall	Accident findings
Indonesia · OMODA C5	211 threads; 76 items on the axle and recall	Reddit users ask whether Indonesia will get a recall and reject the claim that local cars are specified differently	None reported	Whether cars sold in Indonesia are covered
Brazil · OMODA E5	117 negative comments under two review videos	Reviews of the new model on 4 Nov; most call it expensive, some fear a nose charge port is unusable after a minor bump	None reported	Pricing and crash-repair cost

ALSO NOTE **In Turkey a Tiggo 7 Pro owner says the airbags did not deploy and the car sat at a workshop for over four months; in Pakistan a video of a JAECOO 7 PHEV engine-bay fire is circulating with no stated cause.**

Source: AutoMusic overseas sentiment monitor, period findings; recall volumes, affected markets and accident causes come from media reports, no official documents obtained.

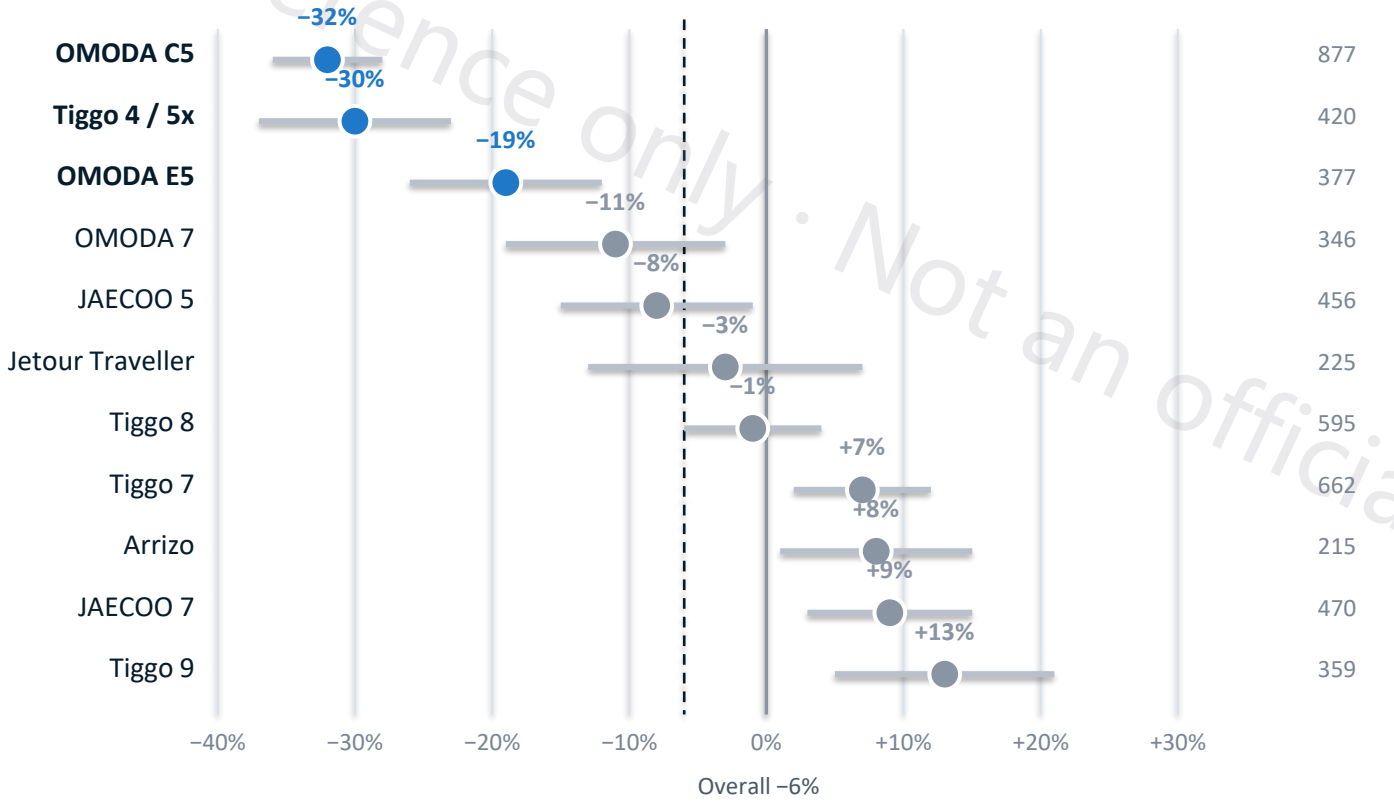
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Sentiment by model

OMODA C5 −32%, Tiggo 4 / 5x −30% and OMODA E5 −19% sit well below the overall figure; Tiggo 7, Tiggo 9, JAECOO 7 and Arrizo are positive

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Net sentiment by model (%), by mention, 17 Oct – 14 Nov 2026, ≥ 200 mentions (dot = net, line = 95% interval)



OMODA C5 −32%

−52% last period and still the model with the most negatives; the recall and the South African resale video both land on it

Tiggo 4 / 5x −30%

−5% last period; now covered by recalls in China and South Africa, and another wheel-off accident in Malaysia in November

Core models positive

Tiggo 7 +7%, Tiggo 9 +13%, JAECOO 7 +9%, Arrizo +8%

Source: AutoMusic overseas sentiment monitor, by model, models with ≥ 200 mentions.

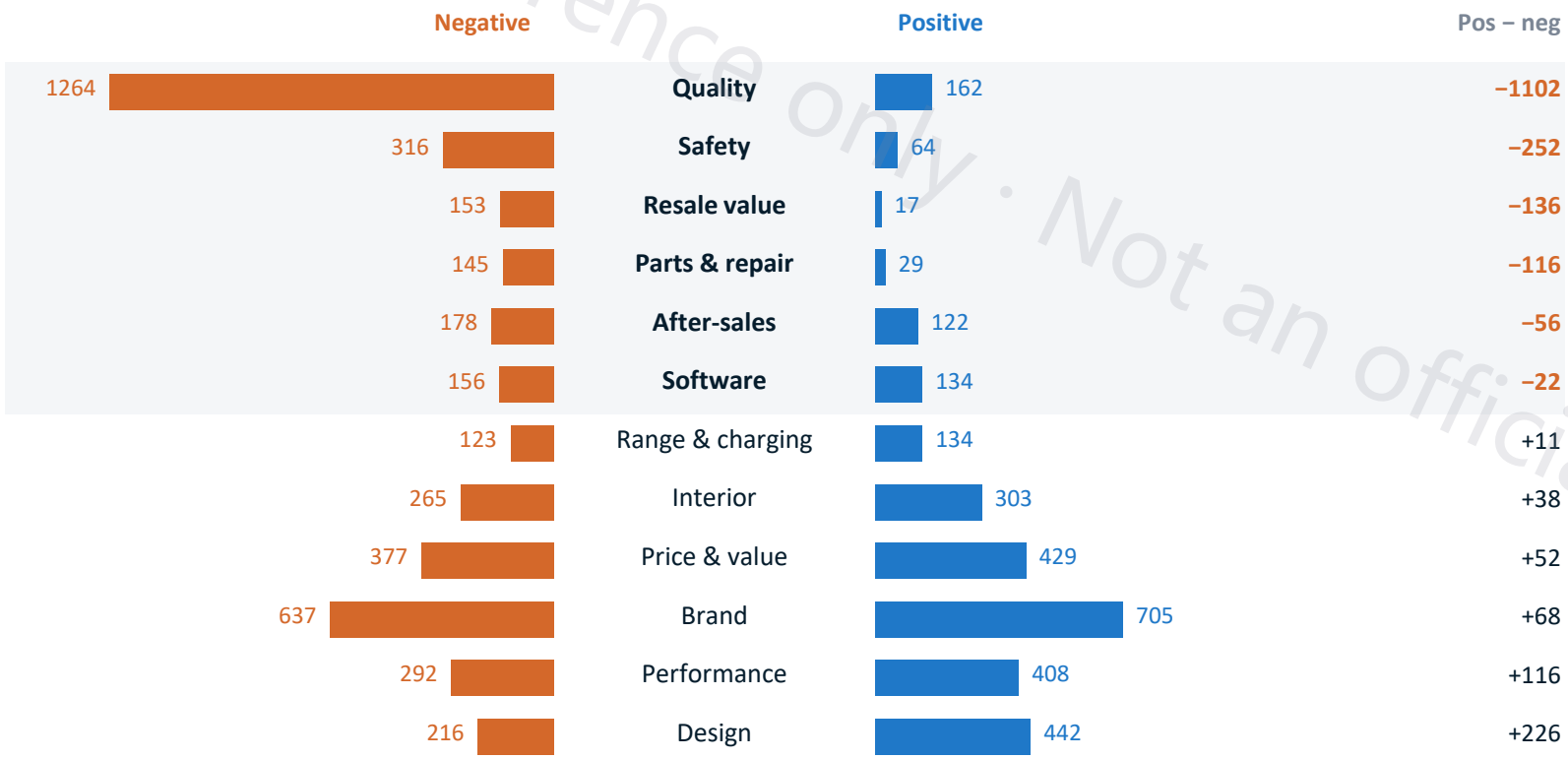
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Positive and negative mentions by topic

Quality, safety, resale value and parts have far more negatives than positives; design, performance and price are net positive

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



Quality · 1264 neg / 162 pos

Recall discussion is spread across South Africa, Indonesia, Vietnam and Australia; every market asks whether local cars are affected.

Resale value · 153 neg / 17 pos

Negatives almost doubled; owners in South Africa, the UK, Russia and Kazakhstan quote actual transaction prices.

Price & value · 377 neg / 429 pos

Now more positive than negative overall; 147 Brazilian negatives concentrate on the OMODA E5.

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.

Issues ranked by consequence

Safety and quality come first: the rear axle is now a multi-country recall; resale value and parts follow and will stay under pressure; pricing is net positive overall, with the problem confined to Brazil

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Rank	Issue	Evidence	Basis for ranking
1	Safety and quality	Quality 1264 negative / 162 positive, safety 316 / 64; recalls cover the OMODA C5 and Tiggo 4 / 5x	A driving-safety issue recalled in several countries; every market asks whether local cars are affected
2	Resale value and parts	Resale 153 / 17, parts and repair 145 / 29; owners in South Africa and the UK post resale prices	The recall and waits for parts will keep pressure on used prices
3	Pricing	Price and value 377 negative / 429 positive; OMODA E5 in Brazil	Affects purchase decisions, but limited to one new model in one market

Source: Author's judgement based on this period's topic data and findings from the AutoMusic overseas sentiment monitor.

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Recommendations

Clarify recall coverage market by market first: it is a driving-safety issue and every market is asking the same question

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	Recommendation	Basis
1	Recall: publish affected models, production batches and repair progress by market, starting with South Africa, Australia, Indonesia and Malaysia; where Indonesia, Vietnam or Thailand are not covered, give the reason	595 items mention the rear axle or the recall, 358 negative
2	Tiggo 4 / 5x: state the findings on the 7 November accident in Malaysia	Media already report it alongside the axle recall; Tiggo 4 / 5x −30%
3	Brazil: review OMODA E5 pricing and answer the crash-repair cost of the nose-mounted charge port	117 negative comments under two review videos
4	Resale value: assess an official buy-back or value guarantee in South Africa and the UK and publish parts lead times; verify the Turkish airbag case and the Pakistani fire	Resale value: 153 negative vs 17 positive

NEXT **Item 1 starts this month; next issue compares recall progress with sentiment in South Africa, Australia and Indonesia to judge the response.**

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 data supports reading direction and relative gaps, not single-percentage-point changes

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Sample size

Overall interval ±1.6%; markets and models under 30 items are listed without assessment.

1019 items have no identifiable market and are excluded from market figures only.

Market item counts depend on search terms and market settings and are not share of voice.

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

Recall volumes, affected markets and accident causes come from media reports; no official documents were obtained.

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

The Russian ownership-log site Drive2 has no new content 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).

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