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FOTON · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Foton overseas voice of customer

Pickups, light and heavy trucks · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+4%

±4.0% · 974 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 +4%, against +12% last period, slightly positive; the Tunland moved from +32% to +6%, with negatives from video comments in Russia, Turkey and Brazil

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +4% (±4.0%, 974 items), against +12% last period.

Australia +33%, Mexico +30%, news +21%: reviews of the Tunland V7 and V9 credit design and price.

Sources of negative sentiment

Russia −14%: under a Tunland V7 test video, comments say RUB 5.5 million buys a used American pickup instead.

Brazil −24%: a video warning against the Foton pickup, plus comments on the Auman 2632 cab.

Quality and reliability: 39 negative vs 22 positive (16 vs 21 last period); test drivers in Latin America report gearbox shudder and stiff shifting.

Priority actions

Russia: explain what the Tunland V7 price includes in warranty, equipment and taxes.

Brazil: answer the specific doubts in the video and add information on long-haul cab versions of the Auman.

Latin America: verify the reports of V7 gearbox shudder and stiff shifting.

Source: AutoMusic overseas sentiment monitor, Foton 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; 974 items this period, with TikTok, Instagram and Facebook added as channels

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974
Organic items (consumers 760 · media 189 · creators 25)

278
Items posted by official accounts and dealers, reported separately

8
Channels: TikTok, YouTube, News, Facebook, Reddit, X, Instagram, Telegram

Net sentiment

Of 974 items this period, 222 are positive and 181 negative: (222 − 181) ÷ 974 ≈ +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 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. 49 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.

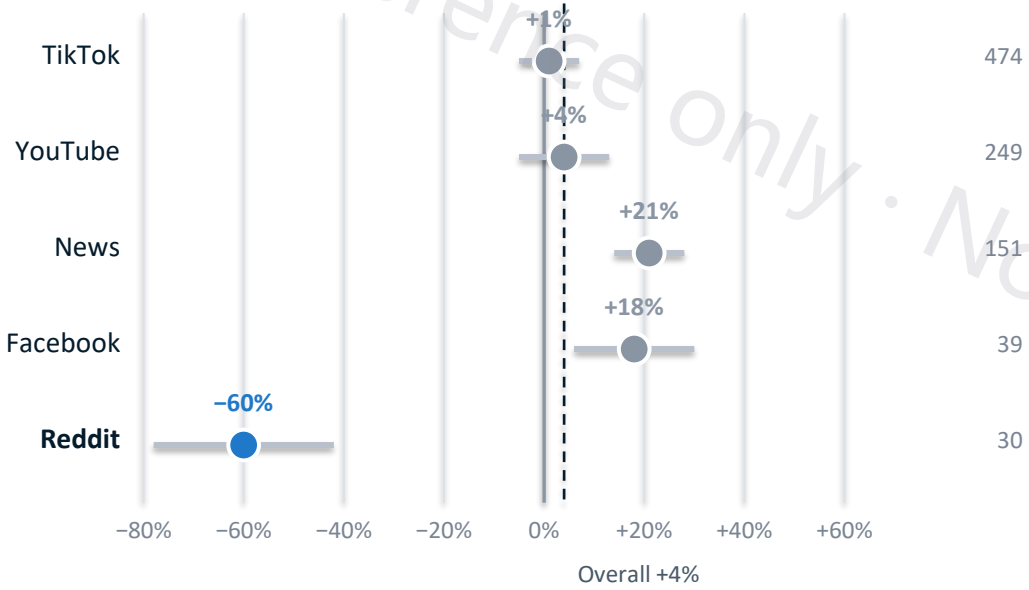
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Channels and voices

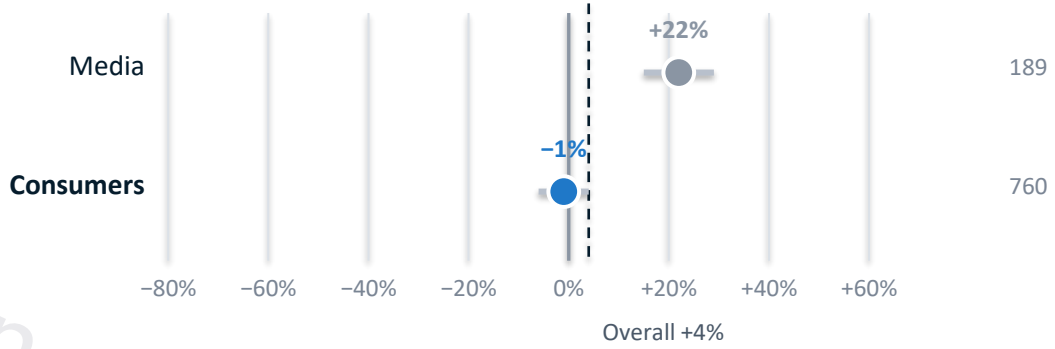
News +21%, YouTube +4%, TikTok +1%; Reddit −60% (30 items)

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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

Media are clearly more positive than consumers; read the consumer line for customer attitude. Eighteen of the Reddit negatives come from one thread about the Tunland coming to the UK, mostly on its design. Content from official accounts and dealers is excluded.

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

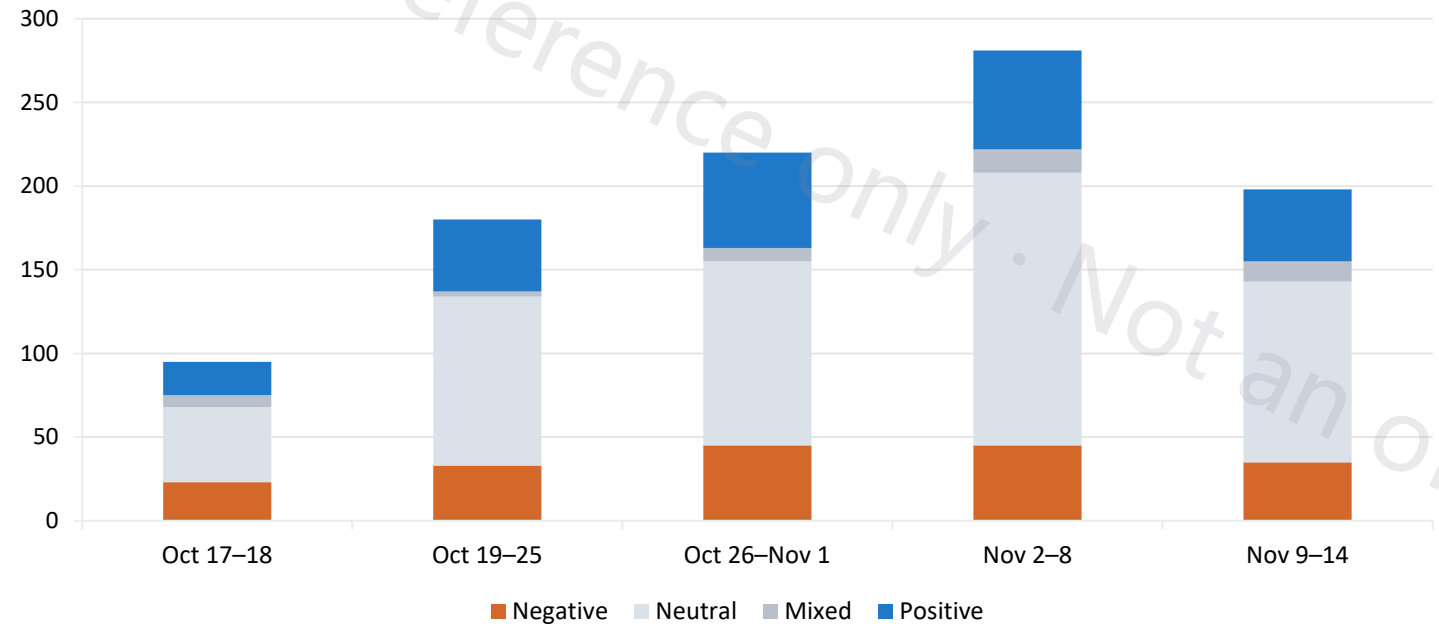
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Weekly sentiment

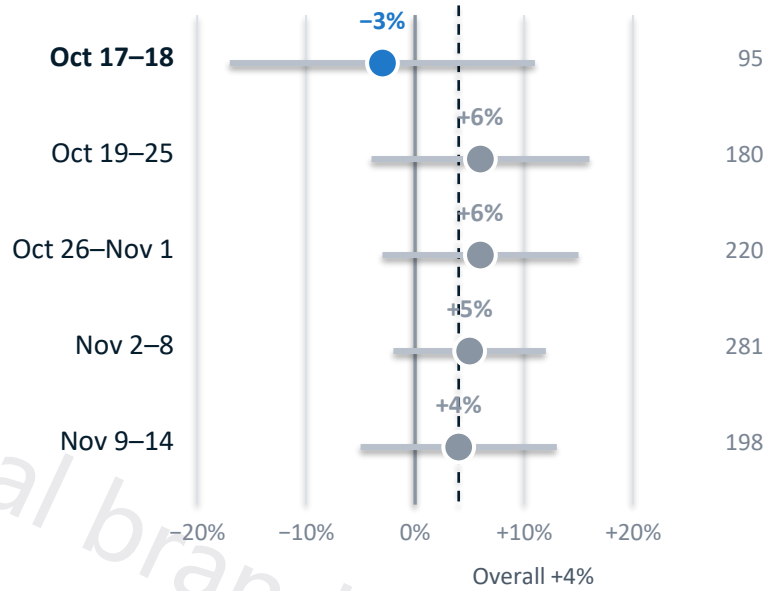
Weekly net sentiment ranges from −3% to +6%, with little movement

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Weekly organic items by sentiment, 17 Oct – 14 Nov 2026, weeks start Monday



Weekly net sentiment (%, 95% interval)



Note

The first week has 23 negatives, 12 from Russia, from the Tunland V7 test video; the week of 26 Oct has 10 from Turkey and the week of 2 Nov has 13 from Brazil. 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

Australia +33%, Mexico +30%; Russia −14%, Turkey −19%, Brazil −24%

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Market	Items	Threads	Negatives	Net
Russia	76	41	19	−14% ±13%
Brazil	50	13	20	−24% ±20%
Turkey	32	2	14	−19% ±28%
Australia	61	10	11	+33% ±19%
Peru	78	24	3	+10% ±9%
Philippines	63	31	4	+21% ±13%
Mexico	53	48	1	+30% ±13%

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: 68% of negatives come from one Tunland V7 test video, with comments on a high price. Brazil: a video warning against the Foton pickup, plus comments on the Auman 2632 cab. Turkey: all 14 negatives come from one loaded-test video; read as an event. Australia: long-term reviews of the V7 and V9 lean positive; negatives are the old engine and fuel use.

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

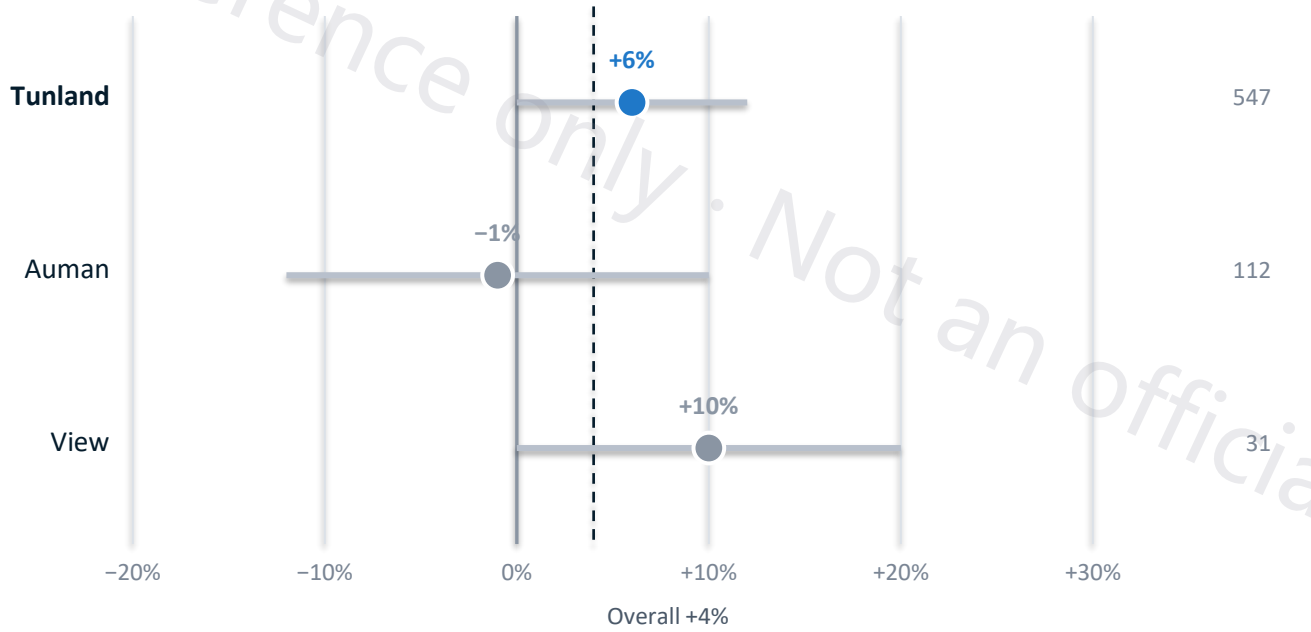
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Sentiment by model

Tunland +6% (547 mentions), Auman −1%, View +10%

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



Tunland +6%

+32% last period (238 mentions); volume has doubled, negatives are pricing, performance and brand comparison

Auman −1%

−12% last period; cab-space comments in Brazil, neutral media reviews of the Galaxy tractor

View +10%

Mostly model introductions with almost no negatives

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

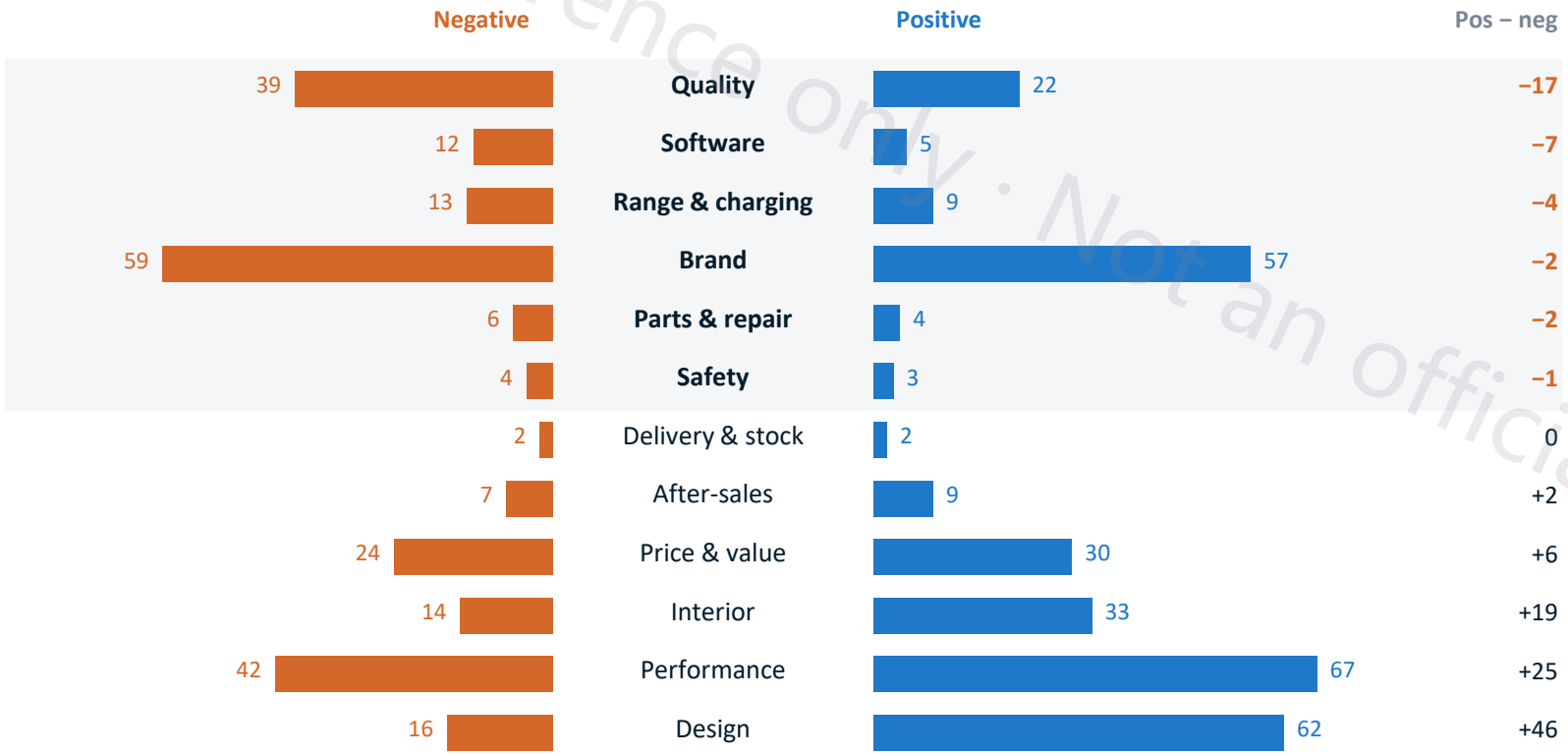
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality and reliability: 39 negative vs 22 positive, against 16 vs 21; brand reputation 59 vs 57, negatives doubled; design, driving and interior are net positive

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



Quality · 39 neg / 22 pos

A workshop video in Chile, gearbox shudder and door rattles reported in Ecuador, stiff shifting in Colombia, the old 2.0-litre engine in Australia.

Brand · 59 neg / 57 pos

31 vs 39 last period. Comments in Brazil and Ecuador say it cannot match the Hilux or F-150; a UK Reddit thread debates the design.

Price & value · 24 neg / 30 pos

Still net positive. Comments in Russia, Turkey and Argentina all find the Tunland expensive.

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 the Tunland pricing and brand doubts first, and verify the gearbox reports from Latin America

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	Recommendation	Basis
1	Russia: explain what the Tunland V7 price includes in warranty, equipment and taxes, set it against vehicles at the same price, and label partnered reviews. Brazil: answer the specific doubts in the video warning against the Foton pickup	Tunland moved from +32% to +6%; Russia −14%, Brazil −24%
2	Latin America (Ecuador, Colombia, Chile): verify the reports of V7 gearbox shudder and stiff shifting and give an inspection and update plan; state the payload range for each light-vehicle engine size	Quality and reliability: 39 negative vs 22 positive, against 16 vs 21
3	Argentina and Australia: publish measured fuel consumption for the petrol and diesel V9. Brazil: add sleeper and long-haul cab information for the Auman 2632. UK: have service points and warranty terms ready before the Tunland launch	Argentina moved from +70% to −8%; comments call 16 l/100 km too high

NEXT **Next issue: track the Tunland pricing and brand debate in Russia and Brazil and the Reddit discussion ahead of the UK launch.**

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 ±4.0% is close to zero, so the reading is only slightly positive; negatives in Russia, Brazil, Turkey and Chile are dominated by one or two videos

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Sample size

Overall interval ±4.0%; markets and models under 30 items are listed without assessment.

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

Comparison with last period is directional only; 49 items have no identifiable market and are excluded from market figures.

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.

Recalls, prices and test-drive faults come from media reports and user comments.

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.