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GAC · OVERSEAS VOICE OF CUSTOMER · MONTHLY

GAC overseas voice of customer

GAC, AION, HYPTEC · consumers, creators and media · 16 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+14%

±2.2% · 3983 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 +14%, level with last period; in the like-for-like benchmark the five brands' intervals overlap, so no ranking is made; negatives still centre on the GS8 in Russia

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +14% (±2.2%, 3983 items).

Like-for-like on YouTube: GAC +9% (±3%), BYD +12% (±6%); the intervals overlap.

AION UT +22% and AION V +16% are steadily positive.

Sources of negative sentiment

Russia −13%: a GS8 condition video "after three years and 105,000 km" drew 60 negative comments on rusting weld seams and collapsed seats.

Indonesia +7%: the newly launched AION i60 is called a rebodied AION V at a higher price.

Thailand: an AION UT owner reports A/C compressor noise after 41,000 km.

Priority actions

Russia: inspect corrosion protection of GS8 weld seams and cavities.

Thailand: verify whether the AION UT compressor noise affects a batch.

Indonesia: explain how the AION i60 differs from the AION V and its battery warranty.

Source: AutoMusic overseas sentiment monitor, GAC overseas content, 16 Oct – 14 Nov 2026.

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Scope and method

Organic figures count consumers, creators and media only; 3983 items this period, with official Instagram and Facebook content reported separately

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3983
Organic items (consumers 3301 · media 526 · creators 156)

482
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 3983 items this period, 1267 are positive and 727 negative: (1267 − 727) ÷ 3983 ≈ +14%. ± 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 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. 297 items have no identifiable market and are excluded from market figures only. YouTube video search was changed and TikTok is now searched by country, so comparison with last period is directional only. The Russian ownership-log site and the Brazilian complaints platform add no new content this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

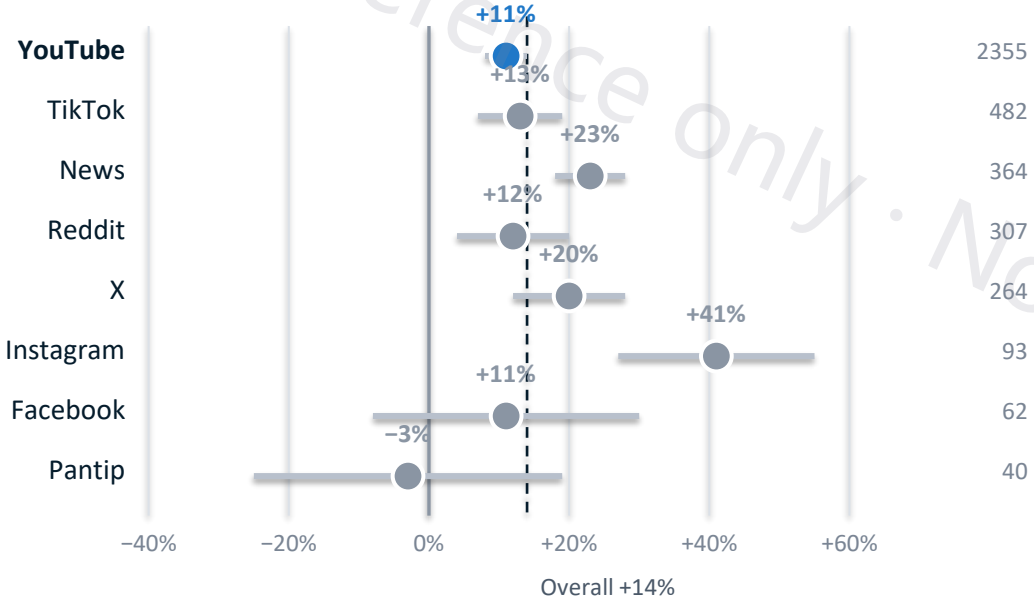
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Channels and voices

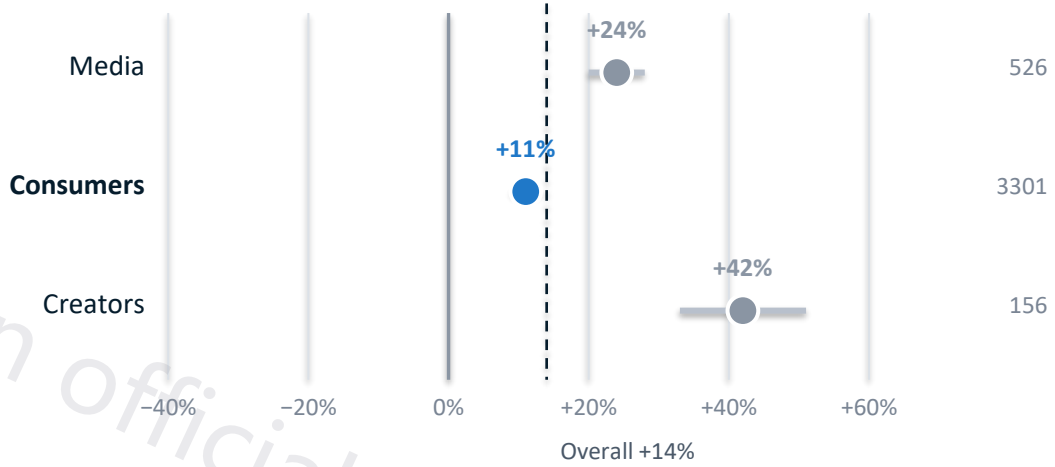
All channels are positive: news +23%, YouTube +11%; media and creators are clearly more positive than ordinary users

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Organic net sentiment by channel, 16 Oct – 14 Nov 2026, ≥ 30 items (dot = net, line = 95% interval)



Net sentiment by voice, 16 Oct – 14 Nov 2026, ≥ 30 items (dot = net, line = 95% interval)



Reading

Read the consumer line for customer attitude. Pantip has only 40 items and Facebook 62, with wide intervals. The Russian ownership logs that supplied specific owner problems last period are absent, so Russia and Brazil rest mainly on YouTube comments and the two periods should not be subtracted directly.

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

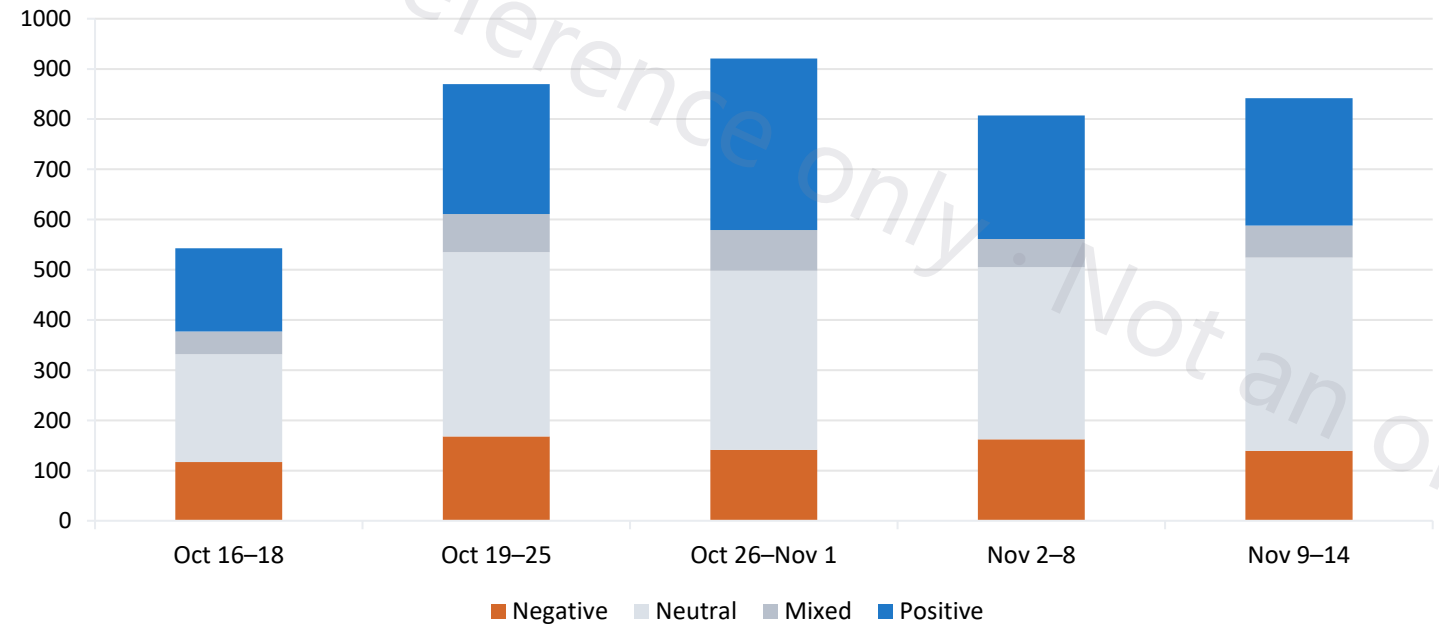
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Weekly sentiment

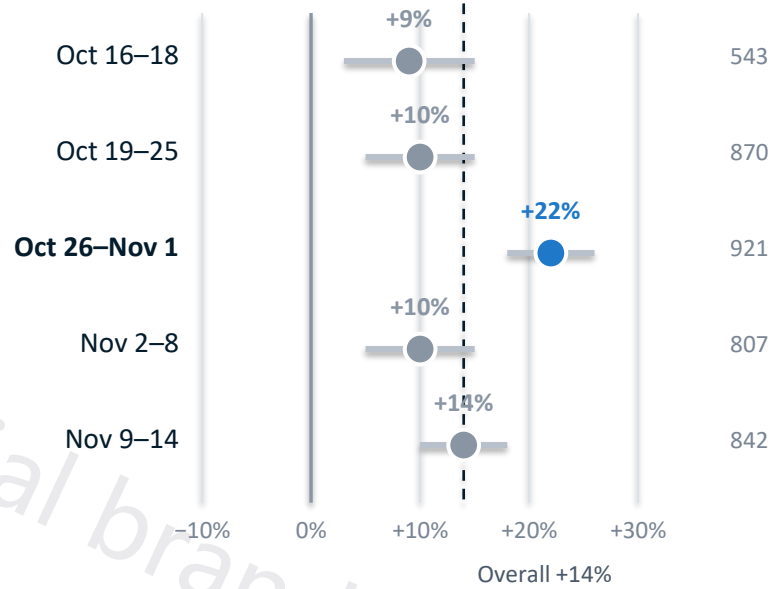
Weekly net sentiment ranges from +9% to +22%, highest in the week of 26 Oct (+22%); Russia has the most negatives in three of the weeks

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Weekly organic items by sentiment, 16 Oct – 14 Nov 2026, weeks start Monday



Weekly net sentiment (%, 95% interval)



Note

The first week has 117 negatives, 53 from Russia, alongside the GS8 condition video; the week of 2 Nov has 30 Indonesian negatives, alongside the AION i60 launch. The first week has only 3 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.

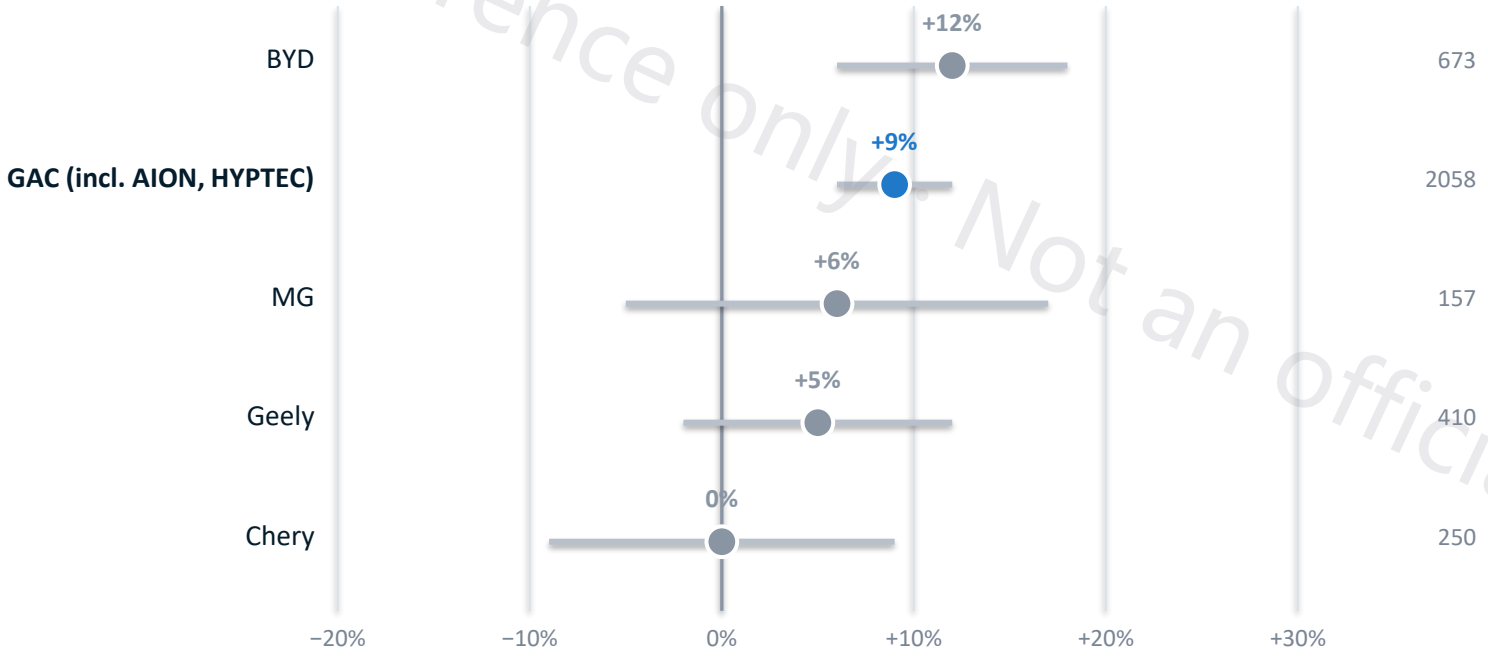
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Like-for-like benchmark

On YouTube in the same 10 markets GAC is at +9%; the five brands' intervals overlap pairwise, so no order can be given this period

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Net sentiment by brand (%), YouTube, 10 markets, 16 Oct – 14 Nov 2026, per (item × brand) (dot = net, line = 95% interval)



Overlapping intervals, no ranking

Last period GAC's lead over BYD and Chery exceeded the margin of error; the gap has closed, mainly because BYD moved from −5% to +12%

GAC's most criticised topics

Price and value 120 mentions, quality 98; among the other four brands quality is in the top three negatives only for Chery

Method

15% of competitor content is sampled under a fixed rule, GAC's own content is analysed in full; BYD lacks search results for Brazil and the Philippines

Source: AutoMusic overseas sentiment monitor, like-for-like YouTube benchmark (Australia, Brazil, Colombia, Indonesia, Mexico, Philippines, Russia, Saudi Arabia, Thailand, UK).

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

Russia −13% (+3% last period); Brazil +27%, Australia +19%; Indonesia and Thailand +7%

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Market	Items	Threads	Negatives	Net
Russia	548	103	174	−13% ±6%
Brazil	820	100	124	+27% ±5%
Indonesia	372	151	65	+7% ±7%
Thailand	416	89	85	+7% ±7%
Australia	167	36	26	+19% ±10%
Philippines	217	32	30	+28% ±9%
Mexico	124	61	22	+21% ±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: the largest thread holds 30% of negatives, a video on a second-generation GS8 after three years and 105,000 km; official S7 and S9 prices are seen as above parallel imports. Brazil: an AION UT review says its price does not undercut the BYD Dolphin. Indonesia: the AION i60 is called a rebodied AION V without the lifetime battery warranty. Thailand: the AION Y breakdown debate has faded.

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

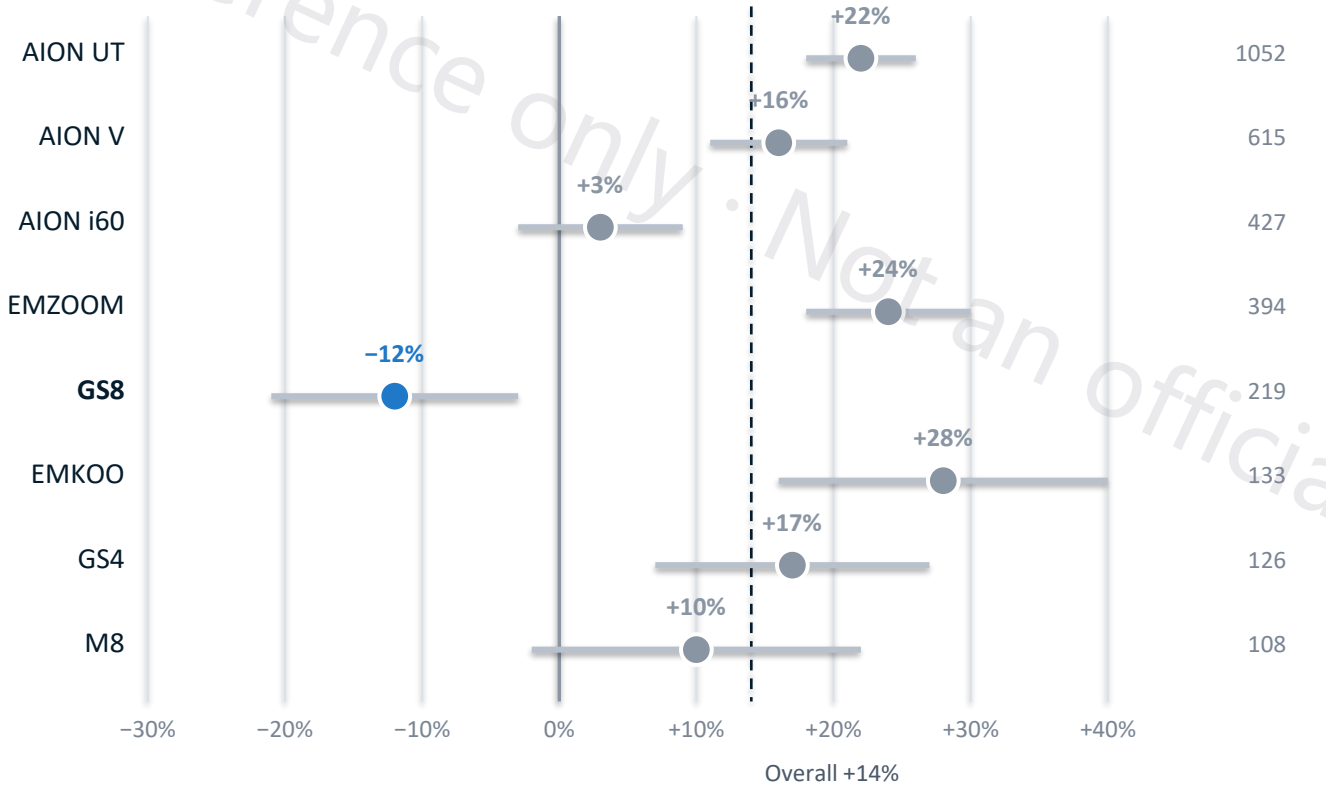
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

AION UT +22% and AION V +16% are steadily positive; GS8 −12%, AION i60 +3%

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Net sentiment by model (%), by mention, 16 Oct – 14 Nov 2026, ≥ 30 mentions (dot = net, line = 95% interval)



GS8 −12%

+8% last period; four fifths of negatives come from the Russian condition video

AION i60 +3%

107 mentions last period; the Indonesian launch debate is about the difference from the AION V and price

Other models

HYPTEC HT (98 mentions), AION Y (93) and EMPOW (76) are positive and not charted

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

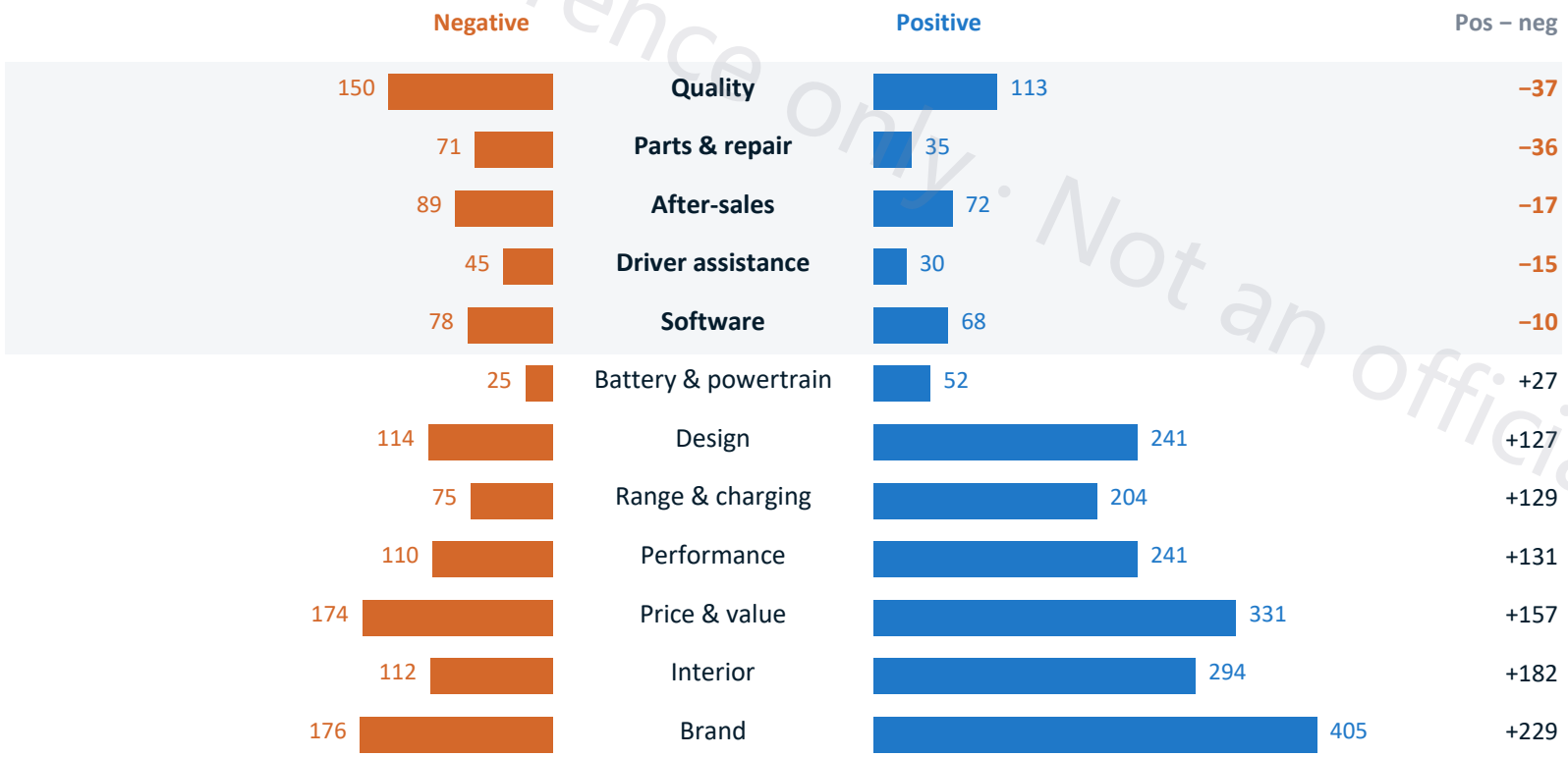
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality (150 negative vs 113 positive) is the only major topic with more negatives than positives; brand, price and interior are strongly net positive

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Negative and positive mentions by topic, 16 Oct – 14 Nov 2026, per (item × topic)



Quality · 150 neg / 113 pos

Russia 53, Thailand 29. GS8 rust and the AION UT compressor noise in Thailand were both raised by owners after a period of use.

Parts & repair · 71 neg / 35 pos

Negatives up 60% on last period, raised in Russia, Egypt and Australia.

Price & value · 174 neg / 331 pos

Positive overall; negatives concentrate on the S7 / S9 in Russia, the AION UT in Brazil and the AION i60 in Indonesia.

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.

Dealer reviews

Only 145 store reviews with text were obtained, less than half of last period; Saudi Arabia averages 4.3 stars, but different stores were captured, so this is not evidence of improvement

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Market	Reviews	Stores	Average stars	Share at 1–2 stars	Reading
Saudi Arabia	33	4	4.3	15%	Indicative
Brazil	31	8	4.3	19%	Indicative
Thailand	29	6	4.2	17%	Listed only
Mexico	29	3	4.7	7%	Listed only
Colombia	13	3	4.4	15%	Listed only

Reading

Stores often ask customers for five stars at handover, so this section is reported separately and not counted in the organic figures. Saudi Arabia had 41 reviews averaging 3.5 stars with 34% at 1–2 stars last period; one store of the dealer group named then still has 3 negatives out of 4 reviews. By aspect, after-sales service has 115 positive and 24 negative mentions; parts and repair 5 negative and 2 positive.

Source: AutoMusic overseas sentiment monitor, Google Maps store reviews with text, this period.

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

Inspect GS8 corrosion protection in Russia first, then verify the AION UT compressor noise in Thailand and explain the AION i60's positioning in Indonesia

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	Recommendation	Basis
1	Russia: inspect corrosion protection of GS8 weld seams and cavities and establish whether it relates to operating conditions or batches; answer the battery-drain questions	One condition video brought 60 negatives; Russia −13%, GS8 −12%
2	Thailand: verify whether the AION UT compressor noise affects a batch. Indonesia: explain how the AION i60 differs from the AION V, the battery warranty terms and phone-mirroring support	Thai commenters call it a common fault; 43% of Indonesian negatives come from one walk-around video
3	Parts: publish lead times for common parts in Russia, Egypt and Australia. Australia and Europe: review default settings and memory logic of driver-assistance alerts	Parts and repair: 71 negative vs 35 positive, up 60% on last period

NEXT **Next issue: restore full collection of store reviews and bring back the Russian ownership logs and the Brazilian complaints platform.**

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 ±2.2% supports a directional reading; in the benchmark the five brands' intervals overlap and no ranking is made

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Sample size

Overall interval ±2.2%; markets and models under 30 items are listed without assessment.

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

Negatives in Colombia, Egypt and Chile 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

The Russian ownership-log site and the Brazilian complaints platform add no new content this period.

Only 145 store reviews were obtained, covering fewer stores than last period.

15% of competitor content is sampled; BYD lacks Brazil and the Philippines.

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.