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GEELY · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Geely overseas voice of customer

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

Organic net sentiment (95% interval)

+2%

±1.9% · 4963 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 +2%, positives and negatives roughly cancel; negatives centre on rust protection and paint in Belarus, EX2 delivery delays in Brazil and pricing of the facelifted Atlas

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +2% (±1.9%, 4963 items), against +12% last period.

Mexico +23%, UK +26%: new-car reviews and coverage lean positive.

Sources of negative sentiment

Belarus −31%: a Belgee factory-tour video drew 151 negative comments on body rust protection and paint.

Brazil −9%: EX2 waits of up to 120 days; buyers chase orders under official posts.

Kazakhstan and Russia: reviews of the 2026 Atlas set off arguments on styling and price.

Priority actions

Belarus: verify Atlas paint and body corrosion protection; publish anti-corrosion warranty terms.

Brazil: tell each paid EX2 buyer the shipment and delivery date.

Australia: investigate false emergency braking on the EX5.

Source: AutoMusic overseas sentiment monitor, Geely 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; 4963 items this period, with TikTok, Instagram and Facebook added as channels

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4963
Organic items (consumers 4107 · media 747 · creators 109)

286
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 4963 items this period, 1239 are positive and 1145 negative: (1239 − 1145) ÷ 4963 ≈ +2%. ± 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. 450 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.

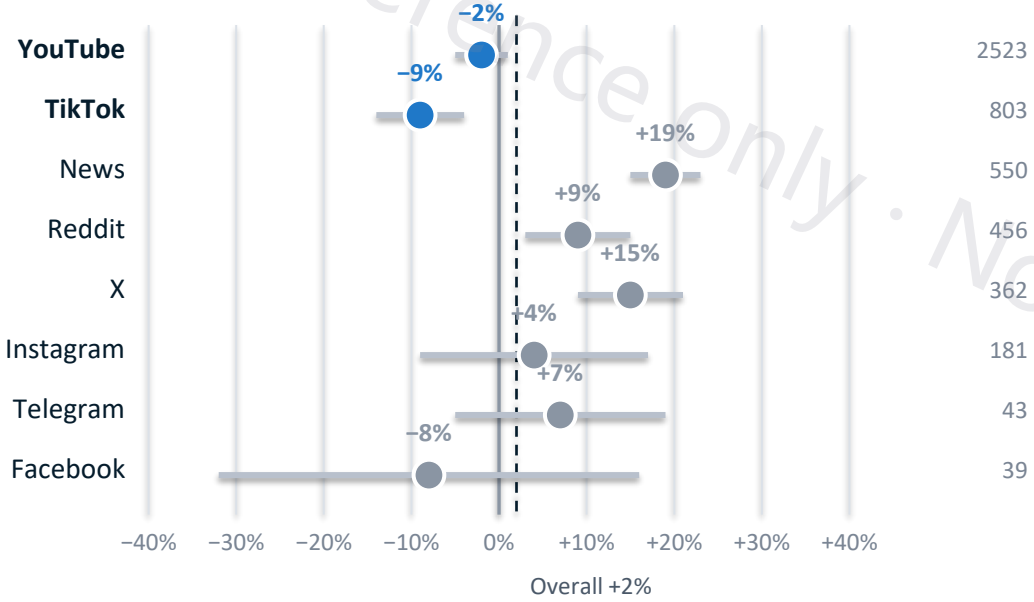
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Channels and voices

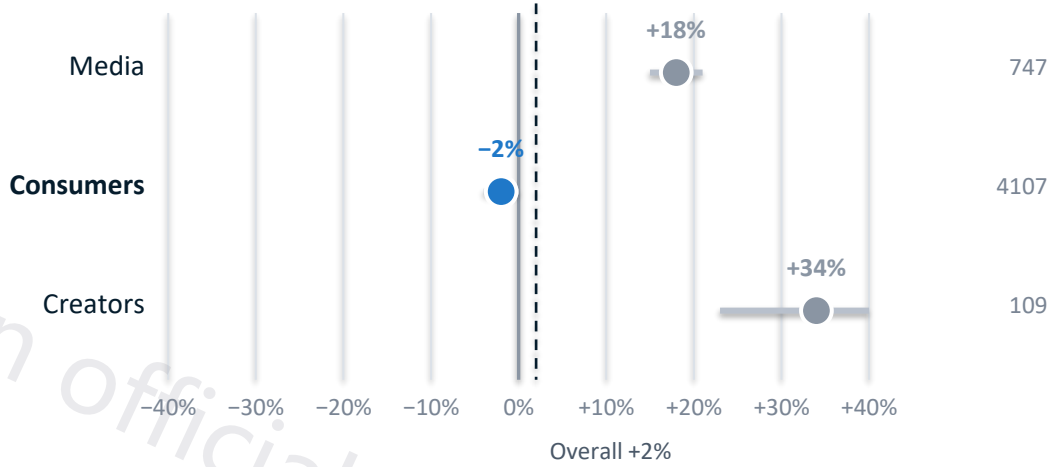
News +19%, YouTube −2%, TikTok −9%; video comment sections read lower than news and X

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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

Consumer content reads lower than media and creators; negatives sit mostly in YouTube and TikTok comments. Facebook has only 39 items and a wide interval. Content from official accounts and dealers is excluded.

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

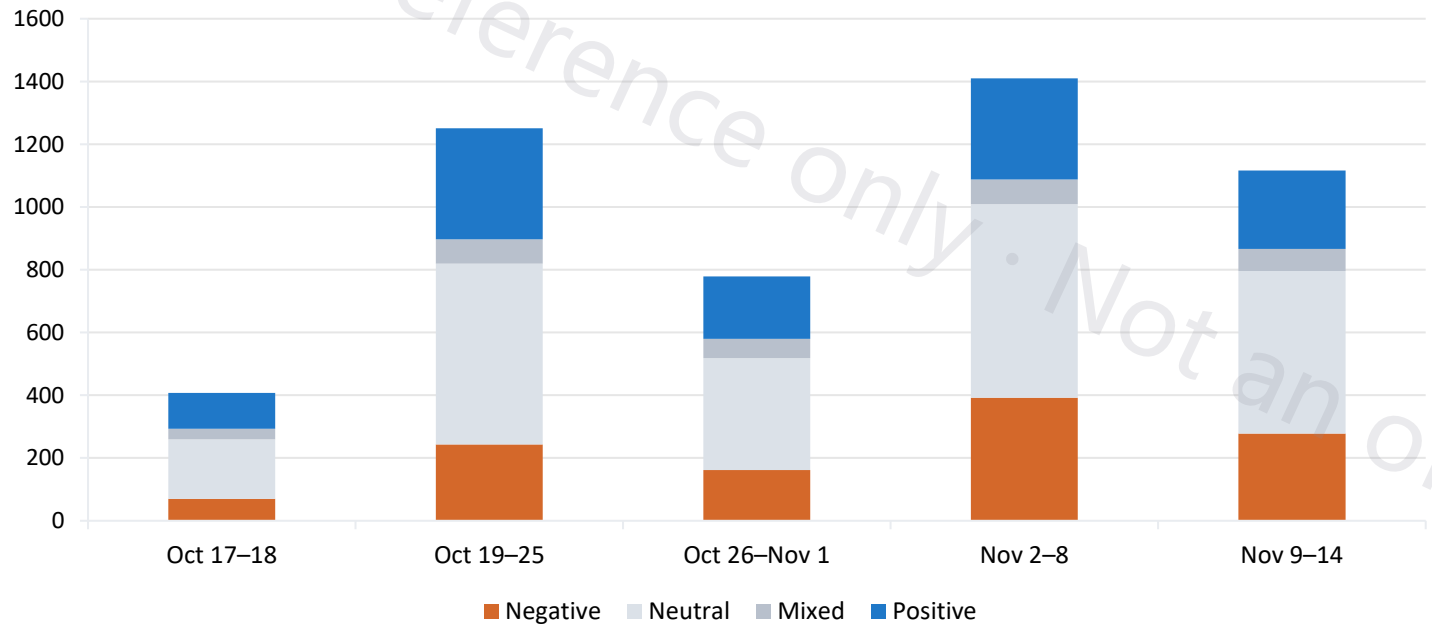
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Weekly sentiment

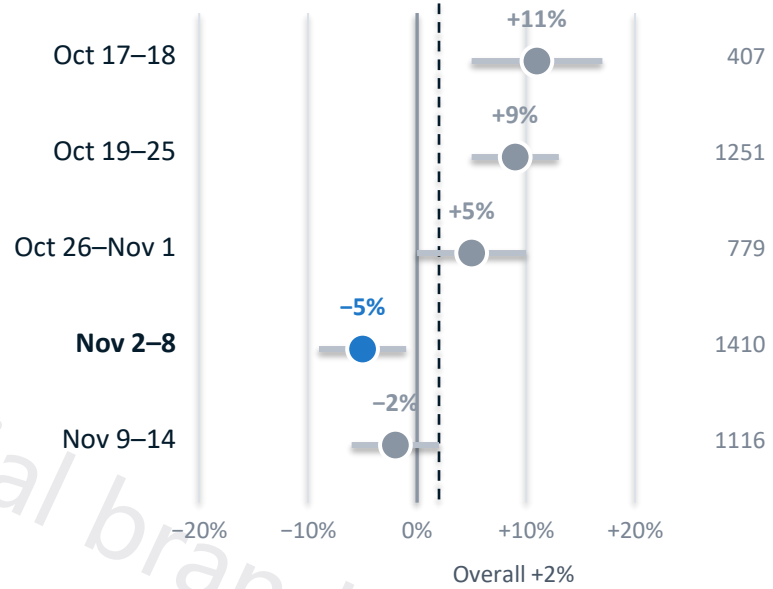
Net sentiment was +11%, +9% and +5% in the first three weeks; the week of 2 Nov fell to −5%, coinciding with the Belarus factory-tour video

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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 2 Nov has 392 negatives, 142 of them from Belarus; the last week has 278 negatives, 64 from Brazil, alongside reports of EX2 delivery delays. 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.

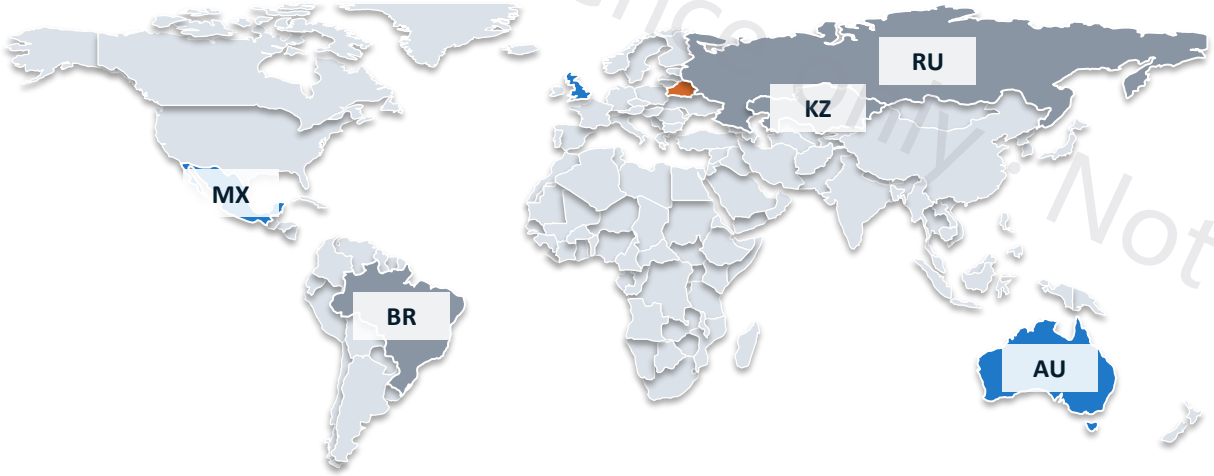
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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

Belarus −31%, Brazil −9%; Mexico +23%, UK +26%; Russia and Kazakhstan are close to zero

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Market	Items	Threads	Negatives	Net
Belarus	465	20	211	−31% ±6%
Brazil	417	123	125	−9% ±7%
Russia	728	180	164	0% ±5%
Kazakhstan	639	54	159	+1% ±6%
Mexico	398	91	62	+23% ±7%
Australia	189	62	35	+5% ±9%
UK	149	33	21	+26% ±11%

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

Belarus: 71% of negatives come from a Belgee factory-tour video; owners under a 40,000 km Atlas review report paint chips. Brazil: media report EX2 deliveries of up to 120 days; one buyer has no order status 118 days after the deposit. Kazakhstan, Russia: the facelifted Atlas is seen as worse-looking and overpriced. Australia: an EX5 owner reports false emergency braking.

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

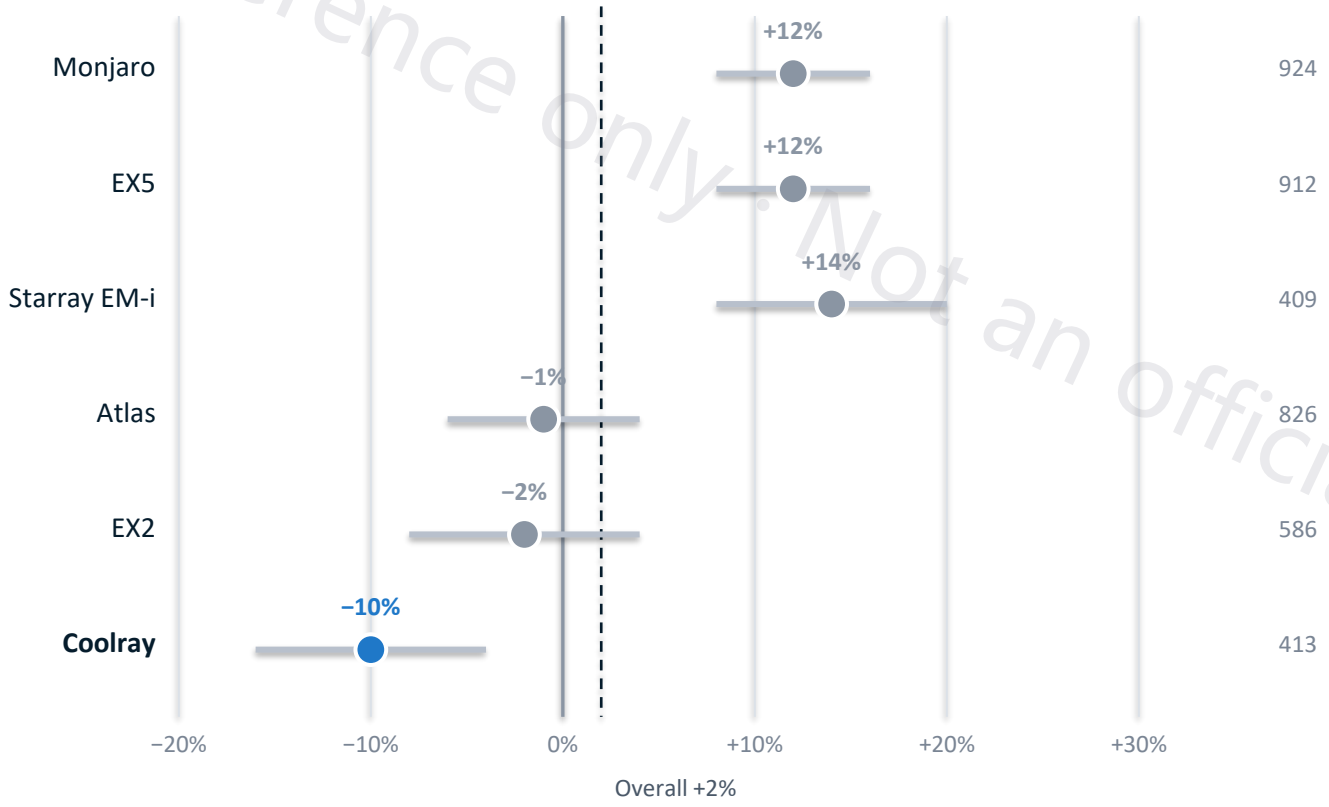
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Sentiment by model

Monjaro, EX5 and Starray EM-i are positive; Coolray −10%; Atlas −1% and EX2 −2% are close to zero

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



Atlas −1%

Facelift styling and pricing in Kazakhstan and Russia; paint feedback from Belarusian owners

EX2 −2%

+26% last period; waiting times in Brazil and range in cold weather

Coolray −10%

+6% last period; finance fees in Mexico, price and piston-damage videos in Algeria

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

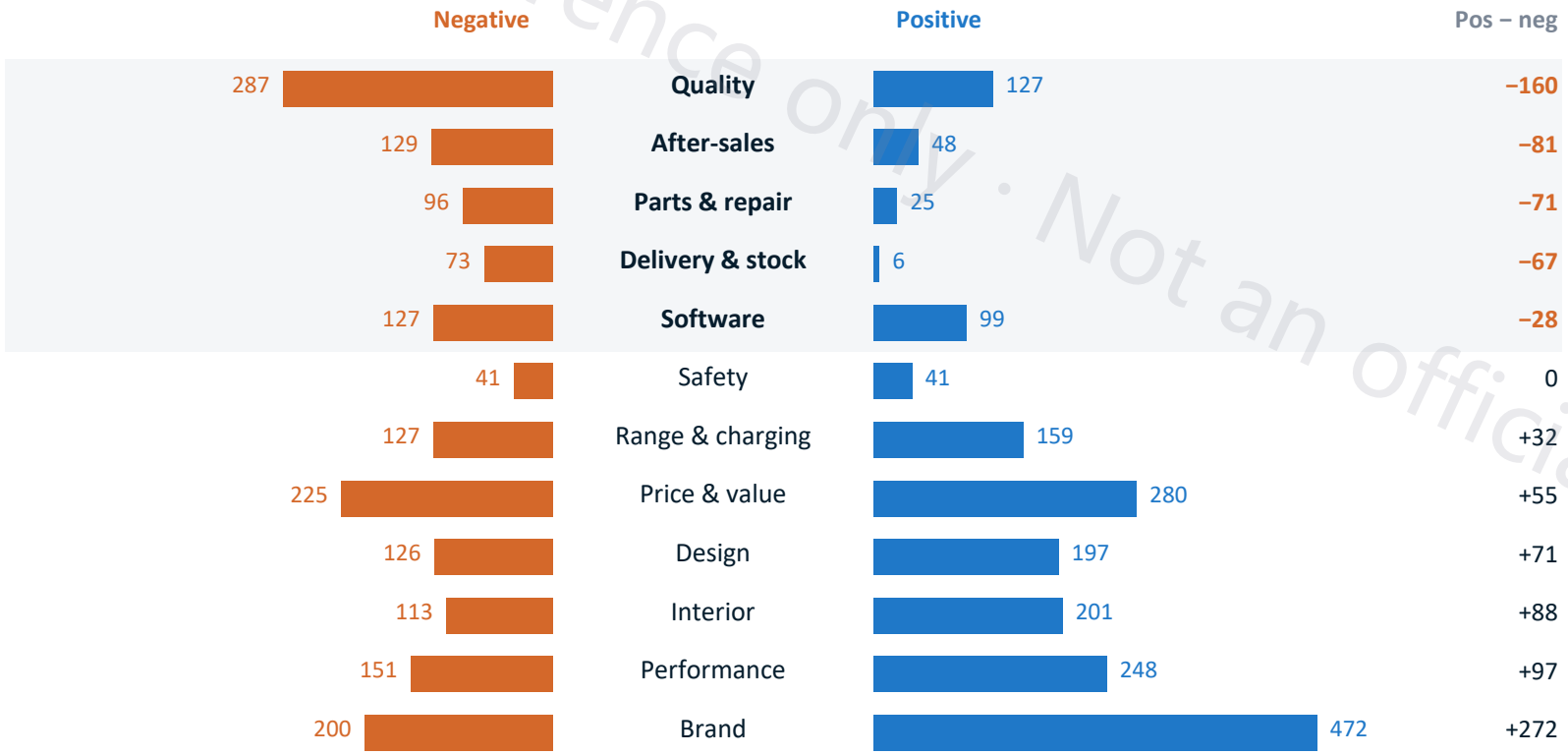
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Quality has the most negatives (287); delivery, after-sales and parts are also net negative; brand, performance and design are net positive

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



Quality · 287 neg / 127 pos

109 neg / 91 pos last period. Mostly rust protection and paint in Belarus, with scattered feedback from Kazakhstan, Mexico and Algeria.

Delivery & stock · 73 neg / 6 pos

Almost absent last period. Concentrated on the EX2 in Brazil; buyers have paid, so delays feed into reputation and cancellations.

After-sales · 129 neg / 48 pos

Negatives nearly doubled, raised in Belarus, Brazil and the Philippines, together with waits for parts.

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

Verify rust protection and paint in Belarus first, and handle EX2 delivery communication in Brazil in parallel

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	Recommendation	Basis
1	Belarus: verify Atlas paint and body corrosion protection and publish anti-corrosion warranty terms; prepare answers on rust protection before releasing factory-tour content	One video brought 151 negatives and an owner review raised the same issue; Belarus −31%
2	Brazil: tell each paid EX2 buyer the shipment and delivery date; assign staff to answer order questions under official posts	Delivery and stock: 73 negative vs 6 positive; Brazil moved from +12% to −9%
3	Australia: investigate false emergency braking on the EX5 with crossing traffic at junctions. Kazakhstan and Russia: explain the 2026 Atlas specification changes and pricing basis	False triggering is a driving-safety matter; facelift reviews drew over a hundred negative comments in the two markets

NEXT **Next issue: track whether the promised EX2 shipments arrive in Brazil and whether the rust discussion spreads from Belarus to Russia.**

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 ±1.9% supports a directional reading; negatives in Belarus and France are dominated by single threads, and comparison with last period is directional only

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Sample size

Overall interval ±1.9%; markets and models under 30 items are listed without assessment.

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

Belarus had only 21 items last period; part of the decline reflects wider collection.

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.

Delivery times and promotions come from media reports and 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.