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MAXUS · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Maxus overseas voice of customer

Pickups and light commercial vehicles · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

–12%

±6.5% · 426 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 −12%, against +9% last period: positive to negative; negatives centre on T60 reliability in TikTok comments, while coverage-type content still leans positive

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Overall

Excluding content from the brand and its dealers, organic net sentiment is −12% (±6.5%, 426 items), against +9% last period.

TikTok, new this period, has 238 items at −24%; news is +23%, level with last period.

Sources of negative sentiment

Quality and reliability: 58 negative vs 10 positive (19 vs 15 last period); Chile accounts for 21, on the T60's engine, gearbox and DPF.

Reddit users raise frame rust, eDeliver 9 charge loss and missing spare lights.

Under dealer videos in Kenya and Saudi Arabia, comments set the D90 against the Prado and say parts cannot be found.

Priority actions

Chile: review warranty records for the T60 parts concerned and give a service contact under official posts.

Saudi Arabia and Kenya: publish stock and lead times for common parts.

Europe: publish measured winter range and charging power for the electric vans.

Source: AutoMusic overseas sentiment monitor, Maxus 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; 426 items this period, with TikTok, Instagram and Facebook added as channels

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426
Organic items (consumers 343 · media 58 · creators 25)

122
Items posted by official accounts and dealers, reported separately

7
Channels: TikTok, Reddit, News, YouTube, Instagram, Facebook, X

Net sentiment

Of 426 items this period, 78 are positive and 128 negative: (78 − 128) ÷ 426 ≈ −12%. ± 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. 57 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. Only Chile has enough items for a judgement; markets marked * are under 30 items and listed only. There is no like-for-like competitor benchmark and no store-review data this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

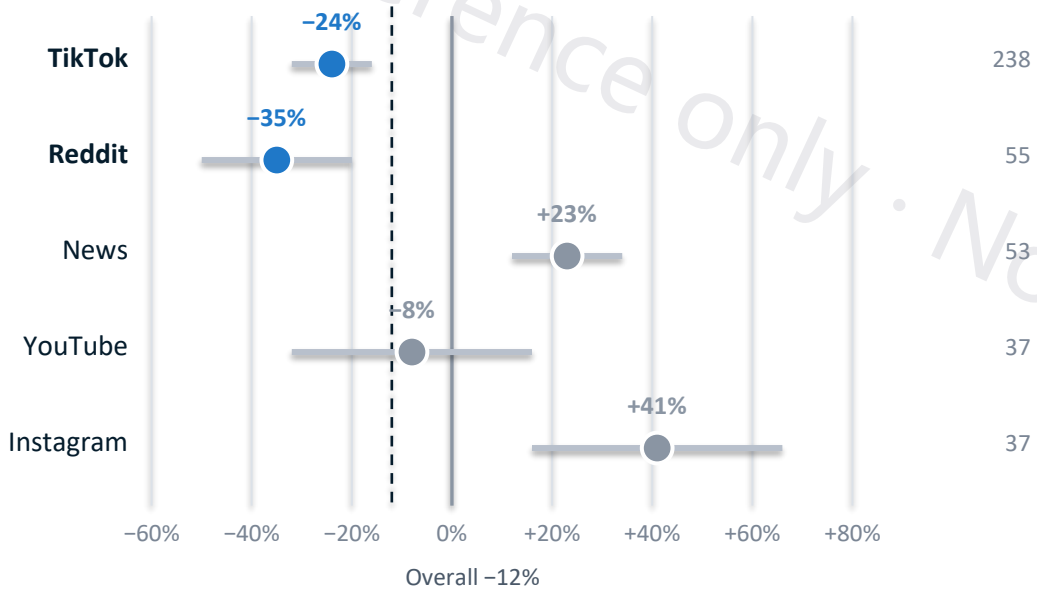
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

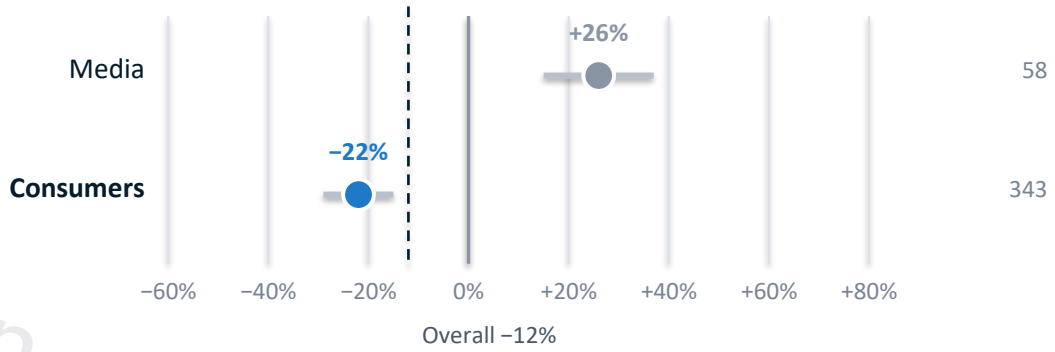
TikTok −24%, Reddit −35%; news +23%, Instagram +41%: comment sections and coverage channels point in opposite directions

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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

TikTok negatives are mostly comments under dealer and used-car videos; Reddit carries purchase advice and fleet drivers' feedback. News is level with last period, so part of the swing reflects the channel mix. Content from official accounts and dealers is excluded.

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

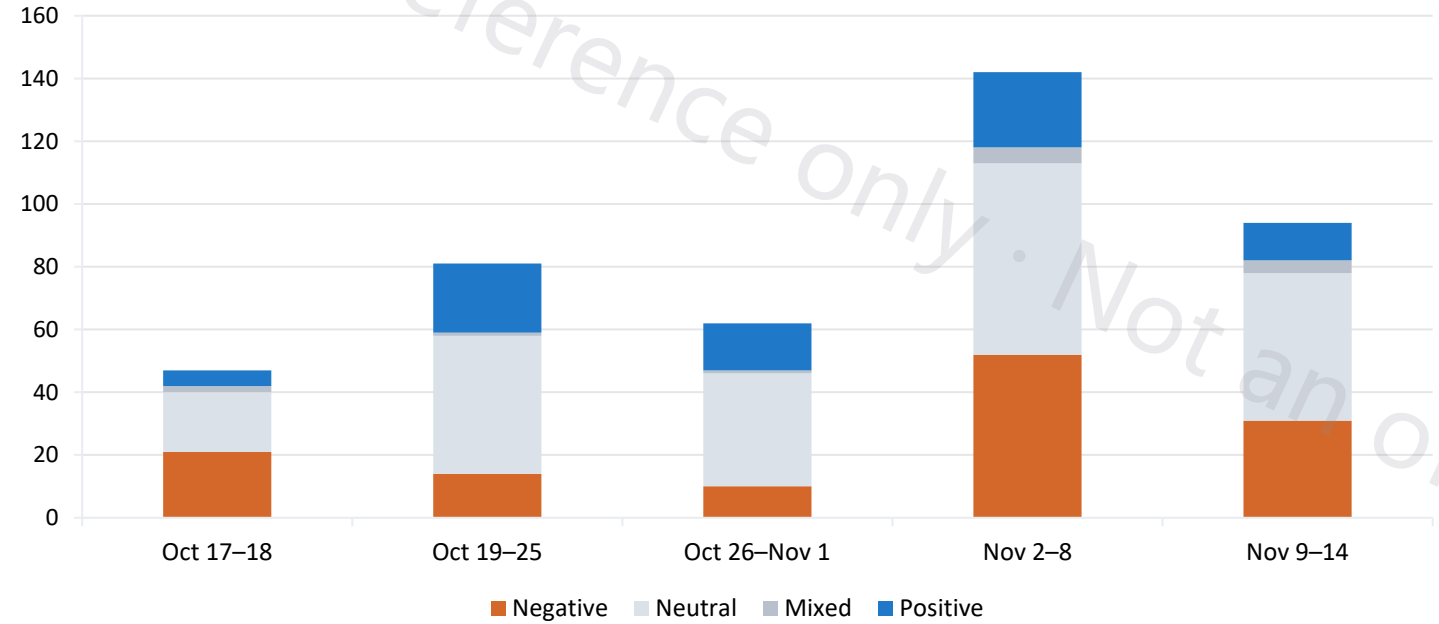
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Weekly sentiment

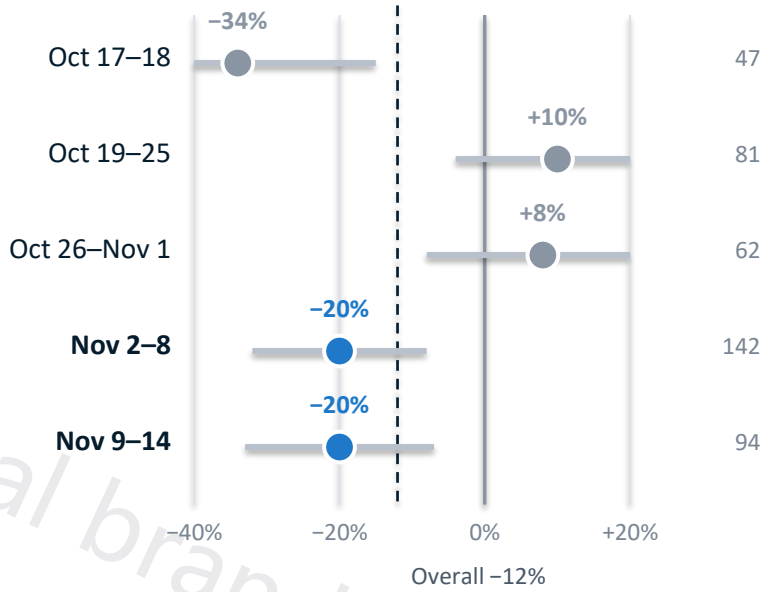
Weekly net sentiment ranges from −34% to +10%; the first week and the last two are negative

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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 21 negatives, 11 from Chile; the week of 2 Nov has 52, with 17 from Chile and 12 from Kenya; the last week has 14 from Poland, from the eDeliver 5 videos. 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

Chile −5% (129 items), Peru +27% (30 items); other markets are under 30 items and listed only

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Market	Items	Threads	Negatives	Net
Chile	129	40	35	−5% ±12%
Peru	30	13	3	+27% ±23%
Australia*	28	21	8	Not assessed
Kenya*	27	2	14	Not assessed
Saudi Arabia*	24	7	9	Not assessed
UK*	14	9	8	Not assessed

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

Chile: negatives are spread across several TikTok videos, on the T60's engine, DPF and gearbox. Peru: reviews of the newly launched T70 lean positive. Australia: a G10 Plus gearbox fault left unanswered. Kenya: 64% of negatives come from one dealer video setting the D90 against the Prado. Saudi Arabia: comments say parts cannot be found after a breakdown.

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

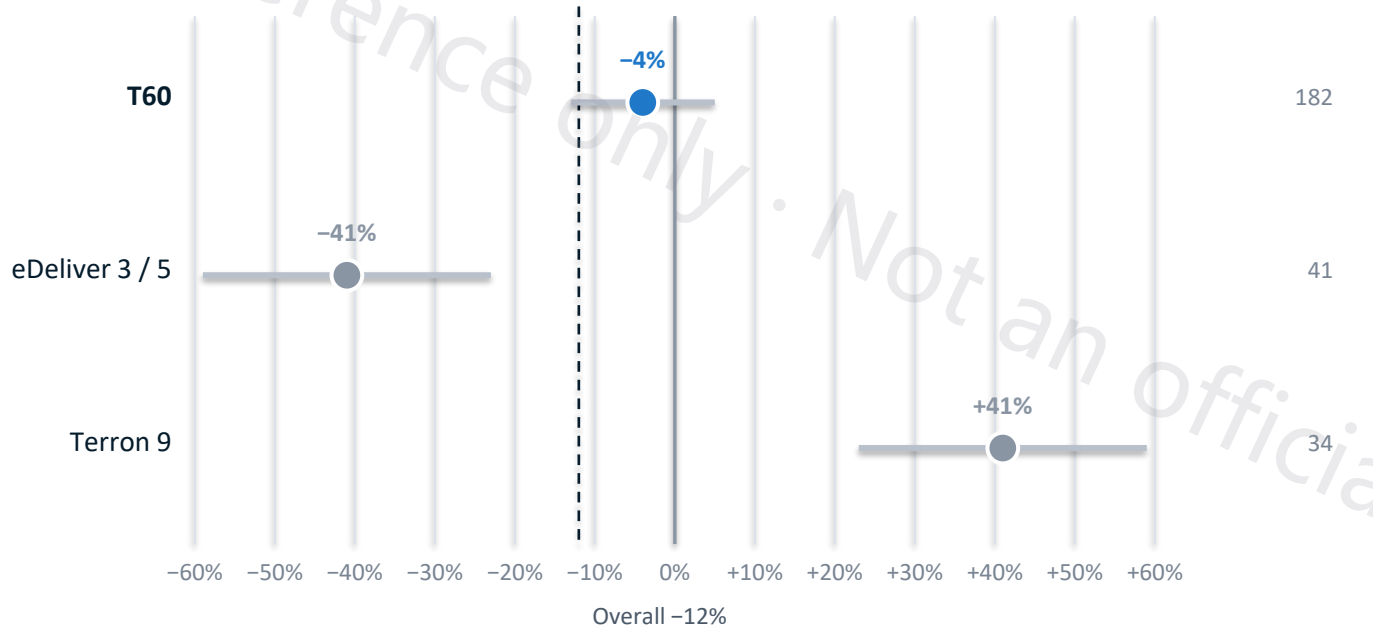
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

T60 −4%, electric vans −41%, Terron 9 +41%

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



T60 −4%

+26% last period; reliability comments in Chile, pricing comments in Kenya, frame rust on Reddit

eDeliver 3 / 5 −41%

18 of 19 negatives come from the Polish eDeliver 5 videos: slow charging, short winter range

Terron 9 +41%

−16% last period (121 mentions); mostly new-car introductions and safety-rating content

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: 58 negative vs 10 positive, against 19 vs 15 last period; brand, parts and range are also net negative; driving and interior space are net positive

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

Topic	Negative	Positive	Pos – neg
Quality	58	10	**−48**
Brand	36	15	**−21**
Range & charging	16	1	**−15**
Parts & repair	17	4	**−13**
Resale value	7	0	**−7**
After-sales	8	2	**−6**
Price & value	14	16	+2
Software	6	8	+2
Design	4	9	+5
Safety	2	7	+5
Interior	5	16	+11
Performance	12	30	+18

Quality · 58 neg / 10 pos

Chile accounts for 21, on the T60's engine, gearbox, DPF and handbrake; Reddit and Australia raise frame rust and the G10 gearbox.

Brand · 36 neg / 15 pos

14 vs 35 last period. Kenya sets the D90 against the Prado, Saudi comments reject Chinese cars, Danish users fear a market exit.

Parts & repair · 17 neg / 4 pos

Saudi comments say parts cannot be found, a German thread warns of weeks of waiting, a UK driver has no spare lights.

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

Handle the T60 reliability complaints in Chile first, then add parts supply and electric-van range information

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	Recommendation	Basis
1	Chile: review warranty records for the T60's DPF sensor line, gearbox synchronisers and handbrake cable and give a service contact under official posts. Australia: follow up the G10 Plus gearbox complaint and state the cover for frame corrosion	Quality and reliability: 58 negatives, 21 from Chile
2	Saudi Arabia and Kenya: publish stock and lead times for common parts; in D90 promotion rely less on direct comparison with the Prado and more on warranty and running costs	Parts and repair: 17 negative vs 4 positive; brand reputation 36 vs 15
3	Electric vans in Europe: publish measured winter range and charging power for the eDeliver 5 and eDeliver 9 and answer fleet drivers on charge loss and spare lights	Electric vans −41%, negatives concentrated in one Polish video

NEXT **Next issue: track whether T60 reliability comments in Chile continue and whether TikTok gives each market enough items to judge.**

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 ±6.5% supports a directional reading; only Chile has enough items for a market judgement, and comparison with last period is directional only

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Sample size

Overall interval ±6.5%; markets and models under 30 items are listed without assessment.

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

Negatives in Kenya and Poland are dominated by single threads; eDeliver 5 content is counted under the eDeliver 3 entry.

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.

Claims about litigation and fires come from user comments and are unverified.

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.