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MG · OVERSEAS VOICE OF CUSTOMER · MONTHLY

MG overseas voice of customer

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

Organic net sentiment (95% interval)

+6%

±2.4% · 2960 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%, slightly positive; negatives centre on ZS Hybrid pricing in Vietnam, parts and servicing in Germany and Australia, and resale value in India

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +6% (±2.4%, 2960 items), against +4% last period.

UK +22%, Thailand +25%: new-car coverage and TikTok content lean positive.

Sources of negative sentiment

Vietnam +11%: 46 negative comments under a ZS Hybrid review, mostly on a price level with Japanese and Korean cars.

Germany −10%, Australia −1%: MG4 parts supply, MG3 service prices and performance.

India: a Hector owner reports over 60% depreciation in 2.5 years; a Windsor charger not installed after almost a year.

Priority actions

Vietnam: explain how the ZS Hybrid differs from Japanese and Korean rivals in equipment and warranty.

Germany: publish lead times for common MG4 parts.

India: clear the Windsor charger backlog and check the Hector buy-back commitment.

Source: AutoMusic overseas sentiment monitor, MG 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; 2960 items this period, with TikTok, Instagram and Facebook added as channels

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2960
Organic items (consumers 2315 · media 588 · creators 57)

249
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 2960 items this period, 775 are positive and 584 negative: (775 − 584) ÷ 2960 ≈ +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. 485 items have no identifiable market and are excluded from market figures only. New channels were added, YouTube search was changed and Reddit volume is nearly three times last period's, 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.

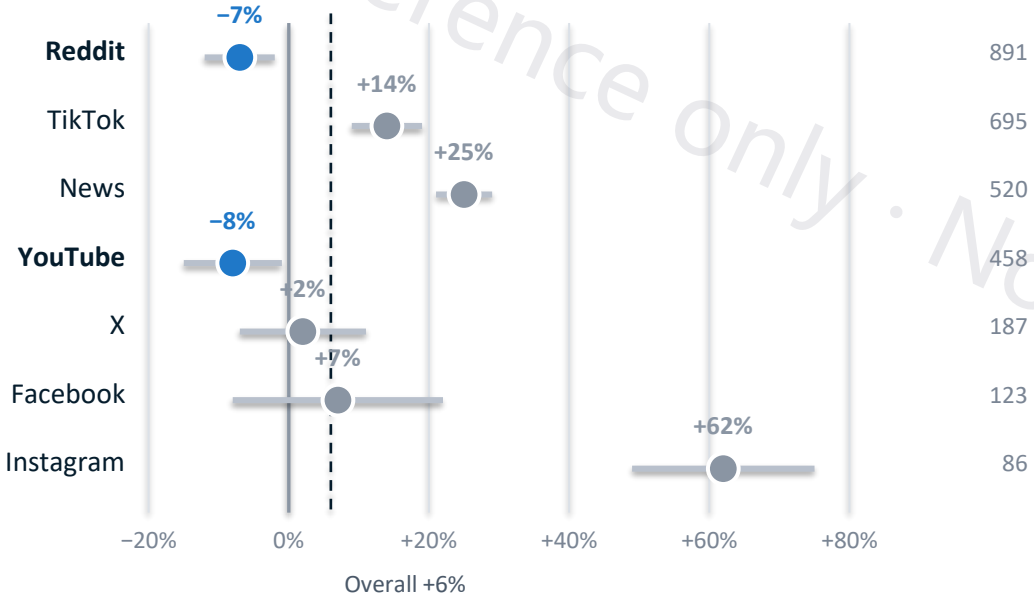
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Channels and voices

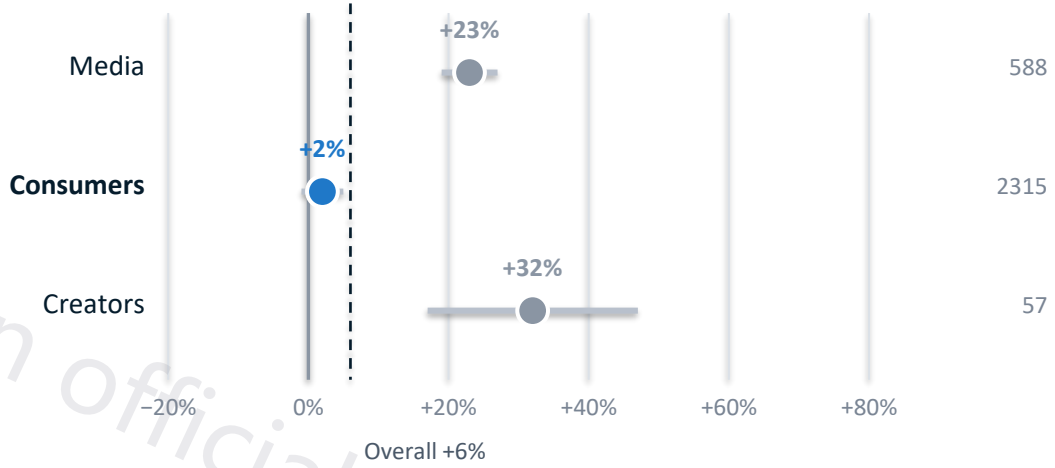
News +25%, TikTok +14%; Reddit −7%, YouTube −8%: owner forums read lower than coverage channels

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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. Reddit is mostly purchase advice and owner questions, with negatives on parts, servicing and resale value. Content from official accounts and dealers is excluded.

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

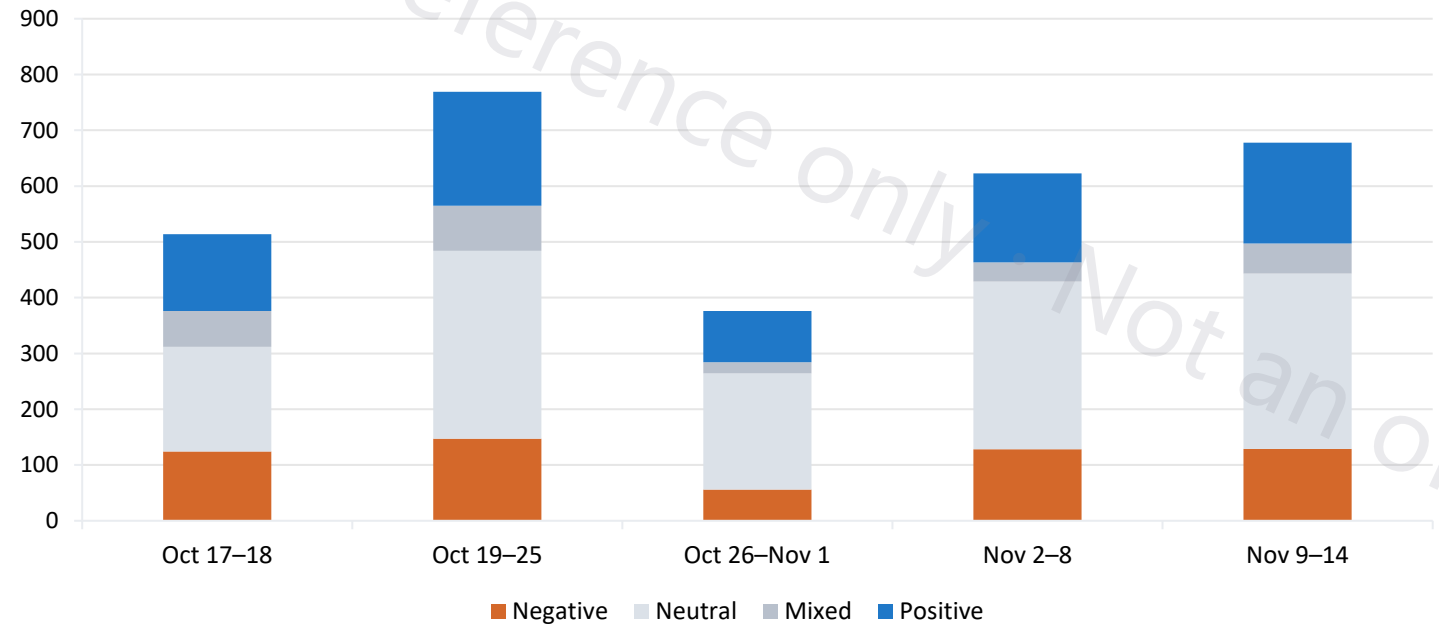
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Weekly sentiment

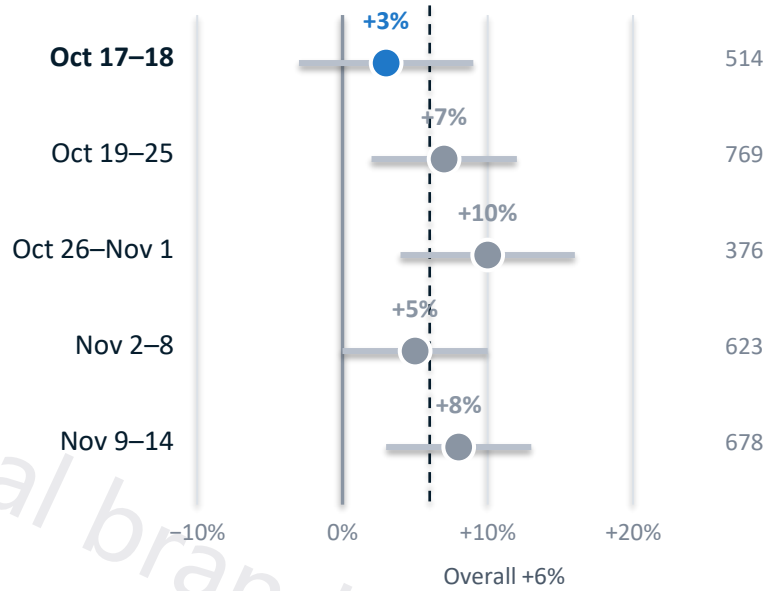
Weekly net sentiment ranges from +3% to +10%; no week turns negative

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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 124 negatives, 46 from Vietnam, alongside the ZS Hybrid review; the week of 2 Nov has 45 Australian negatives from two Reddit threads on the MG3. 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

UK +22%, Thailand +25%, Vietnam +11%; Germany −10%, India −6%, Australia −1%

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Market	Items	Threads	Negatives	Net
Vietnam	431	77	82	+11% ±7%
Australia	297	78	86	−1% ±9%
Germany	134	61	35	−10% ±11%
India	148	69	32	−6% ±10%
UK	198	86	33	+22% ±10%
Thailand	183	66	19	+25% ±9%
Pakistan	145	34	31	+3% ±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

Vietnam: 52% of negatives come from one ZS Hybrid review calling the price high. Australia: an underpowered petrol MG3 and service prices for a used MG3. Germany: users link MG's high insurance premium to poor MG4 parts supply. India: the Astor is discontinued and a Hector buy-back offer is low. UK: owners under official posts describe DAB module faults and HS battery drain.

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

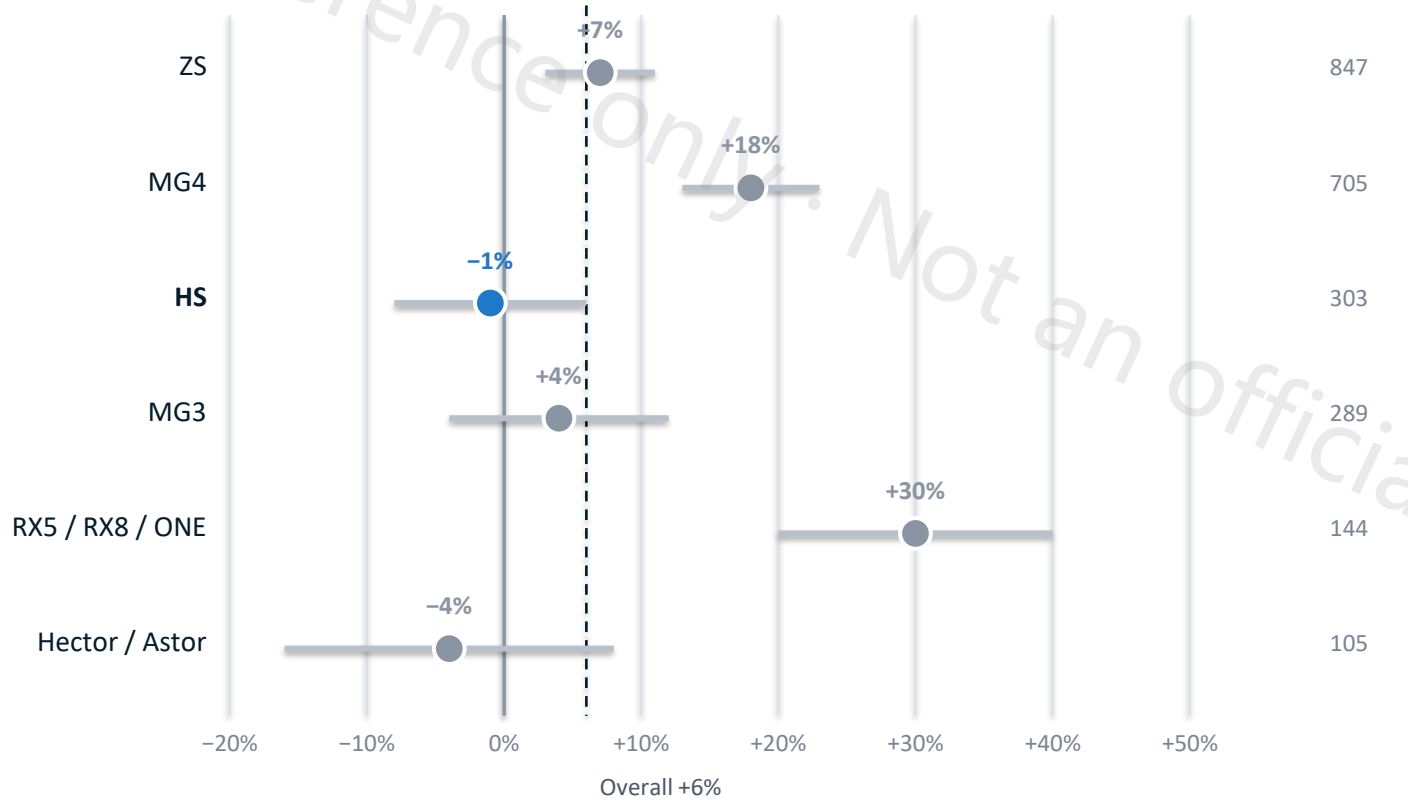
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Sentiment by model

MG4 +18% and ZS +7% are positive; HS −1% and MG3 +4% 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)



MG4 +18%

+29% last period; the new MG4 Urban brings wide coverage, negatives are parts and delivery timing in Germany

HS −1%

Stock clearance in Vietnam, UK owners on the gearbox and battery drain, resale concerns in Pakistan

MG3 +4%

+18% last period; petrol performance and service prices in Australia

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

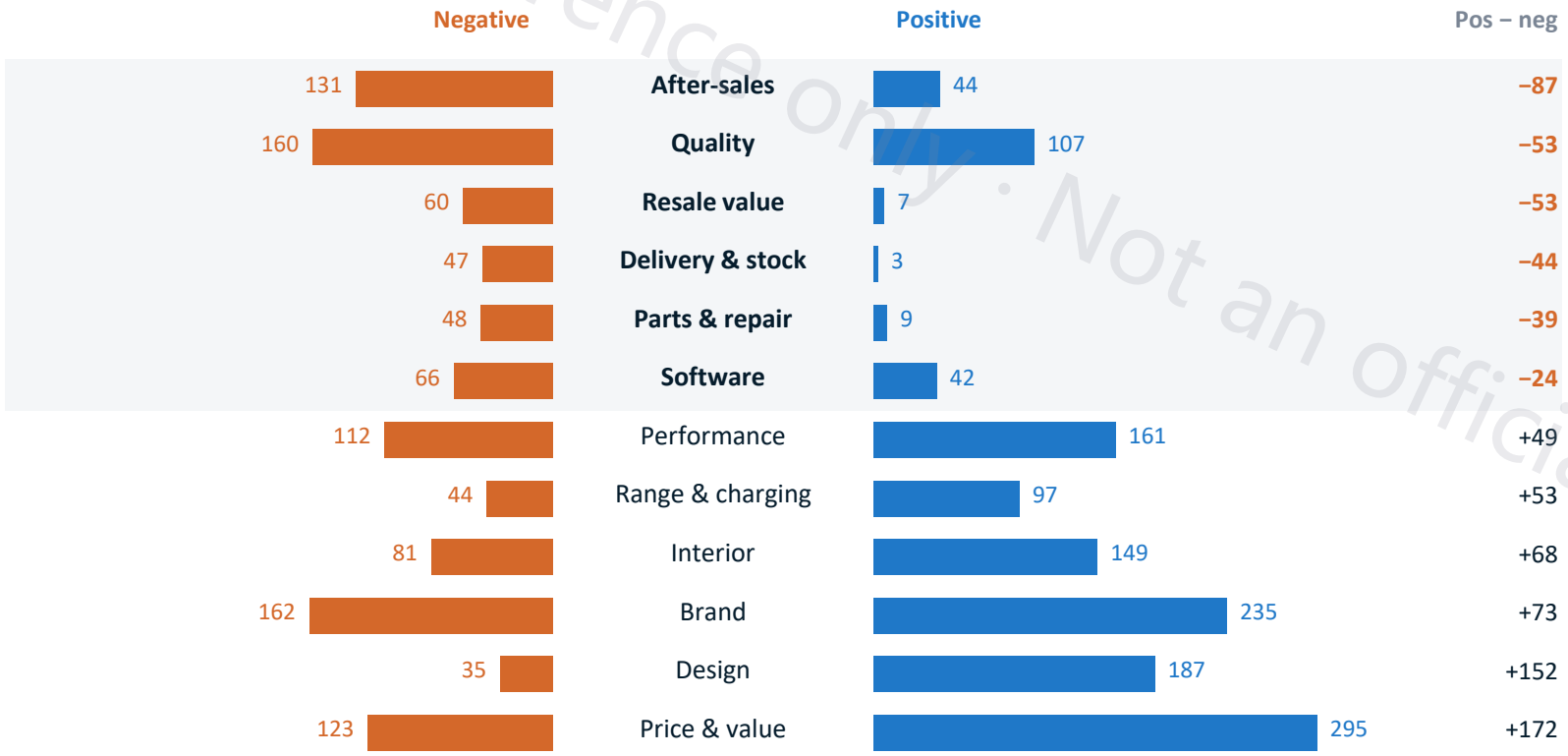
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

After-sales has 131 negatives, against 66 last period; quality, resale value, parts and delivery are also net negative; price, design and brand are net positive

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



After-sales · 131 neg / 44 pos

Raised in Australia, Vietnam, India and Germany: distant service points, chargers not installed, slow parts.

Quality · 160 neg / 107 pos

Level with last period. UK owners on DAB module faults and battery drain; an Indian Gloster owner quotes a rust repair bill.

Resale value · 60 neg / 7 pos

The Hector buy-back offer in India and Pakistani purchase threads both say used prices fall fast.

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 ZS Hybrid pricing doubts in Vietnam first, and add parts and after-sales information in Germany and India

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	Recommendation	Basis
1	Vietnam: explain how the ZS Hybrid differs from Japanese and Korean rivals in equipment and warranty and review the launch price; give the timing of the new HS alongside the stock clearance	One review brought 46 negatives, 52% of Vietnam's negatives
2	Germany: publish lead times for common MG4 parts and give MG4 Urban orders a trackable delivery status. Australia: publish the MG3 service schedule and reference prices	Germany moved from +27% to −10%, Australia from +25% to −1%
3	India: clear the backlog of Windsor home-charger installations and check the Hector buy-back commitment. UK: answer the DAB module and battery-drain questions under official posts	After-sales: 131 negative vs 44 positive; resale value 60 vs 7

NEXT **Next issue: track sentiment on the ZS Hybrid in Vietnam after launch and whether the German parts debate affects the MG4 Urban.**

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 ±2.4% supports a directional reading; negatives in Vietnam and Italy are dominated by single threads, and comparison with last period is directional only

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Sample size

Overall interval ±2.4%; markets and models under 30 items are listed without assessment.

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

Vietnam had only 17 items last period; the 70 items attributed to the US are mostly one video about sales in Taiwan, China, unrelated to monitored markets.

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.

Discontinuation, price cuts and delivery timing come from media reports and user posts.

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.