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SINOTRUK · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Sinotruk overseas voice of customer

HOWO / SITRAK · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+11%

±4.4% · 778 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 +11%, against +10% last period, leaning positive; TikTok +20%, Russia −13%, with negatives centred on SITRAK C7H pricing and faults

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +11% (±4.4%, 778 items), against +10% last period.

Vietnam +14%, Indonesia +20%: under TikTok videos of HOWO tippers and tractors, comments credit design and power.

Sources of negative sentiment

Russia −13%: under SITRAK C7H videos, comments cite a price above RUB 11 million, fast depreciation and electrical faults.

YouTube moved from +9% to −15%.

Nigeria: media report a HOWO tipper rolling back after brake failure, killing two.

Priority actions

Nigeria and Kenya: issue fleet customers with brake-maintenance and gradient-parking guidance.

Russia: publish the fix and warranty policy for C7H electrical and trailer-connection faults.

Indonesia: publish supply points and lead times for common parts.

Source: AutoMusic overseas sentiment monitor, Sinotruk 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; 778 items this period, with TikTok, Instagram and Facebook added as channels

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778
Organic items (consumers 652 · media 102 · creators 24)

175
Items posted by official accounts and dealers, reported separately

6
Channels: TikTok, YouTube, News, X, Facebook, Reddit

Net sentiment

Of 778 items this period, 198 are positive and 114 negative: (198 − 114) ÷ 778 ≈ +11%. ± 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. 56 items have no identifiable market and are excluded from market figures only. New channels were added, YouTube search was changed and less was collected from X, so comparison with last period is directional only. A further 118 items are attributed to the United States; most are Russian- and Spanish-language videos and do not enter the judgement on monitored markets.

Source: AutoMusic overseas sentiment monitor, period summary data.

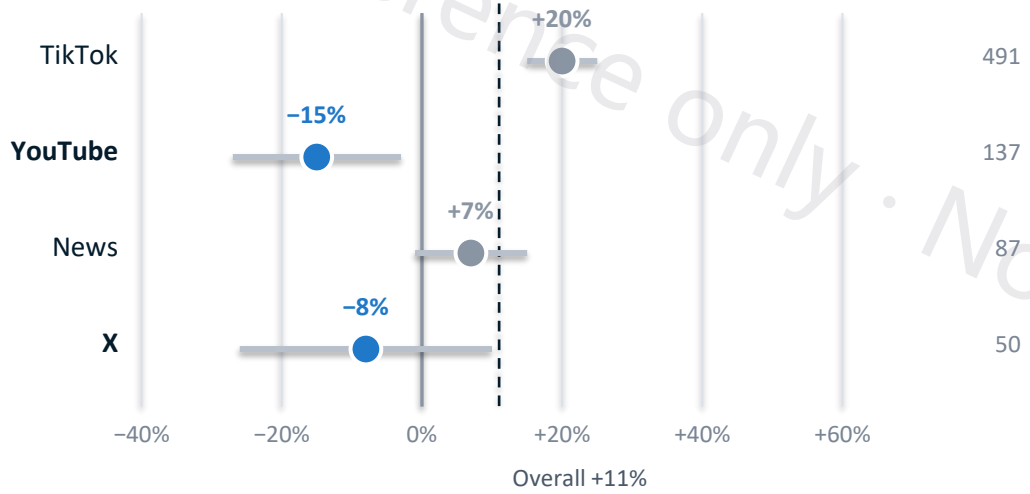
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Channels and voices

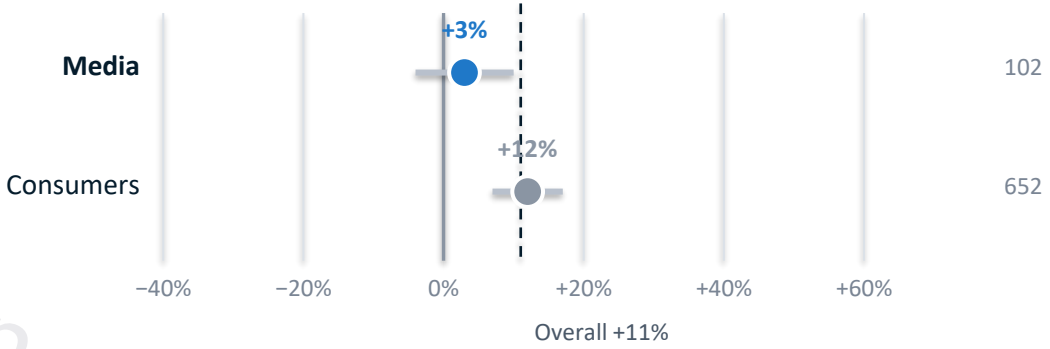
TikTok +20% (491 items), news +7%; YouTube −15%, X −8%

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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

The level overall figure is the result of TikTok positives offsetting YouTube negatives. YouTube negatives are mostly comments under Russian-language SITRAK videos; X carries road-safety discussion in Kenya and Nigeria. Content from official accounts and dealers is excluded.

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

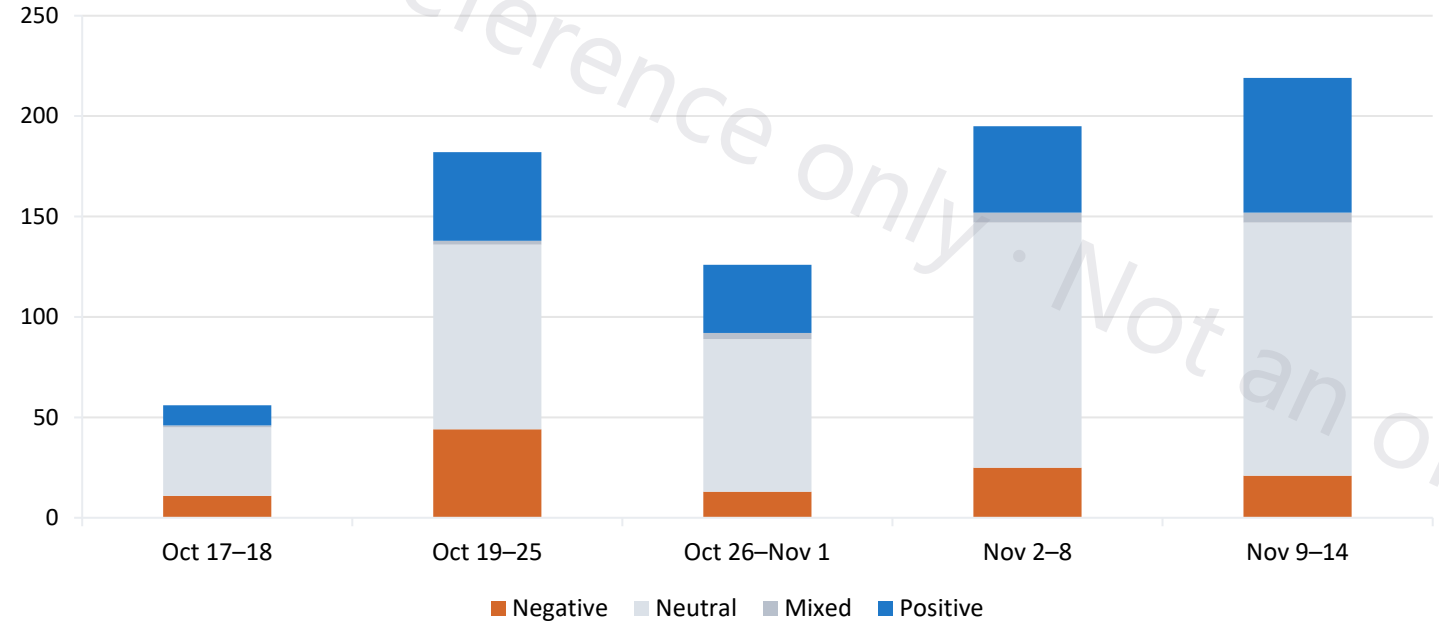
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Weekly sentiment

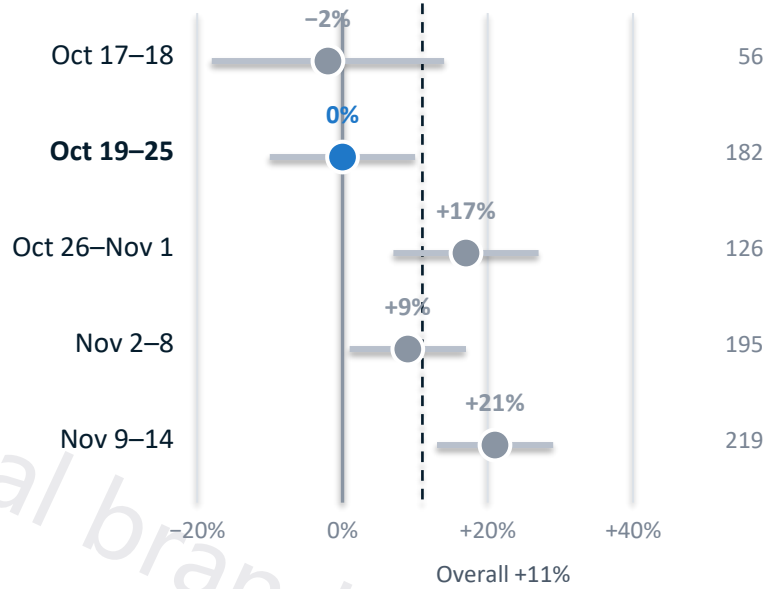
Weekly net sentiment ranges from −2% to +21%; the first two weeks are close to zero and the last three positive

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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 19 Oct has 44 negatives, 14 from Russia and 7 from Kenya, alongside the SITRAK comparison video and the Nigerian crash reports; the last week has 13 from Vietnam, from comments on used-truck 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.

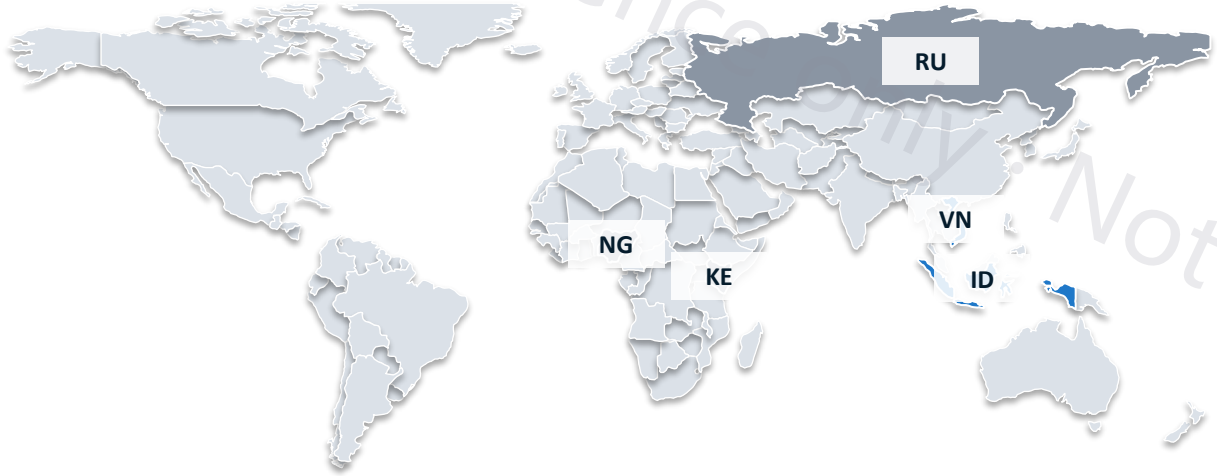
Source: AutoMusic overseas sentiment dashboard export (consumers, creators and media), weekly totals.

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Sentiment by market

Indonesia +20%, Vietnam +14%; Kenya +3%, Nigeria +3%; Russia −13%

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Market	Items	Threads	Negatives	Net
Vietnam	167	34	19	+14% ±9%
Russia	115	55	28	−13% ±11%
Indonesia	71	11	5	+20% ±13%
Kenya	60	23	9	+3% ±15%
Nigeria	34	22	5	+3% ±19%

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: under SITRAK C7H comparison and delivery videos, comments cite price, depreciation and electrical faults. Vietnam: HOWO videos lean positive; negatives concern the rear-axle type of a used HOWO Max. Kenya: X users raise rollaway on slopes and retarders. Nigeria: reports of a fatal crash after a HOWO tipper's brakes failed. Indonesia: comments say parts are hard to find.

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

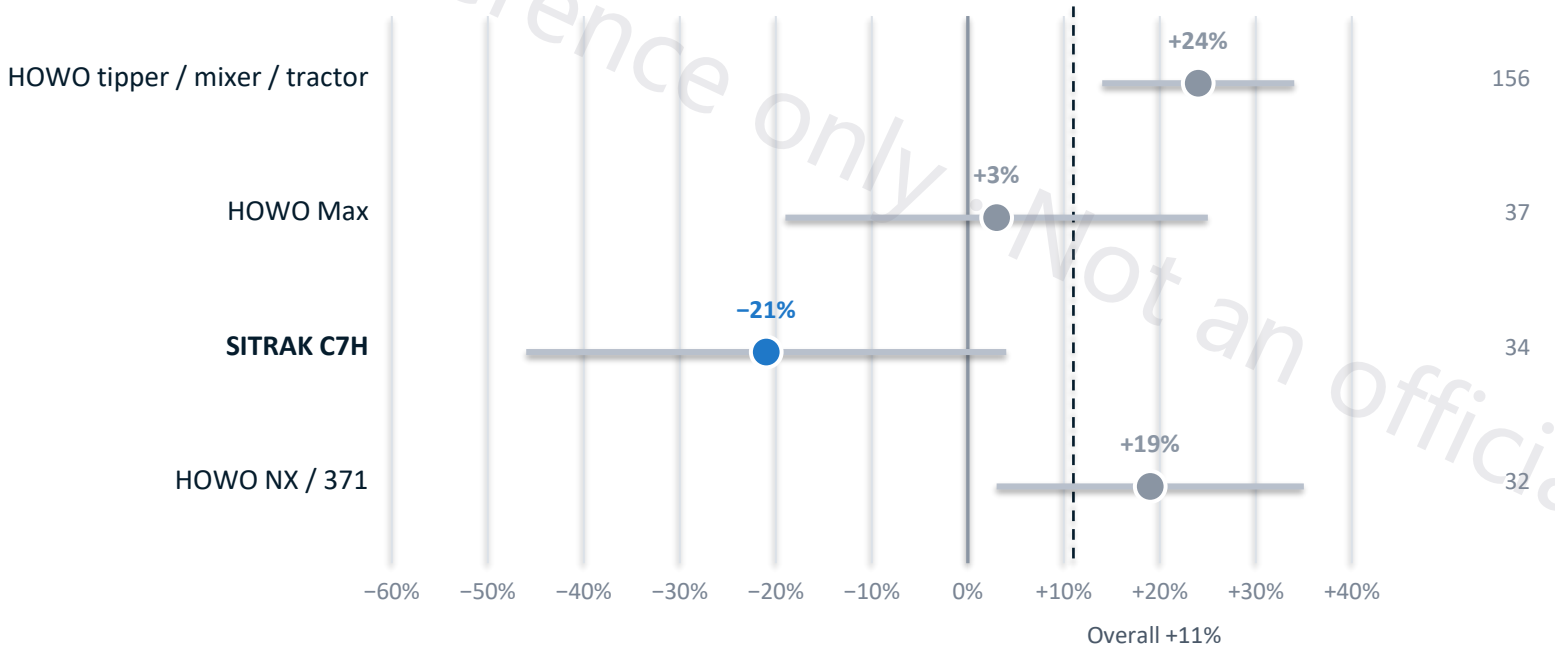
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Sentiment by model

HOWO tipper / mixer / tractor +24% (156 mentions); SITRAK C7H −21% (34 mentions)

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



HOWO tipper / mixer / tractor +24%

+33% last period (33 mentions); TikTok videos in Vietnam and Indonesia bring the volume, positives are design and power

SITRAK C7H −21%

All 14 negatives come from YouTube comments in Russia, on price, depreciation and electrical faults

HOWO Max +3%

Negatives come from comments on used-truck videos in Vietnam

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

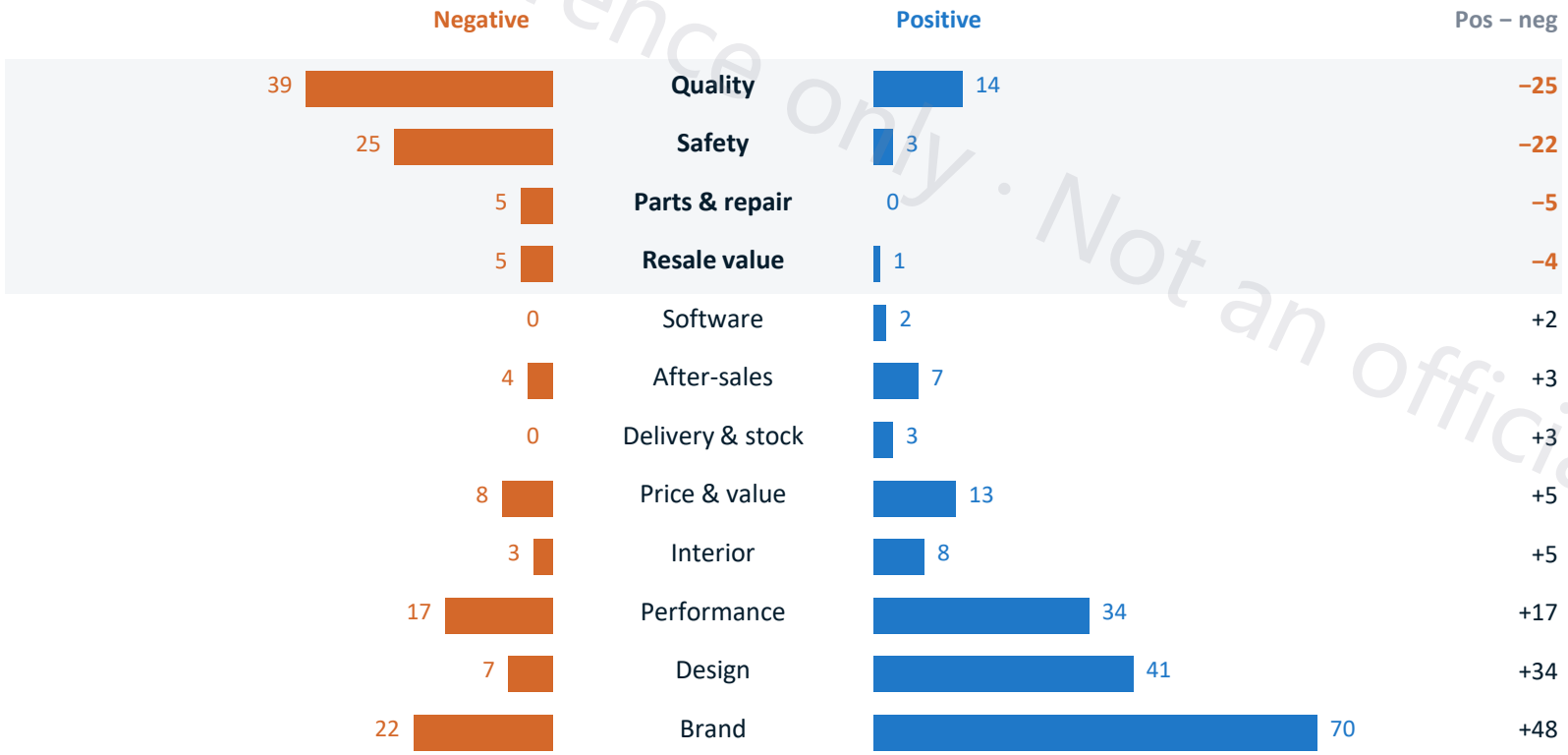
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Safety: 25 negative vs 3 positive; quality and reliability 39 vs 14, against 27 vs 7; brand, design and driving are net positive

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



Safety · 25 neg / 3 pos

Reports of the fatal crash in Nigeria point to brake failure; Kenyan users raise rollaway and retarders; Indonesian comments also mention brakes.

Quality · 39 neg / 14 pos

Russia accounts for 16, on SITRAK electrical faults, trailer-connection errors and interior parts; a tanker breakdown notice in Nigeria.

Brand · 22 neg / 70 pos

Net positive. Negatives are comparisons with MAN and other European makes in Russia and Kenya.

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 brake-safety discussion in Africa first, then answer Russian doubts on SITRAK pricing, resale and faults

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	Recommendation	Basis
1	Nigeria and Kenya: issue fleet customers with guidance on brake maintenance and parking on gradients and state which versions carry a retarder; follow the findings of the Kano crash investigation	Safety: 25 negative vs 3 positive; personal safety is involved
2	Russia: publish the fix and warranty policy for SITRAK C7H electrical and trailer-connection faults; offer a residual-value or buy-back scheme to answer the depreciation argument	Russia −13%, −1% last period; C7H −21%
3	Indonesia: publish supply points and lead times for common parts. Vietnam: state the drive-axle type and the duty it suits in material on the HOWO Max and the twin-axle-drive tipper	Vietnam 167 items, Indonesia 71; each under 20 last period

NEXT **Next issue: track follow-up reports on the Kano crash and whether the SITRAK pricing and fault debate in Russia continues.**

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 ±4.4% supports a directional reading; the level figure reflects channels offsetting each other, and comparison with last period is directional only

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Sample size

Overall interval ±4.4%; markets and models under 30 items are listed without assessment.

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

The 118 items attributed to the United States and the 56 with no identifiable market do not enter the judgement on monitored markets; Vietnam had only 14 items last period.

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; less was collected from X.

No like-for-like competitor benchmark or store-review data this period.

The crash cause comes from the road safety agency's preliminary statement and media reports.

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.