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YUTONG · OVERSEAS VOICE OF CUSTOMER · MONTHLY

Yutong overseas voice of customer

City buses and coaches · consumers, creators and media · 17 Oct – 14 Nov 2026

Organic net sentiment (95% interval)

+22%

±5.0% · 592 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 +22%, against +5% last period, leaning positive; TikTok +33%; negatives are ride comments in the UK and Colombia and the remote-access debate in Norway and the Netherlands

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Overall

Excluding content from the brand and its dealers, organic net sentiment is +22% (±5.0%, 592 items), against +5% last period.

Pakistan +39%, Philippines +39%, Mexico +24%: content on deliveries and route launches leans positive.

Sources of negative sentiment

UK +13%: a ride review of Stagecoach's new electric coaches draws 10 negative comments on seat fabric and sourcing.

Colombia: comments on Bogotá's new buses call the design dated and note the bodies are not built locally.

Software and connectivity: 11 negative vs 2 positive; the Norwegian remote-access test and the Dutch government's statement are still cited.

Priority actions

Norway and the Netherlands: publish the scope of remote access, data location and third-party audit results.

UK and the Netherlands: collect drivers' feedback on the driving position and set out improvements.

Colombia: state the delivery schedule for the E18 and E9 and local service arrangements.

Source: AutoMusic overseas sentiment monitor, Yutong overseas content, 17 Oct – 14 Nov 2026.

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Scope and method

Organic figures count consumers, creators and media only; 592 items this period, with TikTok, Instagram and Facebook added as channels

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592
Organic items (consumers 485 · media 91 · creators 16)

46
Items posted by official accounts and dealers, reported separately

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

Net sentiment

Of 592 items this period, 195 are positive and 64 negative: (195 − 64) ÷ 592 ≈ +22%. ± 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. 112 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. Part of the rise from +5% to +22% comes from the new channels. There is no like-for-like competitor benchmark and no store-review data this period.

Source: AutoMusic overseas sentiment monitor, period summary data.

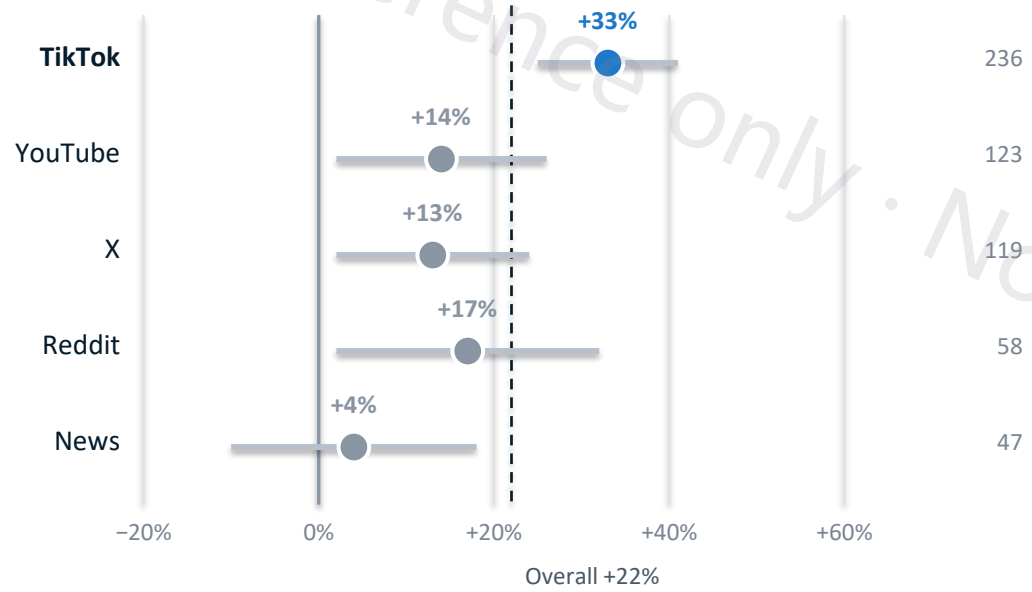
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Channels and voices

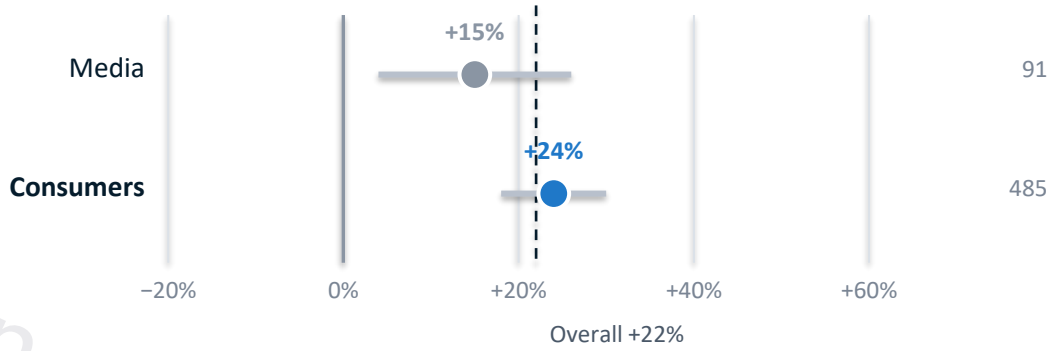
TikTok +33% (236 items); YouTube +14%, X +13%, news +4%

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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 is mostly videos of deliveries and route launches. X moved from −1% last period to +13% and news from −4% to +4%, less than the overall change. Content from official accounts and dealers is excluded.

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

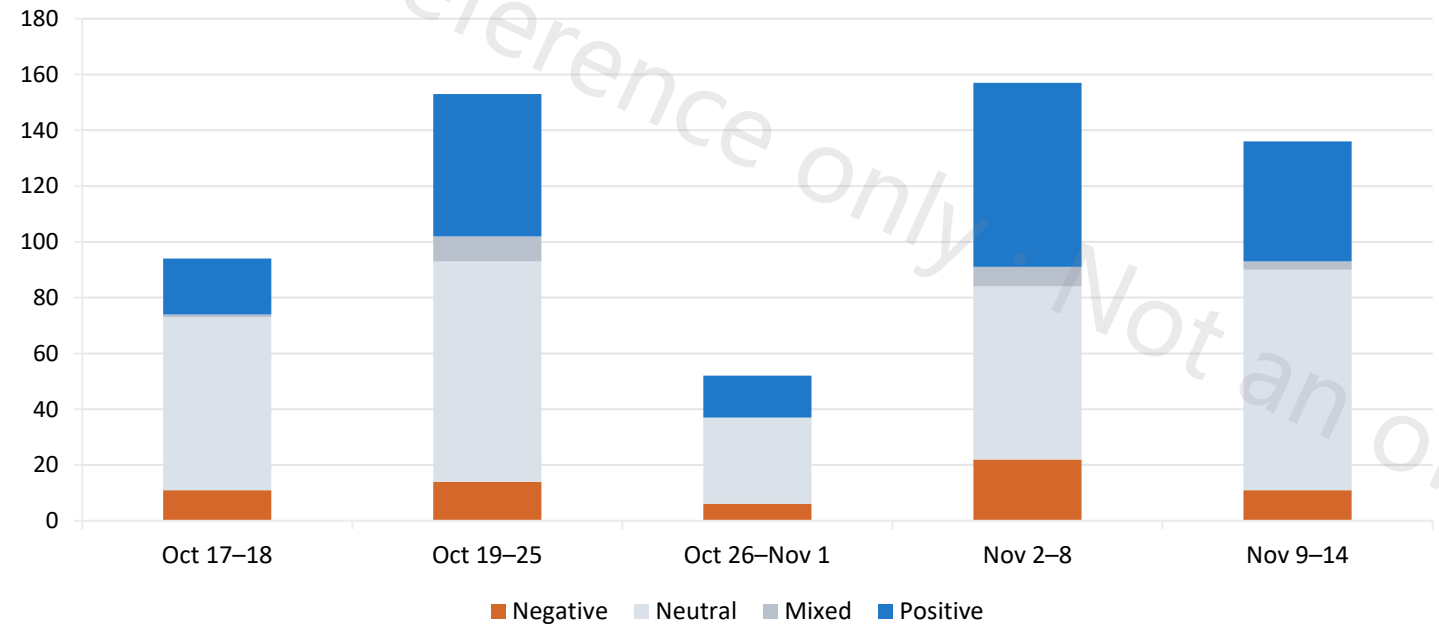
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Weekly sentiment

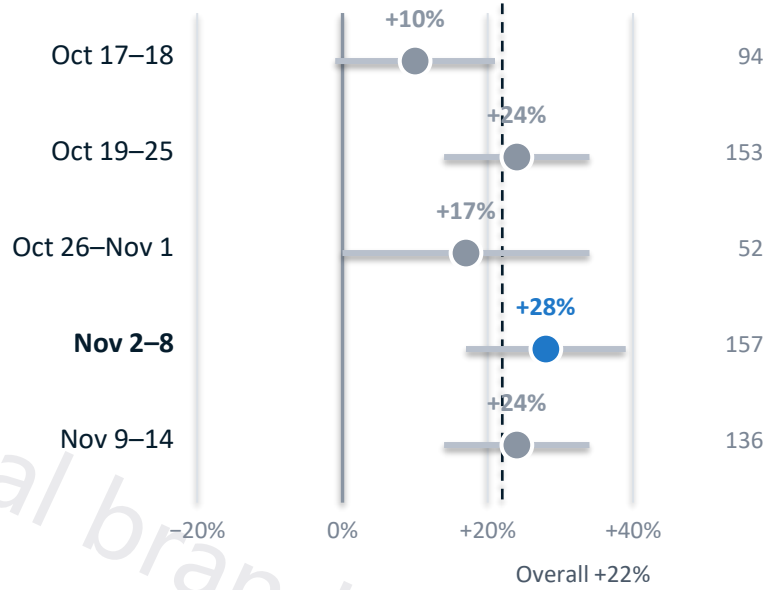
Weekly net sentiment ranges from +10% to +28%; all five weeks are positive

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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 2 Nov has 22 negatives, 8 from the UK and 6 from Colombia, alongside the Stagecoach ride review and the E18 launch in Bogotá. 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

Pakistan +39%, Philippines +39%, Mexico +24%; Colombia +16%, UK +13%

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Market	Items	Threads	Negatives	Net
UK	70	19	14	+13% ±17%
Colombia	69	12	10	+16% ±15%
Mexico	67	37	5	+24% ±14%
Pakistan	54	31	1	+39% ±14%
Philippines	46	22	0	+39% ±14%
Norway*	26	7	5	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

UK: 71% of negatives come from one ride review of Stagecoach's new electric coaches, on seat fabric and sourcing. Colombia: the E18 and E9 enter service in Bogotá; comments call the design dated and note the bodies are not built locally. Mexico: the E18 enters service on Mexibús Line 3, leaning positive. Norway: the service-centre video leans positive; the remote-access test finding is still cited.

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

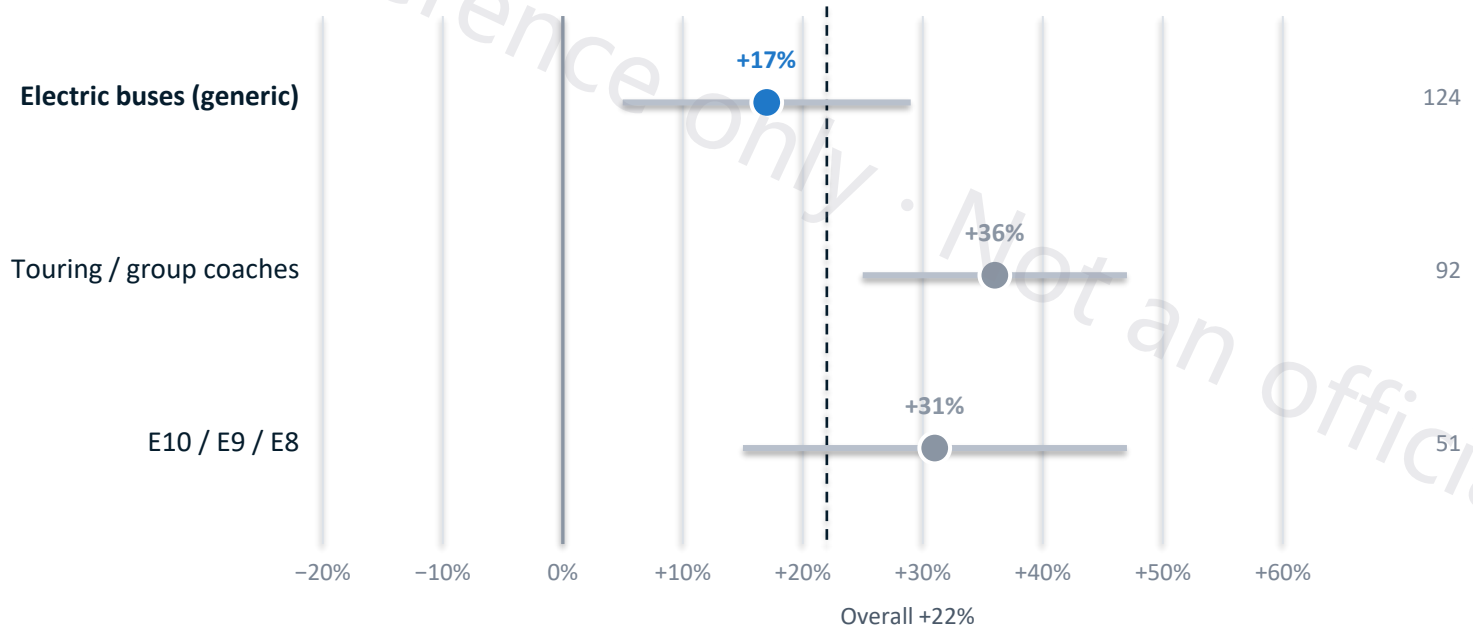
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Sentiment by model

Touring / group coaches +36%, E10 / E9 / E8 +31%, electric buses (generic) +17%

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



Electric buses (generic) +17%

−10% last period (42 mentions); positives are new buses entering service, negatives are UK ride comments and Colombian design comments

Touring / group coaches +36%

+40% last period; almost no negatives beyond drivers' complaints about the driving position

E10 / E9 / E8 +31%

Only 2 mentions last period; the launch of 100 E9s in Bogotá brings the discussion

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

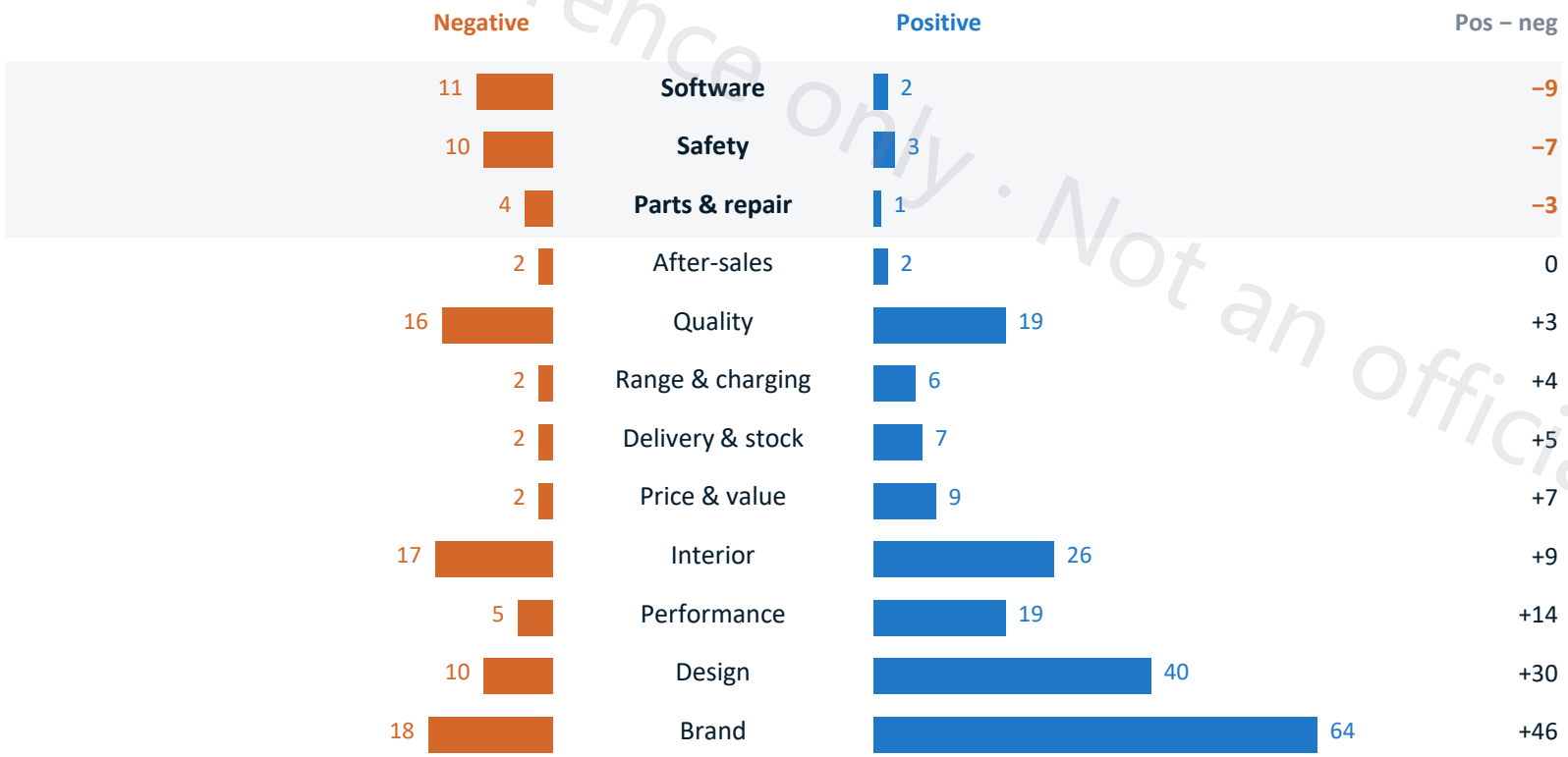
Based on automated monitoring of public online content; figures and views do not represent the brands named and should not be cited as fact without verification.

Topics and main issues

Software and connectivity: 11 negative vs 2 positive, safety 10 vs 3; quality and reliability moved from 21 vs 3 to 16 vs 19; brand and design are net positive

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



Software · 11 neg / 2 pos

The Norwegian remote-access test and the Dutch government's statement are cited repeatedly and linked to Arriva's new order of 128 buses.

Interior · 17 neg / 26 pos

Net positive. Negatives point to drivers' working conditions: the Dutch union's warning, a UK driver's resignation post, a Norwegian review of the cockpit.

Quality · 16 neg / 19 pos

21 vs 3 last period; positives are up. Negatives are UK seat fabric, interior rattles and durability doubts in Mexican comments.

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 remote-access and data-security debate first, then act on drivers' working conditions and ride comfort

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	Recommendation	Basis
1	Norway and the Netherlands: publish the scope of remote access, where data is stored and third-party audit results for operators and procurers to cite; brief the Dutch authorities before the Arriva order is delivered	Software and connectivity: 11 negative vs 2 positive; this debate affects public procurement
2	UK and the Netherlands: collect drivers' feedback on the driving position, steering wheel and seat adjustment and set out improvements with dates; check the seat-fabric option for the X7 vehicles with Stagecoach	Interior space: 17 negatives; 71% of UK negatives come from one ride review
3	Colombia: state the delivery schedule for the E18 and E9 and local service and employment arrangements. Mexico: publish gradient and load test results before new routes open	Colombia 69 items, against 7 last period

NEXT **Next issue: track the debate on the Arriva order in the Netherlands and ride comments after the UK and Colombian launches.**

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 ±5.0% supports a directional reading; part of the rise comes from the new channels, and comparison with last period is directional only

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Sample size

Overall interval ±5.0%; markets and models under 30 items are listed without assessment.

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

In the UK 71% of negatives come from one video; 112 items have no identifiable market and are excluded from market figures only.

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.

The remote-access test finding and order sizes 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.