



AUTOMOTIVE BRAND VISIBILITY

MALAYSIA AUTOSHOW 2025
AUTO SHANGHAI 2025

This infographic presents findings on brand visibility for automotive brands across online news and social media during the two auto shows in 2025.

- Malaysia Autoshow 2025, May 9 - 15
- Auto Shanghai 2025, April 29 - May 2

Data: Online media, and social media (X, Facebook, Reddit and Instagram).



MALAYSIA AUTOSHOW 2025

TOYOTA RECEIVED THE MOST MEDIA COVERAGE
DUE TO THE SPOKESPERSON'S PRESENCE.



UMW Toyota Motor Accelerates Toward a Greener Future with Strong April Sales and Exciting Malaysia Autoshow 2025 Showcase



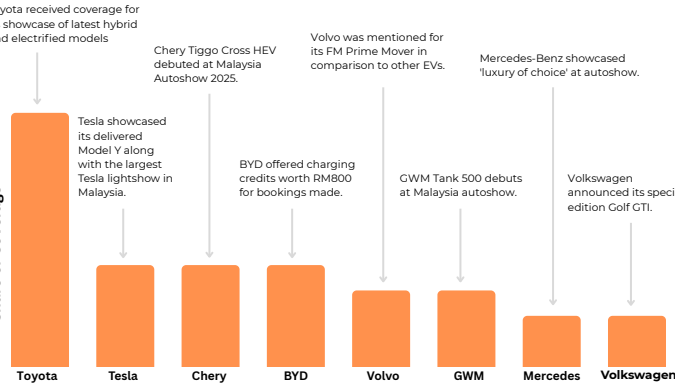
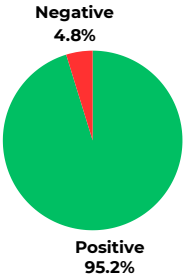
UMWT President Datuk Ravindran K. spoke about the Multipathway strategy, which emphasises various electrification options to allow customers to choose greener vehicles without sacrificing performance and safety.

OVERALL COVERAGE WERE POSITIVE WITH A FOCUS ON EV.

Some coverage focused on Malaysian automotive brand, Perodua, first EV model, e.MAS was critically examined on its market viability and the entry timing, where many brands struggled to compete in the EV space.



Perodua EV: Here's What I Think — And I Hope I'm Wrong



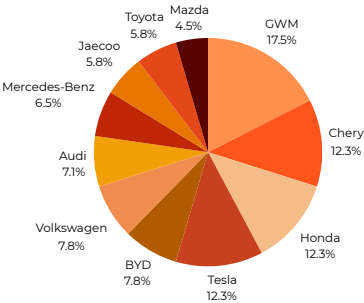
MALAYSIA AUTOSHOW 2025



NETIZENS PRAISED CHINA AUTOMOTIVE BRANDS FOR BETTER DEALS WITH LOWER PRICE.

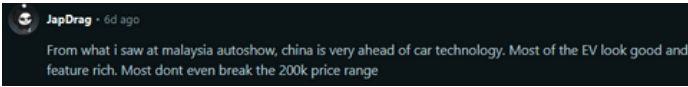
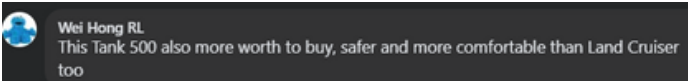
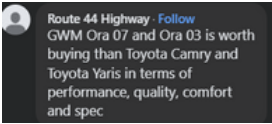
Chinese brands expanded into the Malaysian automotive market as consumers increasingly preferred Chinese brands. Social media conversation focused highly on GWM due to its prestigious designs, competitive price and more advanced technology compared to western models.

Share of Voice



Chery saw a significant share of voice owed to its successful relaunch into the Malaysian market in 2023.

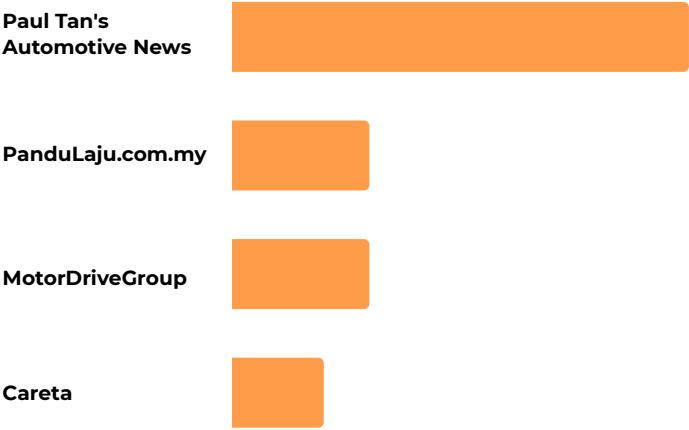
While Honda remained closely behind the two Chinese brands which revealed the Japanese automotive brands falling behind in the market.



PAUL TAN'S AUTOMOTIVE NEWS WAS THE TOP INFLUENCER COVERED ON MALAYSIA AUTOSHOW.

Paul Tan's automotive provided reputable insights mainly on Malaysia automotive market and its reviews are seen as reliable by netizens.

Volume of discussions



AUTO SHANGHAI 2025

BYD RECEIVED THE HIGHEST COVERAGE FOR ITS PREMIUM BRAND, DENZA.

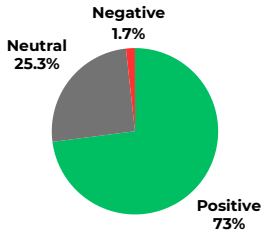


BYD's premium electric car brand received coverage for its new concept sports car as the global leading EV brand break into the sports car market.

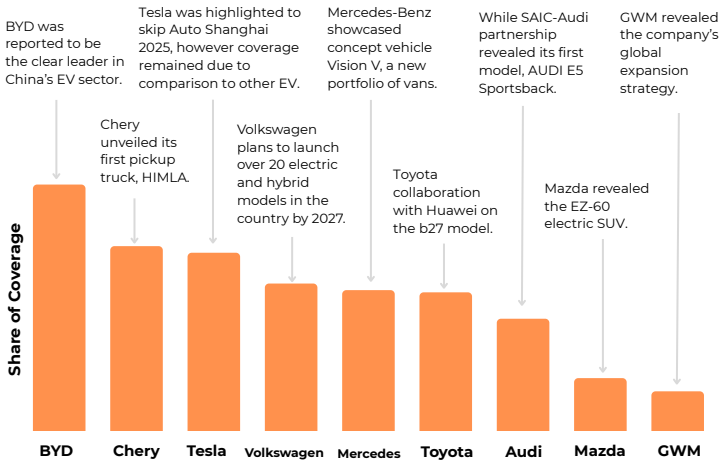
U.S TARIFFS WAS ONE OF THE KEY FOCUSED FOR AUTO SHANGHAI 2025.

U.S President Donald Trump imposed 145% tariffs on Chinese imports and a 25% tariffs on imported auto parts which raised significant concerns for automakers.

Coverage saw multiple automotive brands, such as Toyota and Audi increased cooperation with Chinese brands or manufacturers to appeal to the China market.



While the brands received largely positive coverage, neutral coverage took a notable share as market concerns on the impact of U.S tariffs.

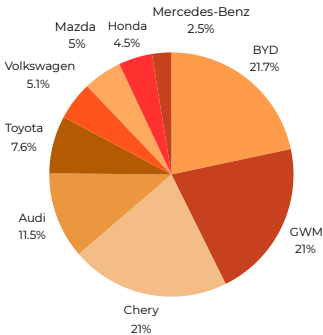


AUTO SHANGHAI 2025



TOP 3 MOST DISCUSSED AUTOMOTIVE BRANDS WERE FROM CHINA WITH BYD TAKING THE LEAD.

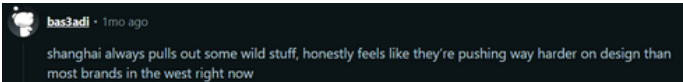
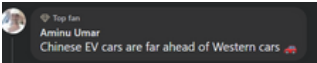
Share of Voice



BYD led the conversations at Auto Shanghai 2025, having overtaken Tesla in profits. Netizens praised Chinese brands for their rapid EV advances.

GWM saw debates on its statement to refuse extended range vehicles due to outdated technology.

While netizens highlighted Chery's entry into the pickup truck market with some drew comparison to Ford Ranger and Toyota Hilux



SGCARMART WAS THE TOP INFLUENCER COVERED ON AUTO SHANGHAI 2025.

Sgcarmart shared the latest automotive developments such as the news of AUDI by Audi debut its first model.

Volume of discussions

Sgcarmart



Paul Tan's Automotive News



Top Gear Philippines



Kompas.com

