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BRIDGE Summit

Cartea 3S Framework: A Pioneering Automotive Marketing Model for the Middle East

Cartea & BRIDGE Co-Production

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Cartea - **Redefining Automotive Lifestyle and Services in the MENA Region**. Driven by the slogan “My Car, My Lifestyle,” we are dedicated to delivering professional, convenient, and value-oriented automotive information and lifestyle services to users across the Middle East. As a responsible platform deeply rooted in the local market, our core strengths and social value are highlighted in the following areas:

Authoritative Industry Data Center and User Insights

Cartea has built one of the most comprehensive automotive databases in the Middle East, encompassing the latest data from over 90 major brands.

The platform serves more than 500,000 monthly active users and leverages data analytics to uncover deep insights into buyer behavior and preferences—ultimately supporting the sustainable growth of the region’s automotive sector.

Influential Localized Content Ecosystem

Cartea’s **multi-platform media network** boasts **2.5 million followers** and reaches **over 20 million users** monthly, cementing its status as one of the region’s most influential automotive media platforms.

We collaborate with **200+ local automotive influencers** to create authentic, professional, and culturally resonant content that fosters a positive car culture. Additionally, Cartea manages **WhatsApp communities with 200,000+ car owners** and partners with **20+ local car clubs**, building one of the Middle East’s most vibrant online automotive communities.

Convenient and Efficient One-Stop Industry Service Platform

Beyond information services, Cartea integrates the entire automotive service chain—spanning test drives, online reservations, financing, and insurance. This all-in-one model enhances consumer convenience and accelerates the digital transformation of the regional automotive industry.

Recognition from Leading Institutions

Driven by its professionalism and influence, Cartea acts as the **official media partner of the Chinese Embassy in the UAE**, supporting flagship events like the UAE–China New Energy Vehicle Parade. It also stands as the **largest automotive media outlet** covering the **2024 Jeddah International Motor Show** in Saudi Arabia.

Cartea remains committed to bridging **Middle Eastern users, automotive brands, and local culture**, shaping the region’s **modern automotive lifestyle**.

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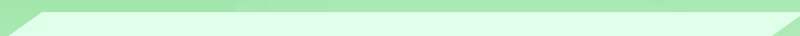
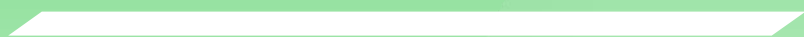
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PART 01

Trends & Transformations in Middle Eastern Auto Market

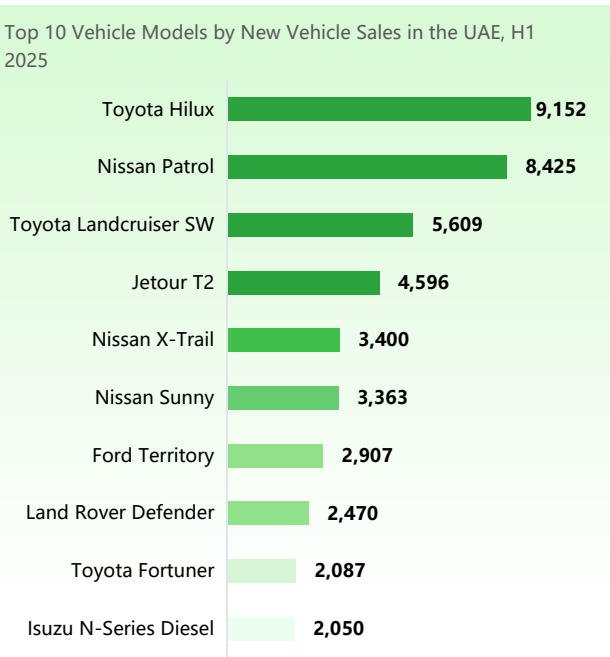
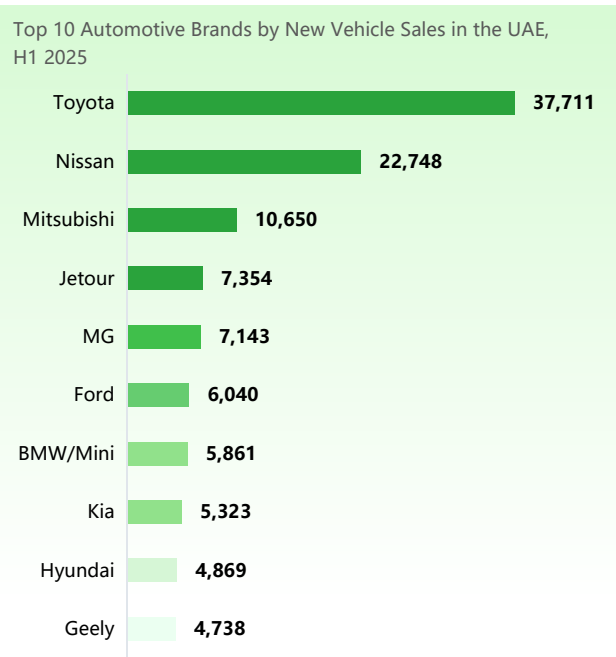


Unique Market Landscape

In recent years, the Middle Eastern auto market has seen accelerated entry of global brands, leading to intensifying competition and the emergence of a “red ocean” landscape. In such an environment full of both opportunities and challenges, automakers striving for an early edge must develop localized marketing strategies—guiding resource allocation and channel integration to accurately reach their target customers.

- **Industry Competition: Amid the Dominance of Japanese and Korean Brands, Chinese Brands Are Forging New Paths**

The Middle Eastern automotive market has long been dominated by Japanese and Korean brands, particularly in the fuel vehicle segment, where brands like Toyota and Nissan hold most of the market share. However, this situation is starting to change. In H1 2025, Jetour T2 sales in the UAE grew by 212.2% year-on-year, rising from 23rd to 4th place. By collaborating with local automotive bloggers, organizing desert off-road events, and partnering with the police, the T2 rapidly boosted its brand awareness and successfully entered the mainstream market.



*Source: Auto Supplier Network – “UAE New Vehicle Sales Up 5.4% in H1 2025; Chinese Brands Perform Remarkably”

- **Marketing Trend: Digital Marketing Shifts from Entertainment to Consumption, with Online Purchase Intent Growing**

GCC countries, with their high internet penetration rates, offer vast potential for digital marketing. As social media and e-commerce develop, consumers are increasingly comfortable with online shopping. Data shows that e-commerce user penetration in GCC countries has reached 59.1% and is expected to rise to 65.5% by 2030. The social commerce market has hit USD 9.92 billion, with an average annual growth rate of 14.6%.

As leading e-commerce platforms like Noon and Amazon drive online transactions, the hybrid model of online promotion and offline delivery (or test drive) — the Online-to-Offline (O2O) approach — is gradually becoming a crucial supplementary channel for automobile sales.

*Source: Statista

● **User Behavior: Multi-Car Households & Emotional Decisions Fuel Vehicle Purchases**

Arab households in the Middle East typically own two to three cars on average. Most car purchases are for additional or replacement vehicles, with the buying logic closer to that of luxury items rather than durable necessities. Consumers are easily swayed by brand preference, exterior design, and trendy features, and their decision-making cycle tends to be shorter.

Meanwhile, Japanese and Korean brands are losing their appeal due to slow product updates and outdated designs and technologies. Increasingly, consumers are turning to emerging brands that offer technological innovation, stylish design, and better value for money as their preferred choice for new purchases.

*Source: Cartea database

● **Platform Products: Integrated Media Ecosystem in the Middle East Accelerates User Conversion**

In the past, platform functions like social networking, content, advertising, and e-commerce operated relatively independently. Now, by integrating media and e-commerce ecosystems, these platforms combine advertising touchpoints, social interactions, and transaction scenarios—reducing barriers between user touchpoints and enabling deeper, more seamless engagement that naturally guides users along the purchasing journey.

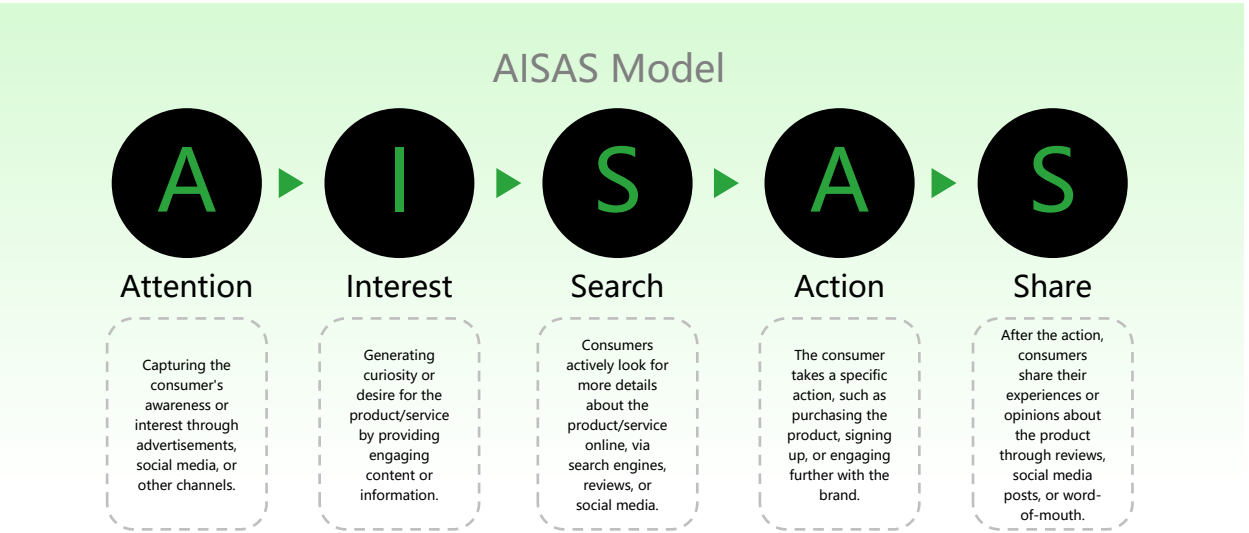
As a result, the logic and behavior of user conversion have shifted from “user-initiated search” to “platform-driven guidance.”



*Source: TikTok for Business

● **Driving Marketing Model Evolution: From AISAS to a Framework Tailored for the Middle East**

The region’ s distinct traits manifest across four dimensions: industry breakthroughs, the rise of online consumer behavior, emotional car-buying patterns, and the maturity of platform ecosystems. Looking back at classic international frameworks, the AISAS model—introduced by Dentsu in 2005 (Attention → Interest → Search → Action → Share)—has long been a representative funnel model for digital-era purchasing behavior, enjoying widespread application. This model assumes a linear, rational decision-making process, effectively capturing consumer behavior in contexts of information asymmetry.



However, when applied to the Middle Eastern market, the AISAS model reveals clear limitations. First, amid the influx of emerging brands, companies must rapidly build brand awareness and recognition within a short window to avoid being overshadowed. Second, the mature media ecosystem accelerates users’ transition from interest to purchase, compressing or even bypassing several traditional decision stages. Finally, due to family structures, cultural values, and consumer policies, Middle Eastern buyers typically have shorter decision cycles—making the AISAS’ s linear assumption insufficient to reflect the region’ s characteristic short, fast-conversion purchase journey.

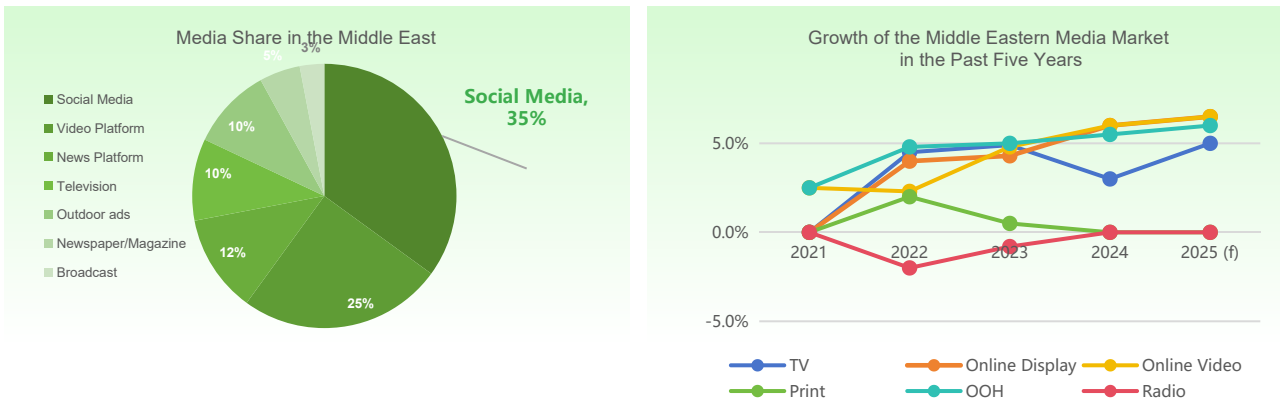
Therefore, this report will further explore several key developments in the Middle Eastern automotive market and, based on these insights, propose an evolved marketing model better suited to local dynamics—helping brands quickly establish a foothold in this high-growth market.

Key Industry Developments

>>> Evolution 1 — Attention: Social Media Becomes the Starting Point of Consumer Awareness, Replacing Traditional Media

1.1 Brand Exposure Shifts from Traditional Outdoor Media to Social Platforms

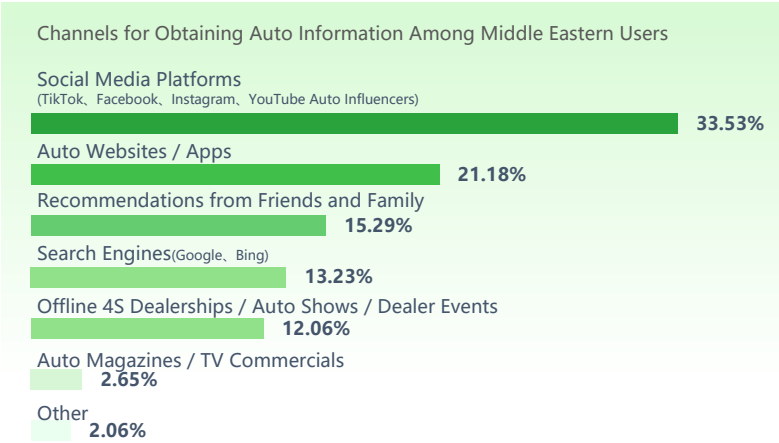
Social media has rapidly emerged across the Middle East, now accounting for 35% of total media share, surpassing traditional channels such as television and outdoor advertising. It has become the primary entry point for brand exposure.



*Source: ECI-HIGHER MEDIA VALUE

1.2 Social Media Has Become the Primary Channel for Auto Information

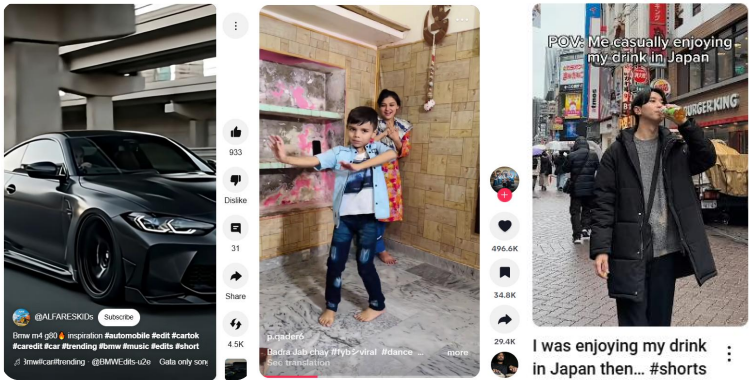
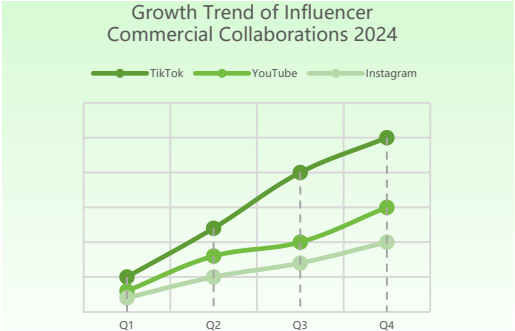
More than 30% of car buyers in the Middle East obtain automotive information through social media platforms such as TikTok, Facebook, Instagram, and YouTube, making social media the leading source for users seeking car-related information.



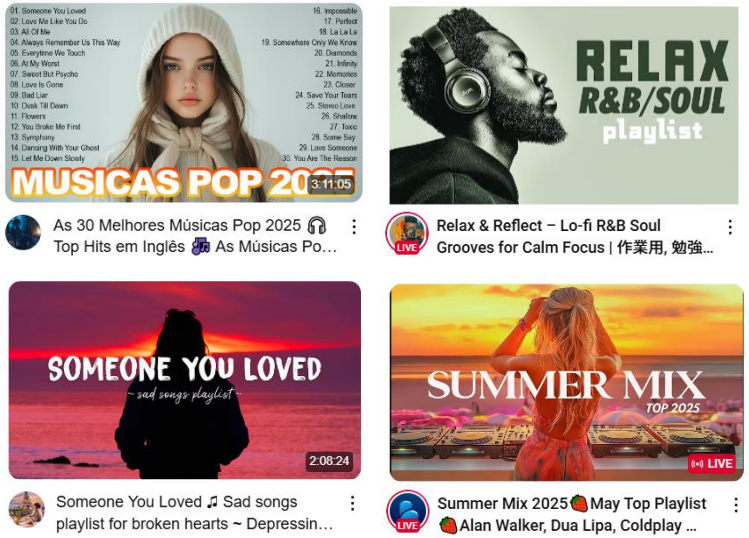
*Source: Cartea database

1.3 Short Videos and Livestreaming Enhance User Engagement Across Diverse Social Media Platforms

The popularity of short-form content like videos and YouTube Shorts has fueled the growth of the creator and influencer economy in the Middle East, significantly boosting user engagement and time spent. Data shows that users in the UAE spend an average of over 27 hours per month on TikTok and more than 25 hours on YouTube.



Social Media Platforms	Time Spent by UAE Users
Facebook	29H 48M
TikTok	27H 12M
YouTube	25H 22M
WhatsApp	15H 16M
FB Messenger	15H 02M
Instagram	13H 18M
Line	5H 41M
Snapchat	4H 30M
X	3H 48M
Telegram	3H 31M
Pinterest	1H 50M
LinkedIn	1H 06M

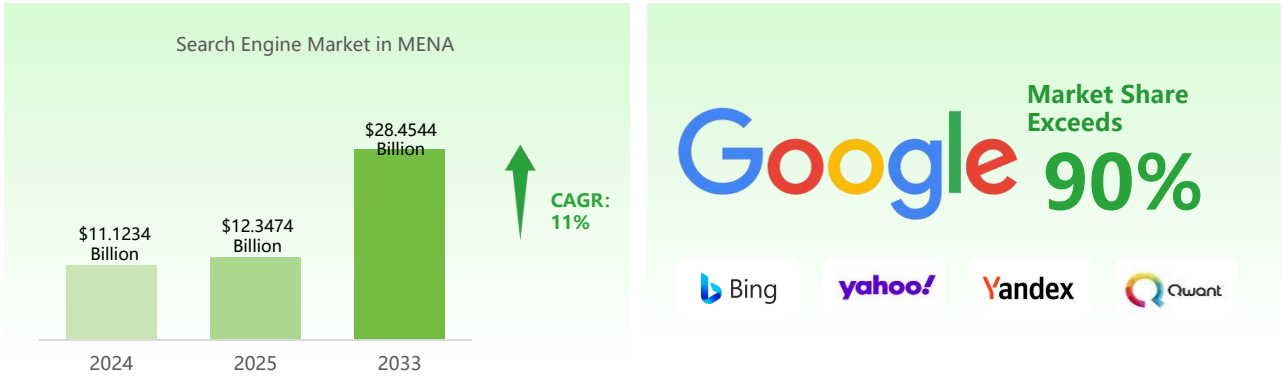


*Source: Social Media Statistics in the UAE and the Middle East Region (2024)

>>> Evolution 2 — Search:
Search Channels Expand Beyond Search Engines to AI, Social Media, and Vertical Platforms, Diversifying Search Behavior

2.1 Search Volume Continues to Grow, with Google Dominating Traditional Search Channels

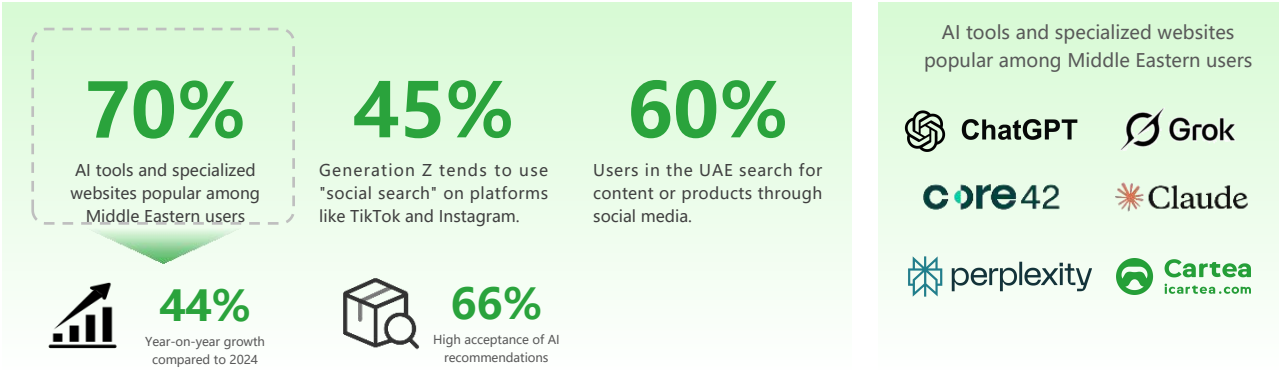
The search market in the Middle East is expanding rapidly, reaching over USD 11.1 billion in 2024, with a compound annual growth rate (CAGR) of 11%. It is projected to hit USD 28.45 billion by 2033. Google maintains a market share exceeding 90% in key markets like Saudi Arabia and the UAE, remaining the primary gateway for users. Other platforms such as Bing, Yahoo, Yandex, and Qwant also hold a certain portion of the market.



*Source: Global Growth Insights – Search Engine Market

2.2 Rise of AI and Social Media Search: Users Increasingly Engage in Cross-Channel Searching

AI tools are rapidly being integrated into consumer decision-making. In the UAE, 70% of users now leverage AI-assisted shopping—up 44% from 2024—with 66% trusting AI-driven website recommendations, representing a new norm for younger users. Additionally, 45% of Gen Z in the UAE opt for “social search” on platforms like TikTok and Instagram. Nearly 60% of UAE users prefer searching for content or products via social media.

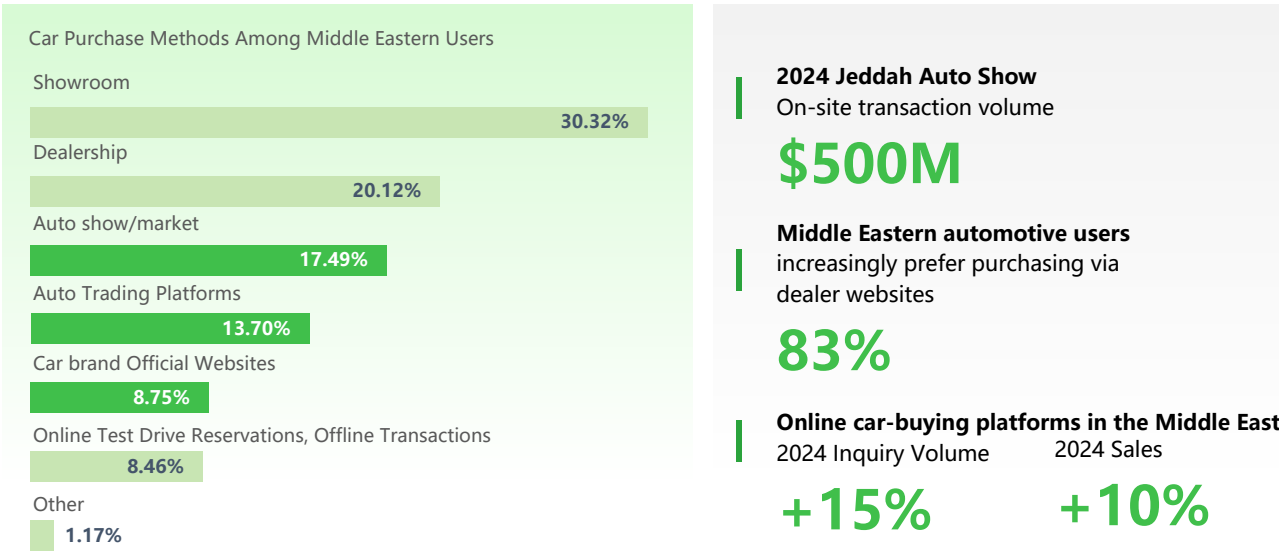


*Source: Capturing the Middle East Outbound Traffic Opportunity – Dual Drivers of Search Engines and Social Search; Consumer Insights – Nearly Half of Gen Z Abandon Traditional Search Engines for “Social Search” ; 2025 Retail Report

>>> Evolution 3 — Action: Shortened User Decision Chains, Rise of Online Transactions, and Offline Sales Complementarity

3.1 Instant Purchase Channels Like Auto Shows and Official Websites Gain User Acceptance

Traditional offline car-buying scenarios remain dominant, but users are increasingly embracing online purchase channels such as automotive trading platforms and manufacturer websites. In Saudi Arabia and the UAE, 83% of respondents now favor buying through dealer websites. Meanwhile, major Middle Eastern online car-buying platforms reported that in 2024, online inquiries rose by 15% and sales grew by 10%.



*Source: Cartea database, Relevant reports of VehicleReport.me, Public sources

3.2 Rise of Online Car-Buying Tools: Online-Offline Integration Accelerates Sales

Most Middle Eastern consumers now leverage digital tools such as AI recommendations, 3D/AR car visualization, and livestreams to explore pricing and specifications. The “online selection + offline test drive” model significantly enhances purchase efficiency.



*Source: Cartea: 2025 Middle East Car Buyer Behavior Analysis Report

>>> Evolution 4 — From Chain to Point: User Purchasing Behavior Shifts to a Short, Jump-Link Journey

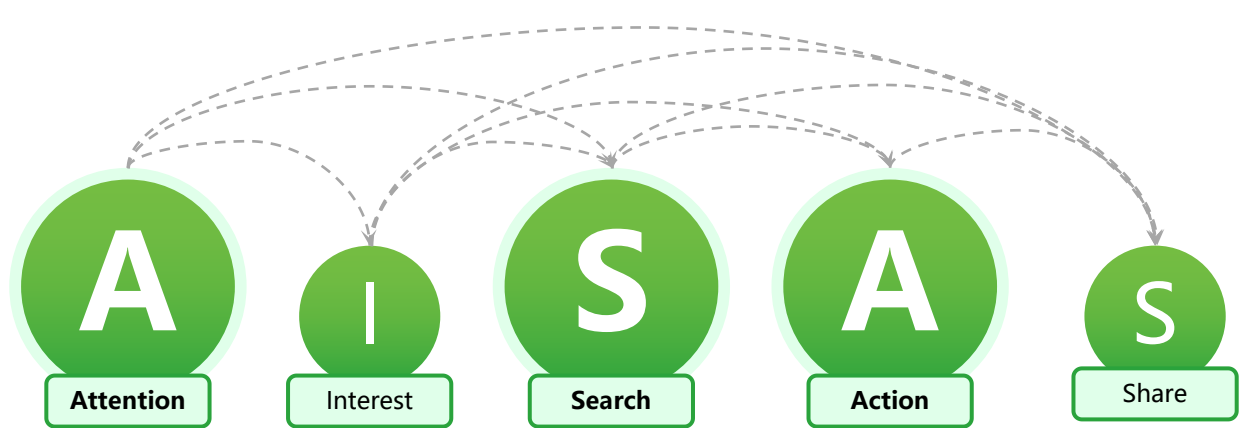
Car-buying behavior in the Middle East is evolving into a short, jump-link journey. Social platforms and AI compress the traditional AISAS model into faster loops. In livestream scenarios, Attention–Interest–Action often occur simultaneously, while “Search” is replaced by trust-based recommendations. AI further integrates cross-channel data, directly delivering buying suggestions to users and shortening the path from consideration to action. Thus, automakers should focus not only on each stage but also on the links and transitions between them to build seamless user journeys.

Summary

The rise of emerging automotive brands, the shift toward online marketing and consumption, the emotional nature of users’ purchasing behavior, and the maturing digital touchpoint ecosystem have collectively rendered the traditional **AISAS model (Attention–Interest–Search–Action–Share)** increasingly obsolete. Car-buying behavior is no longer a lengthy, sequential process but a shorter, faster, and more dynamic journey.

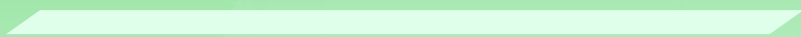
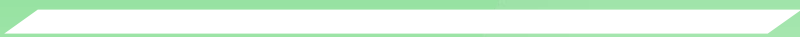
This new journey centers on **Attention**, **Search**, and **Action**, with **social media** as the primary arena for brand awareness and user engagement. **Search behavior** has become routine and diversified, while **online transactions and offline experiences** now merge to form a new hybrid sales model.

In essence, car purchasing decisions among Middle Eastern users are becoming increasingly “short, seamless, and fast” —characterized by shorter decision journeys, seamless transitions, and quicker conversions.



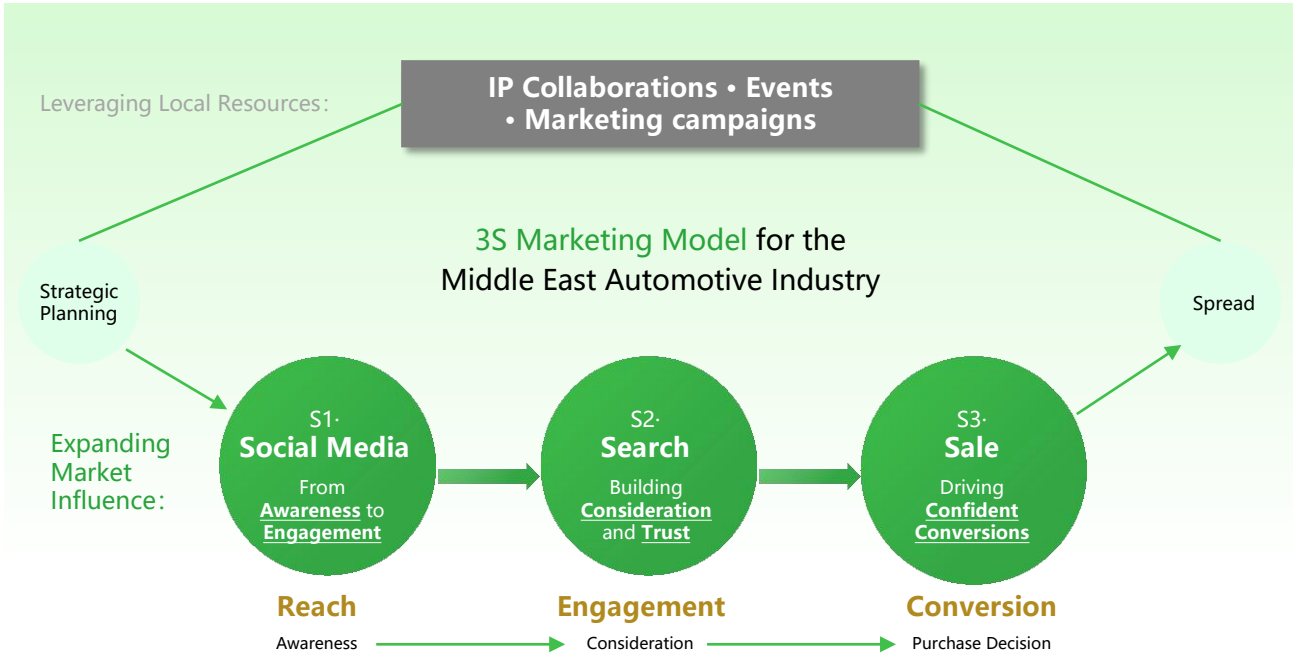
PART 02

3S Marketing Model in Auto Market



The 3S Marketing Framework for the Middle East Automotive Market

Cartea’ s market research in the Middle East shows that the traditional AISAS consumer journey model is no longer fully applicable. Today, users’ decision-making is more focused on three key stages — **Attention** → **Search** → **Action**. Based on this insight, we propose a more regionally adapted model — **the 3S Marketing Model** for the Middle East automotive market. This model captures the unique behavioral patterns of Middle Eastern car consumers and provides brands with a localized strategic framework to achieve stronger communication efficiency and market influence.



>>> Overview

The 3S Marketing Model for the Middle Eastern automotive industry precisely accurately identifies the key behavioral touchpoints along consumers’ car-buying journey. It is built around three interconnected and mutually reinforcing pillars—Social (engagement), Search (validation), and Sale (conversion)—forming a seamless, high-efficiency pathway that drives users from initial awareness to confident purchase.

Social Media

Platforms such as Instagram, TikTok, YouTube, and Facebook serve as the primary communication channels. Through localized operations and KOL collaborations, Cartea helps brands launch interactive campaigns that quickly capture user attention — creating new brand impressions or reinforcing existing perceptions.

Search

The search stage builds on the awareness generated by social media to establish deeper user trust. It supports consumer consideration and evaluation — through vehicle comparisons, test drives, reviews, and pre-sale interactions. This phase also connects seamlessly with social-generated leads, nurturing intent into decision.

Sale

In the final sales stage, online and offline sales channels operate in seamless synergy. Digital car-viewing and purchasing tools shorten decision-making paths, enabling instant conversions from strong purchase intent to actual transaction. Offline experiences—such as showroom events, delivery ceremonies, and owner stories—feed back into social engagement, forming a closed-loop of influence and conversion.

>>> Advantages and Value of the 3S

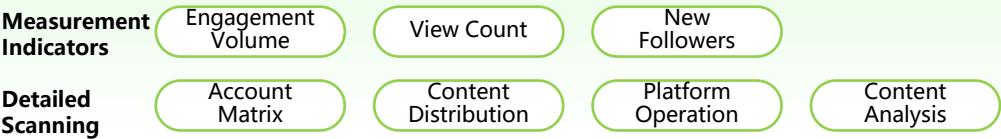
The core strength of this model lies not only in the standalone efficacy of its three pivotal stages—Social, Search, and Sale—but also in their dynamic interplay and reciprocal amplification. It caters to the non-linear, jump-link decision-making behavior of Middle Eastern consumers across social engagement, online validation, and offline conversion, effectively resolving pain points like fragmented audience reach and conversion gaps in the regional automotive market. By leveraging this synergy, automakers can rapidly scale brand influence and establish a self-sustaining sales ecosystem within a compressed cycle.

>>> Core Metrics

01 Social Media Influence Index

A holistic gauge of an automaker’s social media performance.

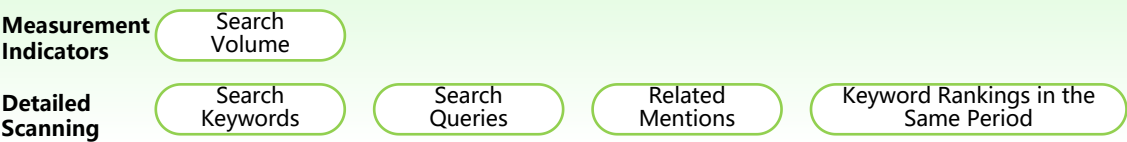
This metric provides a 360° view of a brand’s real-time traction and overall clout across Middle Eastern social platforms. It leverages **engagement volume, view counts, and new follower growth over a reporting period** as core pillars to construct a composite social media index.



02 Search Appeal Index

A holistic evaluation index measuring a brand’s or model’s appeal to users.

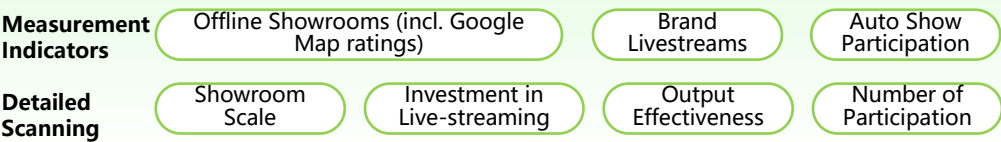
This index uses monthly search volume data as its analytical anchor, directly mirroring users’ genuine needs and interest levels.



03 Sales Conversion Power Index

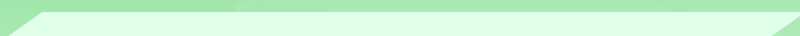
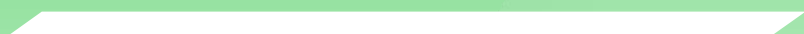
A comprehensive evaluation index for an enterprise’s entire sales channel ecosystem.

To fully illustrate a brand’s sales conversion effectiveness in the Middle East market, this model focuses on core indicators within a statistical period: **offline showrooms, brand livestreams, and auto show participation**. It constructs a composite sales index across three dimensions—offline channel strength, online engagement, and event-driven momentum.



PART 03

3S-Driven Marketing Performance of Chinese Auto Brands



Summary of Chinese Brands in the 3S Model

Brand	3S Index	Social Media Index	Social Media Rank	Search Index	Search Rank	Sales Index	Sales Rank
 JETOUR — Drive Your Future —	93	73	★ 2	100	★ 1	78	★ 2
	74	10	6	33	★ 3	88	★ 1
	70	15	4	26	4	71	4
 GWM	66	14	5	24	5	75	★ 3
	64	91	★ 1	6	9	70	5
	58	8	7	41	★ 2	61	6
 GEELY	56	23	★ 3	20	6	47	8
 DONGFENG	27	8	8	3	10	52	7
	23	5	9	14	7	33	10
 HONGQI	19	1	10	8	8	36	9

First Tier

- **Chery** — Through frequent monthly updates, a highly localized account matrix, and a diverse content strategy, Chery ranks first in both views and engagement.
- **Jetour** — With the highest posting frequency, a comprehensive account matrix, and content centered on sports marketing and owner stories, Jetour achieves effective communication.

Second Tier

- **Geely, Changan, GWM, and MG** — These brands excel in account coverage, content, or platform operations but face operational challenges. Geely, Changan, and MG show uneven growth across platforms, while GWM struggles with coordination between parent and sub-brand accounts.

Third Tier

- **BYD, Dongfeng, BAIC, and Hongqi** — Weak performance due to aggressive content, low engagement, irregular updates, and platform imbalances, lacking emotional appeal and long-term strategies.

Brand	Monthly Social Media Ranking	Monthly Social Media Index	Engagement	Views	New Followers
Chery	1	91	269,072	73,106,937	25,107
Jetour	2	73	210,819	59,691,825	19,978
Geely	3	23	10,217	2,595,073	43,888
Changan	4	15	53,579	9,223,855	3,658
GWM	5	14	11,743	17,664,822	4,911
MG	6	10	18,307	6,097,350	9,418
BYD	7	8	11,839	5,290,550	7,875
Dongfeng	8	8	21,827	5,001,215	4,377
BAIC	9	5	14,455	4,030,240	2,351
Hongqi	10	1	957	295,663	1,812

*The comprehensive social media volume score, calculated for the period July 1–31, 2025, is based on multiple indicators including brand-related follower count, view volume, and engagement metrics. It reflects each brand’ s discussion popularity and influence level across social media platforms.

- First Tier

 - Jetour** — Led in monthly searches with the fastest MoM growth, driven by the hit model T2 and effective localized marketing.
- Second Tier

 - BYD** — Ranked second, gaining exposure through sports events and premium models.
 - MG** — Sustained growth by combining British heritage with youthful content.
 - Changan** — Maintained stable brand traffic with steady MoM growth.
- Third Tier

 - Geely** — Stayed flat MoM, supported by both brand and model efforts.
 - Haval** — A strong GWM sub-brand with popular models, though interest slightly declined.
 - BAIC** — Small base and slow growth, indicating early-stage brand awareness.
- Forth Tier

 - Hongqi, Chery, Tank, and Dongfeng** — All below 10,000 monthly searches with minor MoM changes; Tank performed relatively well among them but needs stronger marketing to secure its position.

Brand	Monthly Social Media Ranking	Monthly Social Media Index	This Monthly Search Volume	Last Monthly Search Volume	MoM Change
Jetour	1	100	74,916	71,029	5.47%
BYD	2	41	30,489	30,060	1.43%
MG	3	33	24,828	24,082	3.10%
Changan	4	26	19,454	19,188	1.39%
Geely	5	20	14,935	14,872	0.42%
Haval	6	18	13,589	13,951	-2.59%
BAIC	7	14	10,228	10,150	0.77%
Hongqi	8	8	6,079	6,118	-0.64%
Chery	9	6	4,852	4,864	-0.25%
Tank	10	6	4,250	4,354	-2.39%
Dongfeng	11	3	1,905	1,892	0.69%

*Source: ahrefs.com – Keywords Explorer (July 1–31, 2025)
Note: This analysis focuses on the UAE, Saudi Arabia, and Qatar; brand search volumes represent the combined total from these three Middle Eastern markets.

First Tier

- **MG** — Built strong sales competitiveness with top rankings in both showroom presence and auto show exposure.
- **Jetour** — Ranked first in livestreaming and achieved high auto show visibility, using intensive marketing to offset limited channel coverage.
- **GWM** — Placed third with balanced overall performance and no major weaknesses.

Second Tier

- Others show strengths but notable weaknesses:
- **Changan** — Strong channels, weak marketing, low show activity.
 - **Chery** — Strong livestreams, high exposure, weak offline network.
 - **BYD** — Decent channels but weak marketing performance.
 - **Dongfeng** — Weak channel base and limited auto show participation, yet active in livestream investment.

Third Tier

- **Geely** — Weak in both channels and marketing, but moderately active in auto shows.
- **Hongqi and BAIC** — Face challenges across offline channels, online livestreaming, and exhibition exposure, risking marginalization.

	Monthly Sales Ranking	Monthly Sales Index	Showroom Ranking	Quarterly Livestream Ranking	Annual Auto Show Ranking
MG	1	88	1	5	1
Jetour	2	78	5	1	2
GWM	3	75	3	4	4
Changan	4	71	2	5	7
Chery	5	70	6	2	2
BYD	6	61	4	5	7
Dongfeng	7	52	7	3	7
Geely	8	47	8	5	4
Hongqi	9	36	9	5	7
BAIC	10	33	10	5	6

*The comprehensive sales volume score is based on multiple indicators including number of offline showrooms, livestream activity in the past quarter, and auto show participation over the past year, reflecting each brand’ s overall sales performance level.

Chinese Auto Brands Monthly Marketing Scan in the Middle East

JETOUR
— Drive Your Future —

JETOUR

More accurate and detailed single-brand traffic analysis provides better insights for brand marketing.

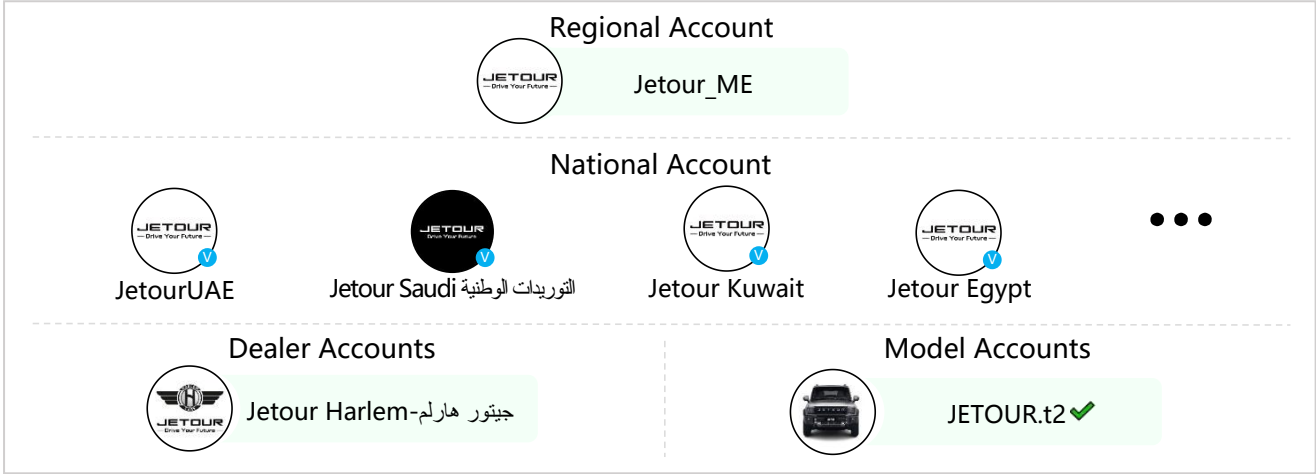
Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Middle East Regional Account + Country Accounts + Dealer Accounts + Hit Model Accounts:
Set up ME regional account and national accounts (UAE, Saudi Arabia, etc.), together with dealer accounts and T2 model account.



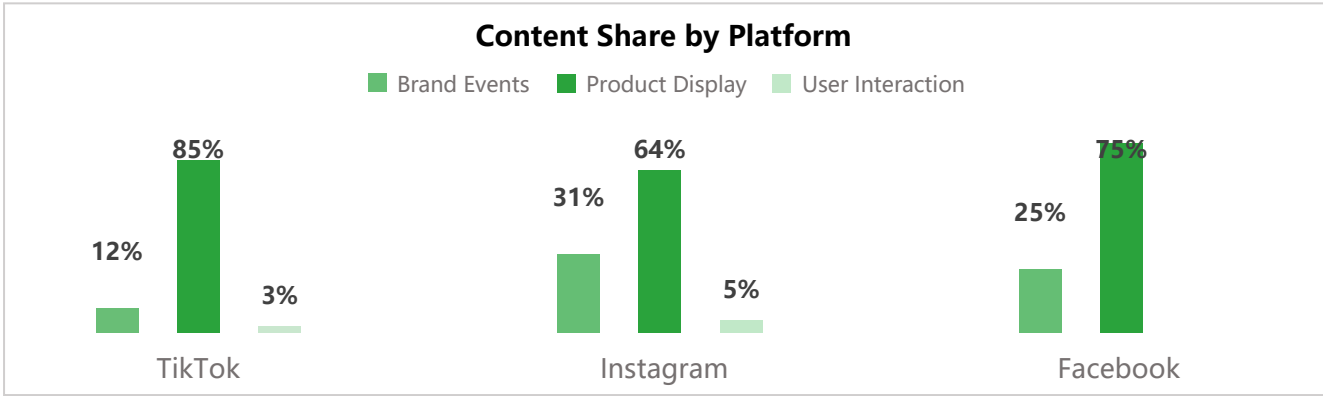
Platform Operation

Mainly operates on TikTok, Instagram, and Facebook, with TikTok as the core. YouTube share is small, updates infrequent, and followers few.

Platform					Total
Followers	868,392	138,440	24,881	4,880	1,036,593
Posts	227	50	18	0	295
Posting Frequency	55-58/W	12-15/W	3-6/W	/	70-75/W

Content Focus

Focuses on product display (over 60% on each platform) and video format; only Facebook shows a preference for images.



Content Analysis

- Focus on “Taklamakan Rally”**
Takes the rally as the monthly theme, releases event-related content in stages, and promotes T2 lifestyle and eco-friendly concepts.
- Promotes T2, X70 and other SUV models**
Carries out display and sales campaigns for T2, T1, X50, X70, and DASHING, focusing on off-road and test-drive videos.
- Shares real owner stories**
Weekly topic #Your Experience, Your Voice collects and shares owner experiences, along with club activities and new car delivery ceremonies.



Model-driven
Brand

Hit model T2 leads brand searches with a clear “comfortable off-road SUV” tag, high user acceptance, and conversion potential.

- **Flagship model performance:** T2 search volume far exceeds others, nearly matching the brand keyword. “T2 price” ranks highest; interior, seat, and space searches show fit for **local family travel**.
- **User exploration of brand info:** Queries on origin and ownership make up 70% of searches; high demand for **offline showrooms and local services**.
- **Model linked to off-road/comfort SUV tags:** Keywords like “SUV” and “Luxury / Premium SUV” show Jetour meets Middle East users’ **comfort-off-road preference**.

◆ Jetour Monthly Search Overview ◆

Search Volume

75K

MoM change
5.47%



Potential Traffic

169K

Global Search Volume Share

435K

Account for
17.24%

Search Keywords

Cat.	Keyword	SV
Brand	Jetour	70,700
Model	Jetour T2	65100
Price	Jetour T2 Price in UAE/KSA/Qatar	24,500
Price	Jetour Dashing	21,000
Local	Jetour UAE/KSA/Qatar	16,100
Model	Jetour T1	11,000
Model	Jetour X70	6,900
Price	Jetour X70 Price In UAE/KSA/Qatar	4,150
Model	Jetour X50	3,800
Model Info	Jetour T2 Interior	3,500

Search Questions

Cat.	Key Issues	SV
Brand Awareness	Jetour made in which country	420
Brand Awareness	Jetour which country	220
Brand Awareness	Jetour car made in which country	180
Brand Awareness	Jetour which country brand	160
Brand Awareness	Jetour car from which country	140
Brand Awareness	Who owns Jetour	100
Price Sensitivity	How much is Jetour T2 in UAE/Qatar/KSA	90
Product Info	Jetour T2 How many seats	60
Brand Awareness	Where is Jetour from	60
Price Sensitivity	How much is a Jetour T2	50

Ranking Keywords in
the Same Period

Cat.	Keyword	SV
Brand Awareness	Jetour	120,700
Product Interest	Jetour T2	65,100
Product Interest	Jetour Dashing	24,100
Price Sensitivity	Jetour T2 Price In UAE/Qatar/KSA	22,700
Local Services	Jetour UAE/Qatar/KSA	16,100
Product Interest	Jetour X70	11,500
Competitor Comparison	Defender Price In UAE/Qatar	9,500
Product Interest	Jetour T1	8,700
Price Sensitivity	Jetour X70 Price In UAE/Qatar/KSA	4,250
Product Interest	Jetour X70 Plus	4,250

Related mentions

Cat.	Keyword	SV
Brand Awareness	Jetour	120,700
Product Interest	Jetour Dashing	21,000
Brand Category	Jetour UAE/Qatar/KSA	18,600
Resale Value	SUV	5,000
Resale Value	Used Car	4,790
Price Sensitivity	Jetour Price	1,460
Product Features	Luxury / Comfort Style / Premium SUV	910
Local Services	Jetour Showroom	600
Technical Features	Cutting Edge / Cutting Edge Technology	70
Brand Awareness	Chery Holding Group / Chery Holding	50

*Source: ahrefs.com – Keywords Explorer, based on Jetour’s July search data in the UAE, Qatar, and Saudi Arabia from industry brand traffic statistics collected by ahrefs.

- Showroom count is relatively low but rated high (>4.4), showing strong user recognition for offline service experience.
- **Ranked first** in livestreaming, focusing on **daily short sessions** (around 40 minutes), with outstanding interaction and view counts, showing **strong conversion** as viewers tend to follow after watching.
- **High auto show participation**, joining four events across key markets such as Saudi Arabia and Qatar.

Jetour Sales Overview

◆ Offline Showrooms ◆

Rank

5

Number of Showrooms in the Three Middle East Countries (UAE, Saudi Arabia, Qatar)	Google Average Rating	Comprehensive Score
8	4.41	43.9

◆ Brand Livestreaming ◆

Statistical Period: May–July 2025

Rank

1

Number of Livestreams	28	Comprehensive Score
Total Livestream Duration (min)	1,156	
Total Followers	1,488	
Highest Concurrent Viewers	480	
Total Views	134,049	
Total Interactions	176,391	
		98.8

◆ Auto Show Participation ◆

Statistical Period: July 2024 – July 2025

Rank

2

Number of Auto Shows	List of Specific Events
4	EVS Saudi 2025 / EV & Mobility Show
	Qatar Custom Show 2025
	Jeddah International Motor Show 2024
	Kuwait Motor Show 2024

*Source: Public Web Information and Cartea Database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



MG

More accurate and detailed single-brand traffic analysis provides better insights for brand marketing.

Social Media
Influence

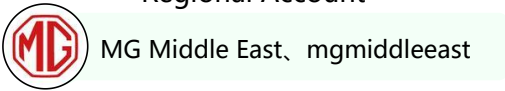
Search Appeal

Sales Conversion
Power

Account Matrix

Middle East Regional Account + Country Accounts:
Established a Middle East regional account with multiple sub-accounts for UAE, Saudi Arabia, and other countries.

Regional Account



National Account



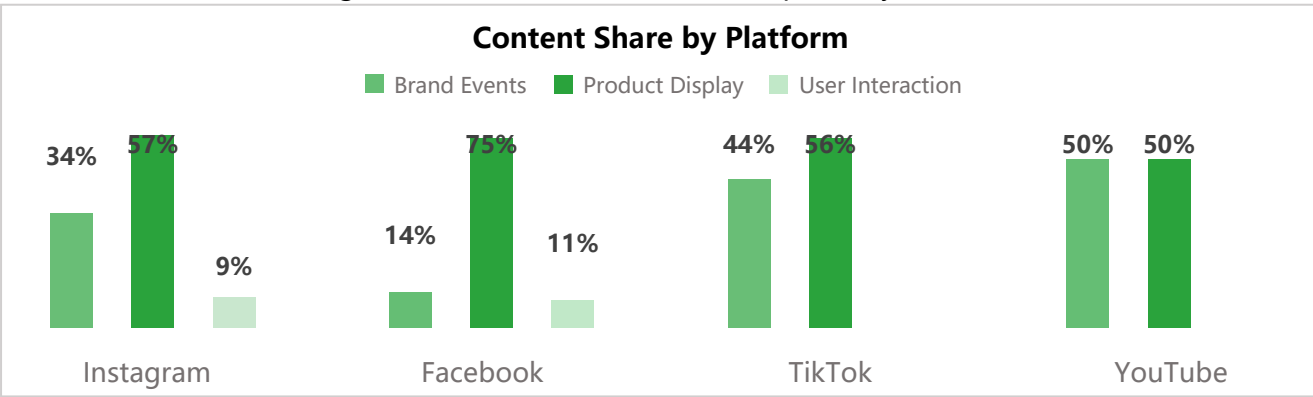
Platform Operation

Operates Instagram, Facebook, and TikTok in a balanced manner, with **Instagram** as the core platform. YouTube updates less frequently and has a smaller follower base.

Platform	 Instagram	 Facebook	 TikTok	 YouTube	Total
Followers	418,461	419,794	448,502	28,520	1,315,277
Posts	165	29	20	3	217
Posting Frequency	40-43/W	6-9/W	4-7/W	0-3/W	52-55/W

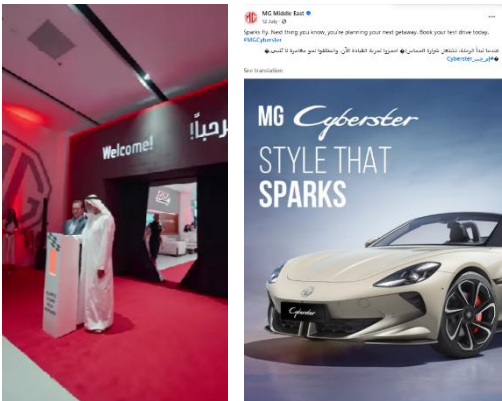
Content Focus

Focuses on **product display (over 50% across all platforms)** and **brand events**. All platforms emphasize **video content**, while Instagram and Facebook favor images and albums (56% and 68%, respectively).



Content Analysis

- Focus on “Abu Dhabi Showroom Opening” Event**
Centered on the launch of the largest showroom in the UAE, showcasing market growth strategy, new showroom facilities, and on-site activities. Also promoted International Friendship Day, limited-time offers, and test-drive events.
- Highlighting Electrification and Intelligent Models**
Combines exposure of the full lineup with in-depth promotion of key models. Focuses on MG Cyberster and MG 4 (representing electrification) and MG RX9 and MG 7 (representing intelligence).



*Source: Cartea Database

Brand-driven
Model

Brand and model keywords jointly drive traffic, but irrelevant keyword pollution remains high.

- **Clear model matrix:** brand keyword “MG” ranks far ahead. **Models MG ZS / GT / 5 / 7 / RX5 / RX9** form a diverse lineup. Brand awareness (e.g., **manufacturing country**) and product details (e.g., **interior, price**) account for 80% of search queries, showing users’ strong interest in brand background and specifications.
- **Severe Irrelevant Keyword Interference:** About **83%** of raw data consists of unrelated terms such as drug usage or unit conversions, occupying top search positions and heavily affecting search intent and decision-making.

◆ MG Monthly Search Overview ◆

Search Volume

25K MoM change 3.10%



Potential Traffic

20K

Global Search Volume Share

1.1M Account for 2.27%

Search Keywords

Cat.	Keyword	SV
Brand	MG	24,400
Model	MG ZS	10,900
Local	MG Uae/Qatar/Ksa	10,900
Model	MG 5	9,400
Model	MG GT	8,950
Model	Mg Rx5	6,000
Model	Mg Rx9	4,850
Price	Mg 5 Price In UAE/Qatar/KSA	3,100
Price	Mg Rx5 Price In UAE/Qatar/KSA	2,100
Price	Mg ZS Price In UAE/Qatar/KSA	2,050

Search Questions

Cat.	Key Issues	SV
Brand Awareness	MG car made in which country	300
Brand Awareness	MG car which country	210
Brand Awareness	MG made in which country	200
Product Info	MG 7 interior	200
Product Info	MG ZS interior	150
Product Info	MG GT interior	150
Irrelevant Keywords Include:		
Cat.	Search Questions	
Unit Conversion	Mg يساوي كم MI	
Drug Usage	Descontran 500 Mg+2 Mg Used For What	
Drug Usage	Can I take 10 mg of melatonin	
Drug Dosage	Can I Take 600 Mg Of Ibuprofen Every 4 Hours	
Drug Dosage	How Many Clicks In Ozempic 1 Mg	

Ranking Keywords in
the Same Period

Cat.	Keyword	SV
Brand Awareness	MG	25,500
Brand Awareness	MG Cars / MG Motors / MG Car	14,100
Product Interest	MG7	12,700
Product Interest	MG 5	12,000
Local Services	MG UAE / Qatar / KSA	10,900
Product Interest	MG GT	4,950
Product Interest	MG ZS	4,400
Product Interest	MG RX8	4,300
Product Interest	MG RX5	3,600
Price Sensitivity	MG5 Price In UAE / Qatar / KSA	2,700

Related mentions

Cat.	Keyword	SV
Product Interest	MG ZS	10,900
Product Interest	MG GT	4,700
Product Interest	MG HS	3,300
Product Features	Sodium	2,200
Product Interest	MG Cyberster	2,150
Brand Awareness	MG Motors	1,490
Automobile Power	Electric Vehicle	1,050
Product Interest	MG Windsor Ev	780
Product Info	Sports Cars	750
Product Interest	MG ZS	10,900

*Source: ahrefs.com – Keywords Explorer, based on MG’ s July search data in UAE, Qatar, and Saudi Arabia from industry brand traffic statistics collected by ahrefs.

- With **leading** showroom count and ratings, MG ranks first, supported by a comprehensive offline sales and service network.
- No livestream records detected in the past quarter.
- **Most active in auto shows**, participating in five events with high exposure across major regional exhibitions.

MG Sales Overview

◆ Offline Showrooms ◆

Rank

1

Number of Showrooms in the
Three Middle East Countries
(UAE, Saudi Arabia, Qatar)

Google Average
Rating

Comprehensive
Score

20

4.13

89.8

◆ Brand Livestreaming ◆

No livestream data detected for the past quarter.

◆ Auto Show Participation ◆

Statistical Period: July 2024 – July 2025

Rank

1

Number of Auto Shows

List of Specific Events

5

EV Motor Show in Westwalk 2025

Kuwait Auto World Show 2025

Qatar Custom Show 2025

Jeddah International Motor Show 2024

Kuwait Motor Show 2024

Chinese Auto Brands Monthly Marketing Scan in the Middle East



CHANGAN

More accurate and detailed single-brand traffic analysis provides better insights for brand marketing.

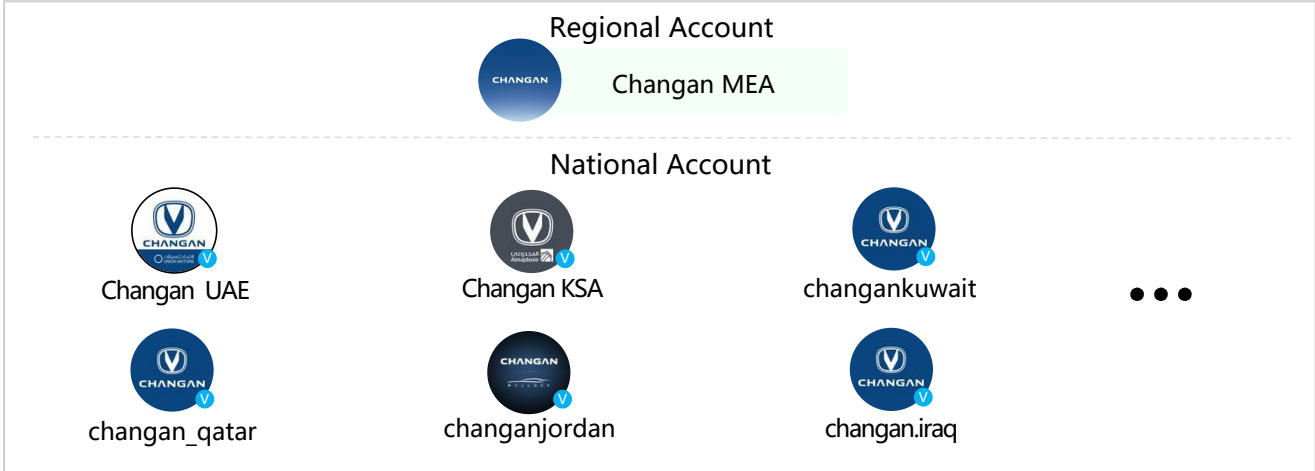
Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Middle East Regional Account + Country Accounts:
Established a Middle East regional account (MEA) with sub-accounts for UAE, Saudi Arabia, and other countries.



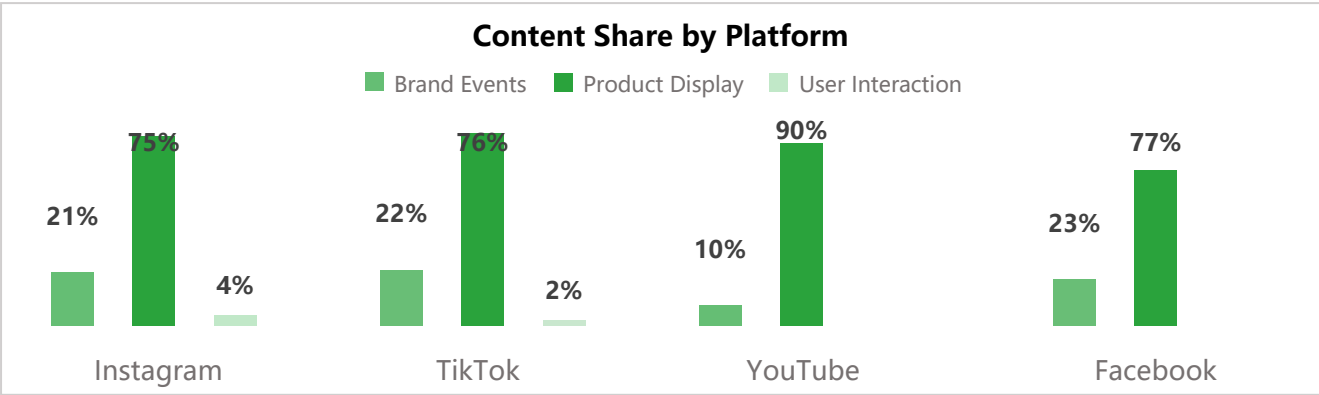
Platform Operation

Mainly operates on **TikTok and Instagram**, with Instagram as the core platform; YouTube has a smaller share and fewer followers, while both YouTube and Facebook have low update frequency.

Platform					Total
Followers	380,350	885,175	19,065	271,097	1,555,687
Posts	114	55	34	28	231
Posting Frequency	26-30/W	11-15/W	7-9/W	6-8/W	55-59/W

Content Focus

Focuses on **product display (over 75% on all platforms)** and **video content**; only Facebook shows a preference for image albums.



Content Analysis

- Promoting Fuel and New Energy Models**
Highlights UNI and CS fuel vehicle series, while also promoting AVATR and DEEPAL electric models, emphasizing family travel and extreme environment testing scenarios.
- Announced New Brand Strategy**
Officially released the group' s restructuring and new three-brand matrix (AVATR / DEEPAL / CHANGAN), along with first-half sales results.
- World Emoji Day Marketing Campaign**
Leveraged #WorldEmojiDay by creatively linking product features with popular emoji symbols.



*Source: Cartea Database

Brand-driven Model

Brand keyword search volume leads by a wide margin, showing strong recognition across both SUV and sedan markets, with high awareness of Chinese new energy vehicles.

- Brand search dominance:** Core keyword “Changan” ranks far ahead. UNI-V and Eado lead sedan searches, while CS35 and UNI-K dominate the SUV segment.
- Focus on local services and financial offerings:** Frequent searches such as “Warranty payment received” highlight user expectations for trustworthy, full-cycle, and transparent localized services.
- Interest in intelligent and electric technology:** Keywords like “Chinese cars” and “new energy vehicles” show high association, reflecting strong recognition of Changan in the NEV sector.

Changan Monthly Search Overview



Search Keywords

Cat.	Keyword	SV
Brand	Changan	18,600
Local	Changan ksa/qatar/uae	10,200
Model	Changan Uni-V	3,190
Model	Changan Uni-K	3,100
Model	Changan Alsvin	2,700
Model	Changan CS35	2,600
Model	Changan eado	2,000
Price	Changan car price in ksa/qatar/uae	1,400
Local	Changan service centre dubai/doha/riyadh	730
Model	Changan Uni-V interior	220

Search Questions

Cat.	Key Issues	SV
Brand Awareness	Changan car made in which country	30
Brand Awareness	Changan which country brand	20
Competitor Comparison	Changan vs chery which is better	10
Usage Scenarios	How to customize the base sound in changan 2024 std	10
Usage Scenarios	How to reset changan screen	10
Brand Awareness	How reliable is changan cars	10
Competitor Comparison	Which is better changan or mg	10
Price Sensitivity	How much is changan car	10
Technical Features	Changan karvaan how much cc	10
Usage Scenarios	How to restart changan cs85 system	0-10

Ranking Keywords in the Same Period

Cat.	Keyword	SV
Brand Awareness	Changan	72,600
Brand Category	Car	40,400
Local Services	Book Appointment	29,000
Competitor Comparison	Haval	20,000
Local Services	Changan ksa/qatar/uae	11,200
Competitor Comparison	Toyota Saudi Arabia	10,000
Local Services	Warranty payment received	10,000
Product Interest	Changan Eado	9,300
User Education	Car Website	8,000
Product Interest	Changan Eado Plus 2025	7,250

Related mentions

Cat.	Keyword	SV
Brand Awareness	saudi arabia/qatar/dubai	320,000
Brand Awareness	Changan	72,600
Brand Category	Car	68,400
Local Services	Changan ksa/qatar/uae	10,200
Brand Awareness	China	5,800
Brand Category	Car brands	5,500
Resale Value	Used car (s)	5,000
Product Info	Changan 7-seater	4,800
Product Interest	Changan Alsvin	2,350
Automobile Power	Electric Vehicles	980

*Source: ahrefs.com – Keywords Explorer, based on Changan’ s July search data in UAE, Qatar, and Saudi Arabia from industry brand traffic statistics collected by ahrefs.

- **Ranked second** in showroom count, with strong channel coverage building a solid offline service foundation.
- No livestream records detected in the past quarter.
- Low auto show participation, joining only one event, with limited exposure in major regional exhibitions.

Changan Sales Overview

◆ Offline Showrooms ◆

Rank

2

Number of Showrooms in the Three Middle East Countries (UAE, Saudi Arabia, Qatar)	Google Average Rating	Comprehensive Score
18	4.09	79.7

◆ Brand Livestreaming ◆

No livestream data detected for the past quarter.

◆ Auto Show Participation ◆

Statistical Period: July 2024 – July 2025

Rank

7

Number of Auto Shows	List of Specific Events
1	Jeddah International Motor Show 2024

*Source: Public Web Information and Cartea Database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



GWM

More accurate and detailed single-brand traffic analysis provides better insights for brand marketing.

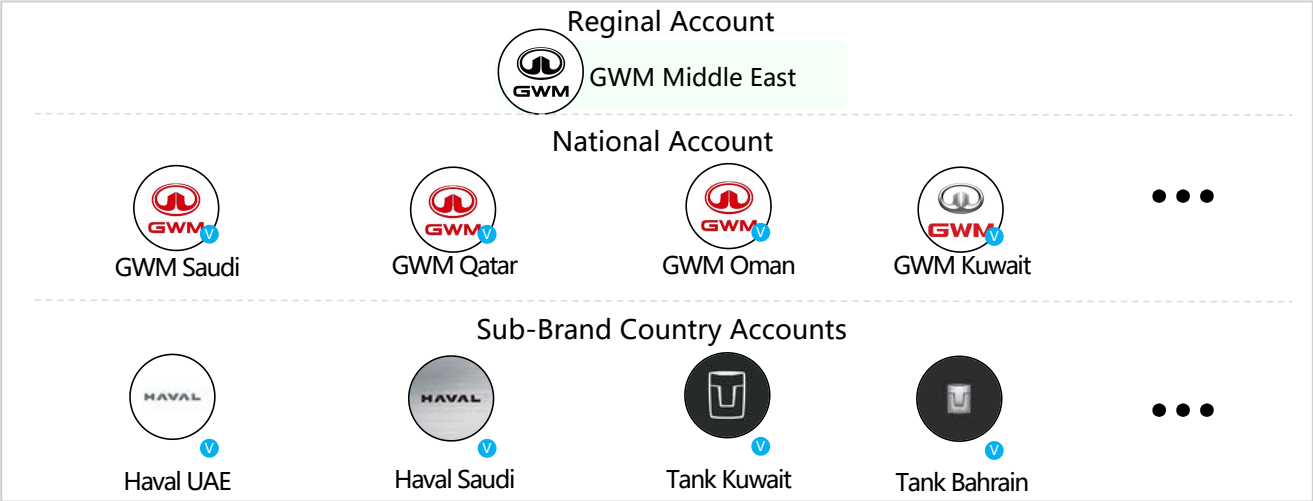
Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Master Brand Accounts + Sub-Brand Accounts:
The GWM main account coordinates brand communication, while the Haval and Tank sub-brand accounts focus on product lines and then localize for countries such as Saudi Arabia and the United Arab Emirates.



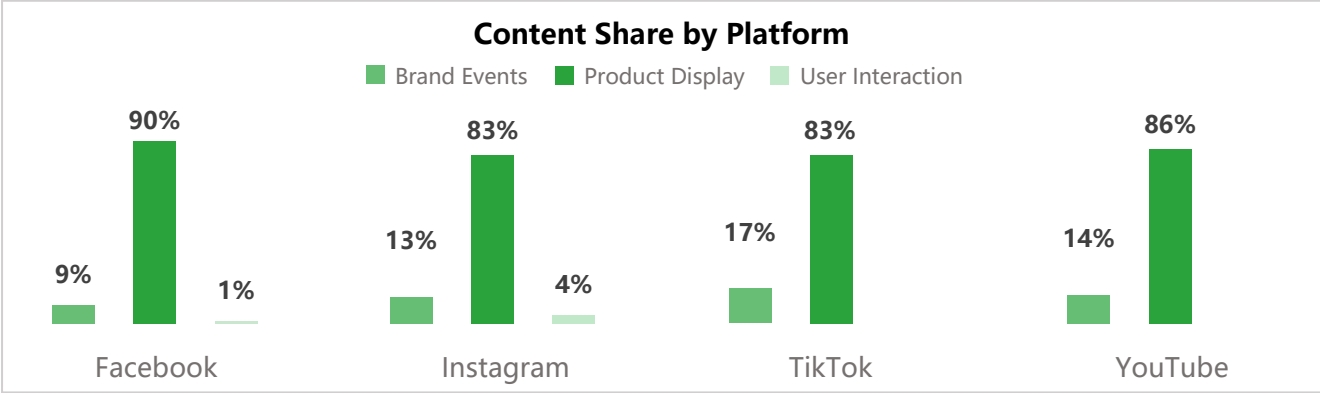
Platform Operations

Operating on all four platforms, **but with Instagram and Facebook** as the core; Only the GWM parent brand of TikTok is in continuous operation, while Haval and Tank have not made any moves.

Platform	Facebook	Instagram	TikTok	YouTube	Total
Followers	375,968	112,687	29,747	1,450	519,852
Posts	138	98	24	7	267
Posting Frequency	33-36 /W	22-25 /W	5-8 /W	1-2 /W	65-68 /W

Content Focus

Content is predominantly **product-focused (over 80% across all platforms)**, with no significant preference between image-text formats and video formats.



Content analysis

• **Offline HAVAL H6 Product Knowledge Workshops**

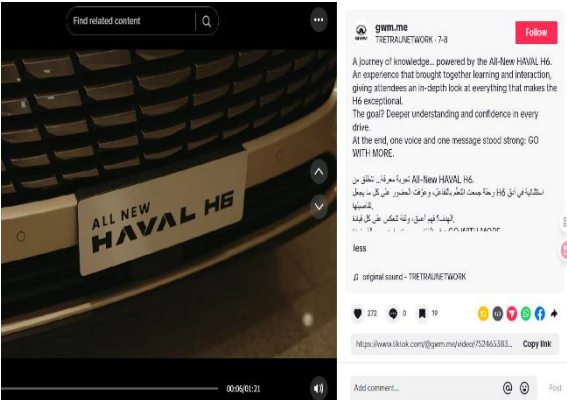
Showcasing HAVAL H6 workshops with desert off-roading and urban commuting scenarios, featuring HAVAL, TANK, and POER models.

• **Sponsorship of the 2025 World Music Festival**

Promoting sponsorship of the festival while highlighting brand narratives, global pickup sales, and the new Qatar service center.

• **“Great Wall Family Day” — Sharing Owner Stories**

Sharing authentic feedback from vehicle owners at events like Qatar Family Day.



*Source: Cartea Database

Brand-driven Model Initial brand awareness efforts are showing results, with product features tailored to family-oriented needs. Flagship models like the H9 effectively capture user attention and interest.

- **Flagship models drive search volume:** Haval H9, H6, and Jolion lead in popularity, with the H9 showing a sharp rise in model-specific interest. Frequent inclusion of “2025” in searches reflects strong anticipation for the new model year.
- **Clear brand association chain:** Searches show a progression from “Haval → GWM → Chinese cars.” Frequent cross-references between Tank and Haval suggest users are forming a basic understanding of the brand and its parent group.
- **Family-oriented product focus:** High-frequency terms like “7-seater” and “SUV” highlight large 7-seater SUVs as Haval’s core selling point. In comparisons, Jetour and MG are the most frequently mentioned competitors.

◆ Haval Monthly Search overview ◆

Search volume

13.6K MoM change
-2.59%

Potential Traffic

18K

Global Search Volume

445K Account for
3.06%

Search Keywords

Type	Keyword	SV
Brand	Haval	12,350
Model	Haval H9	10,150
Model	Haval H6	5,900
Local words	Haval ksa/uae/qatar	5,900
Model	Haval Jolion	4,050
Model	Haval H7	3,050
Model	Haval H9 2025	2,850
Price	Haval H6 price in ksa/uae/qatar	2,300
Price	Haval Jolion price in ksa/uae/qatar	1010
Brand	Haval Tank	310

Ranking Keywords in the Same Period

Type	Keywords	SV
Comparison	Toyota ksa	14,000
Comparison	Defender price in uae	7,700
Brand awareness	Haval	7,100
Brand Associations	Tank 500	6,050
Product Attention	Haval H9	5,700
Resale Value	Used cars in uae	4,700
Comparison	KIA qatar	4,000
Comparison	MG whale	3,200
Price sensitive	UAE petrol price	3,200
Brand awareness	Chinese cars in uae	2,500

Search Questions

Type	Queries	SV
Brand awareness	Haval car made in which country	100
Brand awareness	Haval which country brand	80
Price sensitive	How much is Haval H6	50
Comparison	Haval vs MG which is better	50
Price sensitive	How much is Haval car	40
Product info	How many seats in Haval H6	15
Brand awareness	When was Haval founded	10
Comparison	Haval or Jetour which is better	10
Product info	Haval H9 how many seats	10
Product info	Which Haval is a 7 seater	8

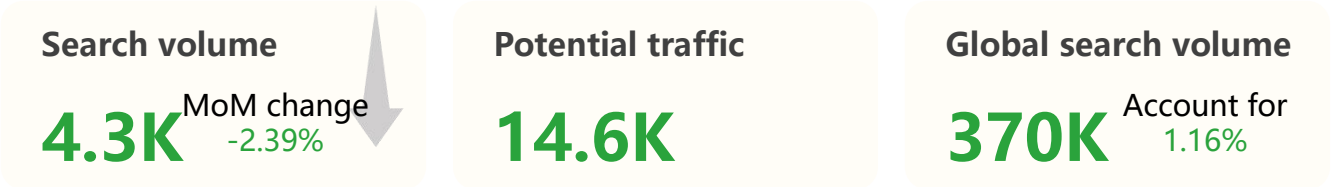
Related mentions

Type	Keywords	SV
Local Service	Saudi arabia/uae/qatar	297,400
Category Association	Car	58,400
Category Association	SUV	7,100
Resale Value	Used cars	6,400
Price sensitive	Price	3,200
Brand awareness	GWM	2,400
Technical Features	Cruise control	440
Powertrain	Hybrid	150
Powertrain	Electric vehicle	150
Technical Features	Android auto	100

*Source: ahrefs.com – Keywords Explorer, based on the search data for Haval in UAE, Qatar, and Saudi Arabia from industry brand traffic statistics collected by ahrefs in July.

- Model+Brand** Model awareness surpasses brand awareness, with products closely linked to the “luxury off-road SUV” image. However, searches are heavily diluted by unrelated terms with the same name.
- **Model-linked brand recognition is strong:** Model awareness exceeds brand awareness, forming a clear hierarchy of Tank 300 > Tank 500 > Tank 700 > Tank.
 - **Strong premium off-road positioning:** Tank frequently appears alongside “Luxury SUV” and high-end feature terms like “interior,” showing that its upscale design meets Middle Eastern consumer expectations.
 - **High semantic noise in branded searches:** Over 80% of Tank search traffic relates to unrelated topics such as aquariums and septic tanks, with only a small share tied to brand-relevant queries like country of origin.

◆ Tank Monthly Search Overview ◆



Search Keywords

Cat.	Keywrds	Volume
Model	Tank 300	10,200
Model	Tank 500	9,600
Model	Tank 700	4,800
Brand	Gwm Tank	3,350
Price	Tank 500 price in ksa/uae/qatar	3,300
Price	Tank 300 price in ksa/uae/qatar	2,100
Model	Gwm Tank 300	1,850
Price	Tank price	1,450
Local	Tank 500 uae/qatar	850
Model-Specific Keywords	Tank 500 interior	250

Ranking Keywords in the Same Period

Cat.	Keywrds	Volume
Product attention	Tank 300	10,200
Product attention	Tank 500	9,600
Product attention	Tank 700	4,800
Brand awareness	GWM Tank	4,250
Price sensitive	Tank 500 price in ksa/uae/qatar	2,900
Brand awareness	GWM	2,400
Price sensitive	Tank 300 price in ksa/uae/qatar	1,850
Brand awareness	China cars in uae / qatar	750
Category association	4x4 cars	450
Category association	SUV cars	400

Search Questions

Cat.	Key Queries	Volume
Brand awareness	Gwm Tank made in which country	40
Brand awareness	Gwm Tank 500 made in which country	30
Brand awareness	Gwm Tank 300 made in which country	10
High Volume of Irrelevant Queries		
Cat.	Key Queries	
Aquariums / Fish Tanks	How to calculate water tank capacity	
Aquariums / Fish Tanks	How to clean a fish tank	
Aquariums / Fish Tanks	How to decorate a fish tank	
Aquariums / Fish Tanks	How to cycle a fish tank	
Aquariums / Fish Tanks	What is the best lighting for a fish tank	

Related mentions

Cat.	Keywords	Volume
Local service	Saudi arabia	120,000
Local service	UAE	70,000
Category association	Vehicle	5,850
Category association	SUV	3,800
Brand awareness	GWM Tank	3,350
Brand awareness	GWM	2,700
Brand awareness	Tank	4,100
Category association	Luxury SUV	430
Powertrain	Diesel engine	200
Test drive association	Driving experience	80

*Source: ahrefs.com – Keywords Explorer, based on Tank’s July search data in UAE, Qatar, and Saudi Arabia from industry brand traffic statistics collected by ahrefs.

- Although it ranks third in the number of exhibition halls, **its score is relatively the highest** (approaching 4.5), indicating that the service quality of the exhibition hall is excellent.
- Focusing on dedicated live streaming sessions, although the number of sessions is small, the average duration of each session is 2 to 3 hours. However, various indicators such as viewing, interaction, and attention are all at a low level. There is still considerable room for improvement in both the scale and effectiveness of live streaming operations.
- The participation in auto shows is at a medium level, with a total of 3 auto shows participated, covering major markets such as Saudi Arabia and Qatar.

GWM Sales Overview

◆ Offline Showrooms ◆

Rank

3

Number of Showrooms in the Three Middle East Countries (UAE, Saudi Arabia, Qatar)	Google's average score	Comprehensive score
14	4.48	73.0

◆ Brand Livestreaming ◆

Statistical period: May to July 2025

排名

4

Live broadcast sessions	4	Comprehensive score	
Cumulative live time(min)	669	62.9	
Cumulative followers	0		
Peak concurrent users	2		
Cumulative views	164		
Cumulative interaction	8		

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank

4

Number of Auto Shows	List of Specific Events
3	Qatar Custom Show 2025
	Jeddah International Motor Show 2024
	Kuwait Annual Auto Show 2024

*Source: Public Web Information and Cartea Database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



CHERY

More accurate and detailed traffic analysis for a single brand can provide more guidance possibilities for brand marketing.

Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Country-level Account:

Operating country-level accounts in markets such as the UAE, Saudi Arabia, and Qatar.

National Account



Platform Operations

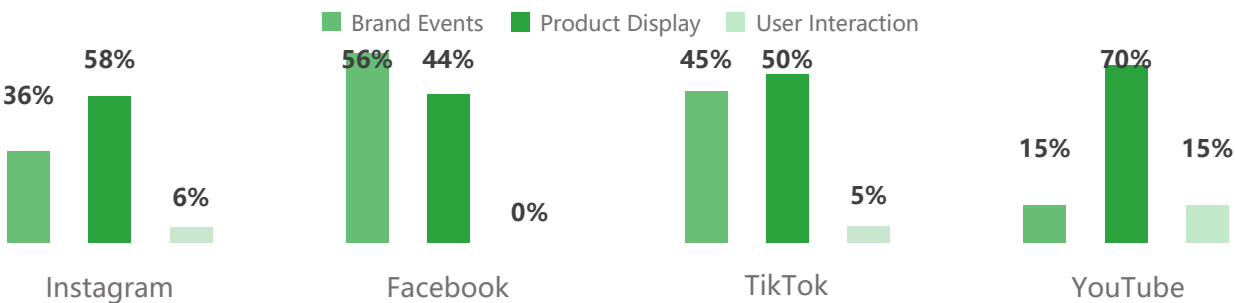
Primary efforts are concentrated on Instagram and Facebook, characterized by high posting frequency and large follower bases, supplemented by TikTok and YouTube as supporting channels.

Platform	 Instagram	 Facebook	 TikTok	 YouTube	Total
Followers	200,512	794,399	88,660	46,683	1,130,254
Posts	112	71	27	18	228
Posting Frequency	27-30 /W	16-19 /W	5-8 /W	3-6 /W	56-59 /W

Content Focus

Social media content is centered on **product showcases** and **brand-led activations**. Content formats are **platform-differentiated**: Instagram and Facebook are dominated by images and photo carousels, whereas TikTok and YouTube are highly video-centric.

Content Share by Platform



Content Analysis

Promoting Seasonal Sales and Dealer Participation

Campaigns like “limited-time summer offers” promote low-interest financing, while highlighting Al Sarab’ s participation in the Mosul Ashur Mall opening and the 10-year partnership anniversary with GB Auto.

Publishing Sales Performance and Industry Recognition

Monthly sales updates feature the TIGGO series’ 1-million-unit milestone and awards for “Outstanding Service Experience.”

Simultaneous Promotion of Tiggo and Arrizo Models

Focus on promoting new energy models like the Tiggo 8 Hybrid, while maintaining exposure for fuel models like Tiggo 7 and Arrizo 8. Content includes new model announcements, feature analyses, and pricing updates.



*Source: Cartea Database

Brand-driven
Model

The main challenge remains brand recognition when using the National and Tiggo series for traffic generation. Competition among Chinese brands is fierce, with strong ties to authoritative platforms.

- **A preliminary model matrix has taken shape:** The SUV lineup is well established, with the Tiggo series accounting for 60% of searches and strong interest in pricing. The Arrizo series represents 20%, solidifying its position as an entry-level sedan.
- **Fierce competition among Chinese brands:** Chery’ s **Chinese brand identity** stands out, with frequent user comparisons to **Jetour, Geely, and MG**.
- **Strong ties to authoritative platforms:** Users often reference **local automotive media** and **major dealership groups**, indicating that consumers rely on **professional portals and dealers** when choosing a brand.

◆Chery Monthly Search Overview◆

Search volume

4.9K MoM change
-0.25%



Potential traffic

15K

Global search volume

419K Account for
1.17%

Search Keyword

Cat.	Keywords	SV
Brand	CHERY	 6,400
Local	CHERY UAE/KSA/QATAR	 4,100
Model	CHERY TIGGO 9	 1,150
Model	CHERY TIGGO	 1,050
Model	CHERY TIGGO 7 PRO	 1,050
Price	CHERY Car Prices In UAE/KSA/QATAR	 1,000
Model	CHERY TIGGO 4 PRO	 950
Model	CHERY ARRIZO 5	 950
Model	CHERY TIGGO 8 PRO	 800
Model	CHERY ARRIZO	 750

Search Questions

Cat.	Key Queries	SV
Brand awareness	CHERY Car Made In Which Country	50
Brand awareness	CHERY Which Country Brand	 30
Brand awareness	CHERY TIGGO Made In What Country	 15
Price Sensitive	How Much Is CHERY TIGGO 4 PRO	 18
Price Sensitive	How Much Is CHERY TIGGO 7 PRO	 15
Price Sensitive	How Much Is CHERY TIGGO 8 PRO MAX	 13
Brand awareness	What Brand Of Car Is A CHERY	 10
Comparision	CHERY VS GEELY Which Is Better	 10
Comparision	CHERY VS MG Which Is Better	 8
Usage Scenarios	How To Reset CHERY TIGGO Service Light	 8

Ranking Keywords in
the Same Period

Cat.	Keywords	SV
Local	UAE/KSA/Qatar	266,000
Comparision	JETOUR T2 Price In Qatar	 4,700
Comparision	JETOUR UAE / JETOUR Qatar	 3,300
Comparision	GEELY Qatar	 3,100
Comparision	HYUNDAI Qatar	 2,600
Comparision	CHEVROLET Qatar	 2,400
City promotion	Brand For Less Qatar	 1,900
Comparision	SKODA Qatar / PEUGEOT Qatar	 1,200
Brand awareness	China Cars In UAE / Chinese Cars	 1,100
Vertival media	Yalla Motors Qatar	 1,000

Related mentions

Cat.	Keywords	SV
Local	UAE/KSA/Qatar	322,000
Dealership Groups	Abu Dhabi	 76,000
CategoryAffiliation	Car / Cars	 57,400
Comparision	LAND ROVER / JAGUAR LAND ROVER	 10,200
CategoryAffiliation	SUV / Vehicles	 3,400
Dealer group	AW Rostamani	 1,000
Price Sensitive	New Car Prices In UAE /Qatar	 900
Comparision	BEIJING Car	 850
Product info	Best 7 Seater SUV In UAE	 450
Test drive related	Test Drive	 400

*Surce: ahrefs.com-Keywords Explorer, based on the situation of Chery in the United Arab Emirates, Qatar and Saudi Arabia in July retrieved from the industry brand traffic data collected by ahrefs

- The number of exhibition halls is relatively small and their ratings are low (< 4), and offline services or user experiences have not yet formed a word-of-mouth advantage.
- It ranks second in the live streaming ranking. Its main advantage lies in the **highest frequency of live streaming**, but the efficiency of user interaction and follow conversion is relatively low.
- **It was relatively active in participating in auto shows**, taking part in a total of 4 auto shows, covering key markets such as Kuwait and Iraq.

Chery Sales Overview

◆ Offline Showrooms ◆

Rank

6

Number of Showrooms in the Three Middle East Countries (UAE, Saudi Arabia, Qatar)	Google's average score	Comprehensive score
8	3.90	30.9

◆ Brand Livestreaming ◆

Statistical period: May to July 2025

Rank

2

Live broadcast sessions	33	Comprehensive score
Cumulative live time(min)	716	
Cumulative followers	24	
Peak concurrent users	81	
Cumulative views	51,448	
Cumulative interaction	2,223	81.0

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank

2

Number of Auto Shows	List of Specific Events
4	Erbil International Auto Show 2025
	Kuwait Auto World Show 2025
	Auto Show Iraq 2024
	Kuwait Motor Show 2024

*Source: Publicly available online information search and Cartea database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



BYD



BYD

More accurate and detailed traffic analysis for a single brand can provide more guidance possibilities for brand marketing.

Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Middle East & Africa Regional Master Account + Country-Level Accounts:
A Middle East & Africa regional master account has been established, with multiple country-level accounts underneath, including Saudi Arabia and the United Arab Emirates.

Regional Account

byd_middleeastfrica, BYD Middle East and Africa

National Account

Bydautojo
BYD Auto Jordan

byd_ksa
BYD KSA

byd.uae, BYD
UAE, BYD.UAE

Bydqatar
BYD Qatar

byd_oman

byd.bahrain, BYD BAHRAIN
bydbahrain

Bydegyp
BYD Egypt



Platform operation

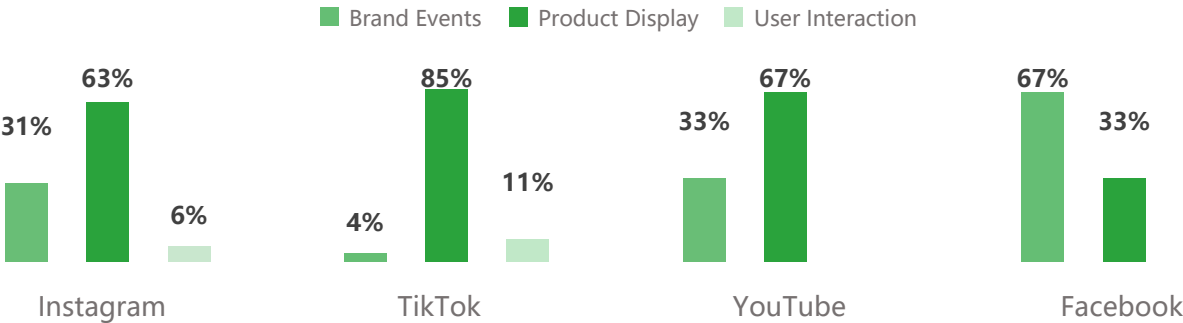
Instagram is the main content hub with the highest posting frequency. **Facebook** has the fewest updates in July but the largest follower base. **TikTok** and **YouTube** serve as secondary channels, though **YouTube** shows the lowest activity and smallest audience.

Platform	 Instagram	 TikTok	 YouTube	 Facebook	Total
Follower	107,000	32,564	5,229	186,979	331,772
Posts	81	32	14	11	138
Posting frequency	19-22 /W	7-10 /W	2-5 /W	1-4 /W	33-36 /W

Content Focus

Social content is mainly **product-focused**, with **Facebook** being the only platform driven by **brand activities**. In format, **TikTok** and **YouTube** focus on videos, **Instagram** balances images and videos, while **Facebook** primarily posts static images.

Content Share by Platform



Content Analysis

Executive Interviews and Authoritative Certifications

Executive interviews outline regional strategies and the design philosophy of the SEALION 7, alongside updates on visits to BYD headquarters. Content highlights EU NCAP safety ratings and regular monthly sales reports.

Collaborations with Popular IPs for Promotional Campaigns

Announced global partnership with Inter Milan and collaboration with the film “Ne Zha 2,” linking the brand with major sports and cultural IPs.

Promoting New Energy Vehicle Purchase Policies

During the summer sales season, offered discounts, gifts, and warranty incentives for models such as Seal U, ATTO 3, and Tang DM-i, while emphasizing driving range and hybrid technology advantages.

Owner Interview Highlights

Interviews share real owners’ stories around after-sales experiences and reasons for choosing electric vehicles.

*Source: Cartea Database



Brand-driven Model

By leveraging sports event popularity, several high-end models gained visibility, yet challenges in brand awareness, pricing, and purchasing processes remain.

- **High-end models draw strong attention:** Models like **BYD U8** and **BYD Seal** rank high in searches, reflecting strong interest in BYD’ s premium new energy SUVs and sports sedans.
- **Brand awareness remains a major barrier:** About **70%** of searches ask questions such as “BYD — which country / what does it mean.” Users also research **pricing, financing, registration, and charging**, showing that **cost and process factors** significantly affect conversion.
- **Origin, competitors, and fuel prices remain key factors:** Around **60%** of related searches include terms like “Land Cruiser, Hilux, Jeep, Petrol Price,” indicating that purchase decisions are still influenced by perceptions of **Japanese/Korean brand reliability, fuel costs, and off-road performance**.
- **Leveraging event-driven momentum:** Related trending searches often mention **sports events** and “better life,” showing growing recognition of BYD’ s brand slogan.

◆BYD Monthly Search Overview◆

Search volume

30K MoM change 1.43%



Potential traffic

36.1K

Global search volume

4.3M Account for 0.70%

Search Keyword

Cat.	Keywords	SV
Brand	BYD	25000
Local	BYD UAE/KSA/Qatar	18900
Model	BYD Leopard 8	6200
Model	BYD U8	5600
Model	BYS Seal	5600
Model	BYD Han	4400
Model	BYD Leopard 5	4350
Model	BYD Sealion 7	3900
Model	BYD Song plus	3100
Model	BYD Atto 3	2500

Search Questions

Cat.	Key Queries	SV
Brand awareness	What does BYD stand for	80
Brand awareness	BYD which country	70
Brand awareness	BYD is from which country	60
Brand investment	How to buy BYD stock	50
Price sensitive	How much is BYD car	50
Comparison	Tesla vs BYD which is better	40
Brand awareness	What is BYD	20
Brand awareness	What does BYD mean	20
Technical cognition	What is BYD DMI technology	20
Usage scenarios	How to charge BYD at home	20

Ranking Keywords in the Same Period

Cat.	Keywords	SV
Brand awareness	BYD	62,800
Comparison	Toyota Land Cruiser	37,000
Comparison	Jeep / Toyota J Series	36,000
Price sensitive	FAB Online	23,000
Home appliance retail	Emax	19,450
Price sensitive	Salik Balance Check	9,000
Price sensitive	UAE Petrol Price	7,700
Comparison	Toyota Hilux	7,100
Comparison	Hyundai Elantra	7,000
Sports event	Oman vs USA	2,900

Related mentions

Cat.	Keywords	SV
Local service	Saudi Arabia	120,000
Category Affiliation	Car	57,400
Comparison	Land Cruiser	37,000
Category Affiliation	Jeep / J-series	36,000
Petrol VS EV	Petrol / Battery	14,600
Brand awareness	Hong Kong	12,400
Government service	DM (Dubai Municipality)	8,200
Dealer group	AL Futtaim	6,500
Comparison	Hilux	3,900
Brand awareness	Better Life	900

*Source: Ahrefs.com – Keywords Explorer. Data reflects the performance of BYD in the United Arab Emirates, Qatar, and Saudi Arabia as of July, derived from industry brand traffic metrics collected by Ahrefs.

- The number of exhibition halls and their ratings are relatively balanced, and the quality of offline services and customer experience remain at a relatively stable level.
- No live streaming records of the recent quarter have been detected for the time being.
- **The participation in auto shows is relatively low**, with only one auto show attended, resulting in relatively insufficient exposure at regional mainstream exhibitions.

BYD Sales Overview

◆ Offline Showrooms ◆

Rank

4

Number of Showrooms in the
Three Middle East Countries
(UAE, Saudi Arabia, Qatar)

12

Google's
average score

4.29

Comprehensive
score

58.5

◆ Brand Livestreaming ◆

No livestream data detected for the past quarter.

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank

7

Number of Auto
Shows

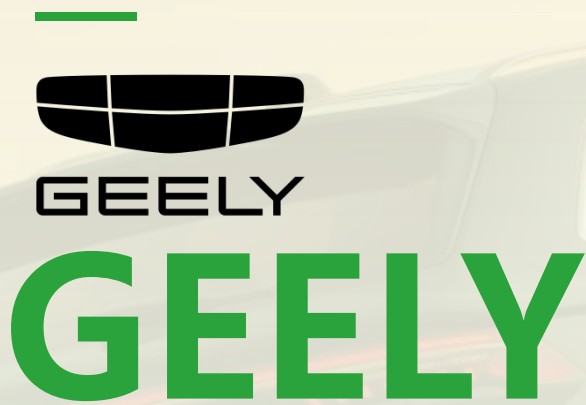
1

List of Specific Events

Jeddah International Motor Show 2024

*Source: Publicly available online information search and Cartea database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



More accurate and detailed traffic analysis for a single brand can provide more guidance possibilities for brand marketing.

Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Middle East Regional Account + Country Accounts + Dealer Accounts:
Open a Middle East general account, with a focus on operating accounts for countries such as the United Arab Emirates and regional distributor accounts for countries like Saudi Arabia.



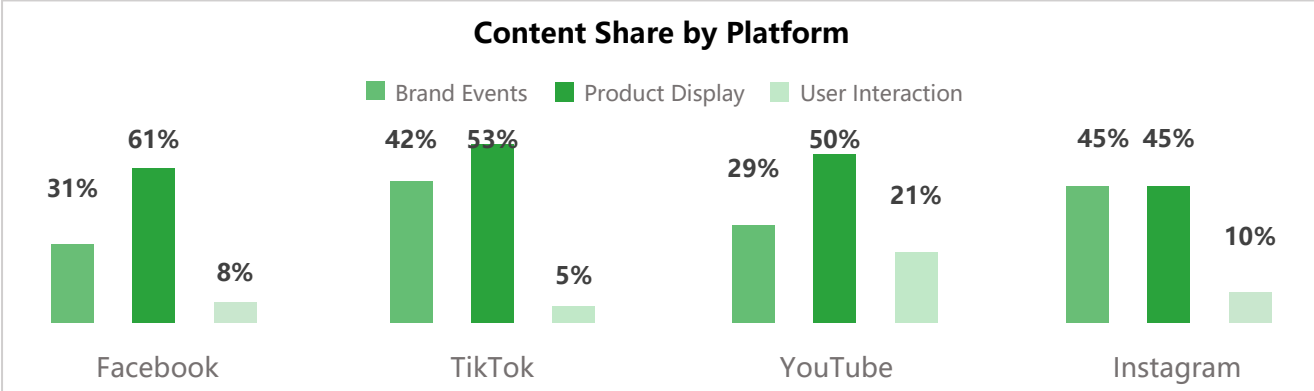
Platform operation

It mainly operates four platforms: Facebook, TikTok, Instagram and YouTube. Facebook is at the core, while YouTube has a low update frequency and a small fan base.

Platform	Facebook	TikTok	YouTube	Instagram	Total
Followers	670,670	43,150	5,930	38,020	757,770
Posts	113	22	14	12	161
Posting frequency	27-30 /W	4-7 /W	2-5 /W	2-5 /W	39-42 /W

Content Focus

Social media content mainly focuses on **product showcases and brand activities** (together exceeding **80%** across platforms), with all platforms emphasizing **video formats**. However, **Facebook** and **Instagram** favor **images and photo albums** (about **60%** each).



Content Analysis

• Promote the community tour test drive event

It is announced that during July and August, a series of test drive events will be held in multiple communities, emphasizing the experience of new models such as Monjaro.

• Promote the opening event of the new exhibition hall

Concentrate on promoting the opening ceremony of the new exhibition hall in Dubai and the plans for new exhibition halls in Dammam, Saudi Arabia and Riyadh.

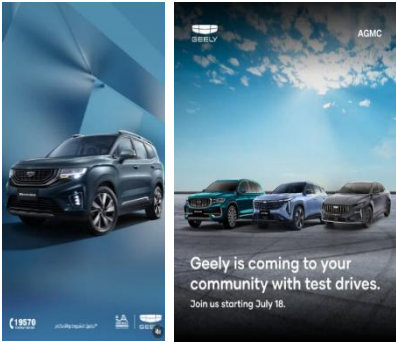
• Comprehensively showcase the strength of SUV products

We will focus on promoting our main SUV models (EX5 and New Monjaro), presenting the product advantages comprehensively from new car previews, design analysis, performance tests to intelligent technologies.

• The first owners' club gathering was officially announced

Showcase the brand's first exclusive community gathering for car owners.

*Source: Cartea Database



Brand-driven
Model

The joint efforts of the brand and model matrix have achieved results in the construction of localized channels, but the problem of user experience and word-of-mouth is serious.

- **Brand and model matrix shape user perception:** Searches mainly revolve around the brand keyword “Geely,” with Coolray leading among fuel models. Meanwhile, interest in new energy models like EX5 is gradually rising.
- **Local service network expansion drives demand:** Geely's rapid channel development in the Middle East has increased attention to **offline showrooms** in cities such as **Dubai** and **Riyadh**.
- **High value, but gaps in user experience:** While strong **cost performance** builds brand trust, frequent searches on basic operations (e.g., **opening the fuel tank, language settings**) reveal that **user education** remains insufficient.

◆ Geely Monthly Search Overview ◆

Search volume

15K MoM change
0.42%



Potential traffic

56.5K

Global search volume

312K Account for
4.81%

Search Keyword

Cat.	Keywords	SV
Local	Geely ksa/qatar/uae	14,700
Brand	Geely	13,700
Model	Geely coolray	9,700
Model	Geely emgrand	4,900
Model	Geely monjaro	4,700
Model	Geely tugella	3,000
Price	Geely coolray price ksa/qatar/uae	2,350
Price	Geely car price in ksa/qatar/uae	1,300
Local	Geely showroo dubai/qatar/riyadh	420
Model	Geely ex5	280

Search Questions

Cat.	Key Queries	SV
Brand awareness	Geely made in which country	120
Brand awareness	Geely which country brand	50
Brand awareness	Who owns geely	40
Product info	Geely coolray how many seater	10
Price sensitive	How much is geely coolray	10
Brand awareness	When did geely buy volvo	10
Product info	Who designed geely monjaro	10
Usage Scenarios	How to open gas tank geely coolray	0-10
Usage Scenarios	How to change language in geely coolray	0-10
Usage Scenarios	How to change geely key battery	0-10

Ranking Keywords in
the Same Period

Cat.	Keywords	SV
Comparison	Changan	65,000
Category Affiliation	Car	36,000
Brand awareness	Geely	33,800
Local service	Postal Code	24,000
Product focus	Geely monjaro	21,600
Product focus	Geely coolray	16,900
Category Affiliation	Pickup	15,000
Local service	Geely ksa/qatar/uae	14,700
Price sensitive	Ksa/qatar/uae price	14,700
User Education	Car Website	8,000

Related mentions

Cat.	Keywords	SV
Local service	Saudi Arabia/qatar/uae/	265,000
Category Affiliation	Car	68,400
Brand awareness	Geely	13,700
Local service	Geely ksa/qatar/uae	12,450
Brand awareness	Hong Kong	12,100
Product focus	Geely emgrand	9,800
Category Affiliation	Company	8,800
Product focus	Geely monjaro	3,600
Resale Value	Used cars	3,100
Vehicle Powertrain	Electric Vehicle	1,300

* Source: ahrefs.com-Keywords Explorer, based on the situation of Geely in the United Arab Emirates, Qatar and Saudi Arabia in July retrieved from the industry brand traffic data collected by ahrefs

- The offline channel layout is relatively weak. Even if the score ranks high and the service quality of each point is good, due to the limited number of exhibition halls, it has not been able to form a wide regional word-of-mouth influence.
- **No live streaming records of the recent quarter have been detected for the time being**
- **Participation in auto shows was relatively moderate**, with a total of three auto shows attended, demonstrating a strong willingness for brand exposure.

Geely Sales Overview

◆ Offline Showrooms ◆

Rank

8

Number of Showrooms in the
Three Middle East Countries
(UAE, Saudi Arabia, Qatar)

4

Google's
average score

4.30

**Comprehensive
score**

22.8

◆ Brand Livestreaming ◆

No livestream data detected for the past quarter.

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank

4

Number of Auto
Shows

3

List of Specific Events

Fleet Auto Show 2025

Qatar International Motor Show 2025

Jeddah International Motor Show 2024

*Source: Publicly available online information search and Cartea database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



DONGFENG

DONGFENG

More accurate and detailed traffic analysis for a single brand can provide more guidance possibilities for brand marketing.

Social Media
Influence

Search Appeal

Sales Conversion Power

Account Matrix

National Accounts + Dealer Accounts:
Primarily operating country-level accounts in markets such as the UAE and Saudi Arabia, complemented by regional dealership accounts.

National Accounts



Dongfenguae
DongfengUAE



dongfengksa
Dongfeng KSA | دونغ فينغ السعودية
Dongfengksa



Dongfeng Iraq



dongfeng.jo
Dongfeng Jordan

...

Dealer Accounts



mortosx_3ig8hfil

Platform operation

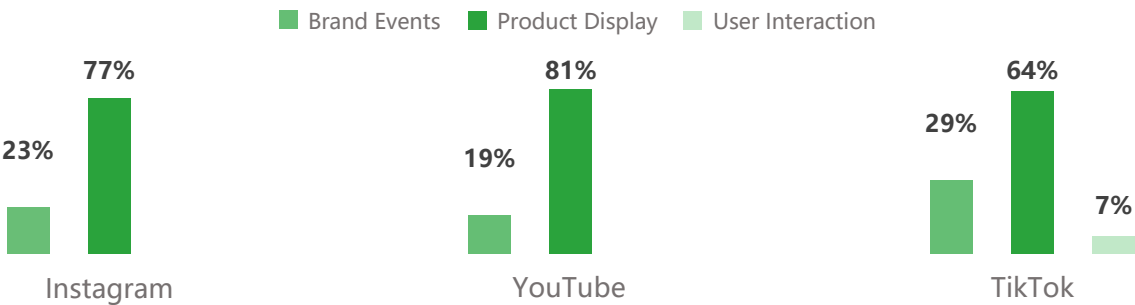
Instagram serves as the primary content publishing hub with the highest posting frequency. TikTok and YouTube have similar update frequencies, but follower bases differ significantly, with TikTok’s audience approximately 62 times larger than YouTube’s.

Platform	 Instagram	 YouTube	 TikTok	Total
Followers	77,962	1,795	111,060	190,817
Posts	65	20	17	102
Posting frequency	15-18 /W	4-7 /W	3-6 /W	24-27 /W

Content Focus

Social media content is predominantly **product display** (accounting for 60%-80% across platforms). In terms of format, TikTok and YouTube prioritize video content, while Instagram emphasizes images and photo albums.

Content Share by Platform



Content Analysis

- Promoting Financial Incentive Policies**
The campaign highlights installment plans through partnerships with Laith Al-Obaidi dealerships and Al-Ahli Bank, focusing on vehicle configurations, pricing advantages, and after-sales services.
- Showcasing Vehicle Details Through Usage Scenarios**
Promoting key models for different needs, like the family-friendly IX7, the tech-savvy MAGE, and the sporty A30 SHINE.
- Sharing Vehicle Owner Interviews and Driving Experiences**
Curated real owner interviews and experience shares, showcasing their firsthand journeys from vehicle selection and purchase to daily usage.



*Source: Cartea Database

Brand-driven Model

Brand search volume is relatively low, and user search initiative is weak; overall consumer awareness of Dongfeng Motors remains at an early stage.

- **Although the brand is small in scale, it has a certain initial model memory:** the flagship models SHINE and MAGE account for 68% of the total model searches. The price terms have just emerged, and the overall situation is still in its infancy.
- **The scale of the problem is extremely small:** Users' active search for problems is rare, and the problems all focus on "who owns/which country made it", indicating that users have little knowledge of Dongfeng Motor and their initiative is relatively weak.
- **It does not have an advantage in the competition among Chinese cars:** It automatically associates the perception of Chinese cars in the same period search, but it needs to compete with internal brands such as Geely, Changan, and Hongqi for a position, and is currently lagging behind.

◆ Dongfeng Monthly Search Overview ◆

Search volume

1.9K

MoM change
0.69%



Potential traffic

2.25K

Global search volume

74K

Account for
2.57%

Search Keyword

Cat.	Keywords	SV
Brand	DONGFENG	2,890
Local	DONGFENG UAE/KSA/Qatar	1,750
Model	DONGFENG SHINE	580
Model	DONGFENG MAGE	360
Model	DONGFENG M-HERO 917	160
Price	DONGFENG Car Prices In UAE/KSA/Qatar	130
Price	DONGFENG SHINE Price In UAE/KSA/Qatar	130
Model	DONGFENG AX7	110
Model	DONGFENG Truck / Van / AX7	90
Model	DONGFENG FORTHING	80

Search Questions

Cat.	Key Queries	SV
Brand awareness	Who Owns DONGFENG Motors?	10
Brand awareness	DONGFENG Made In Which Country	10
Brand awareness	Who Owns DONGFENG	10

Ranking Keywords in the Same Period

Cat.	Keywords	SV
Local Service	UAE/KSA/Qatar	266,000
Comparison	NISSAN Qatar / NISSAN Showroom Dubai	5,000
Comparison	NISSAN Showroom Dubai / TOYOTA Showroom Qatar	4,500
City promotion	Offers In KSA / Offer In KSA	3,700
Comparison	JEEP UAE / JEEP Qatar	3,600
Comparison	HONDA Qatar / HONDA CITY Price In Qatar	2,900
City promotion	Brand For Less Qatar	1,900
Brand awareness	Chinese Cars / Chinese Car Brands In UAE/KSA/Qatar	1,600
City promotion	Qatar Car Sale / Car Sale Qatar	1,400
Vertical media	Yalla Motors Qatar	1,000

Related mentions

Cat.	Keywords	SV
Local Service	UAE/KSA/Qatar	266,000
Dealership Groups	Abu Dhabi	76,000
Category Affiliation	Cars / Car / Vehicles / Vehicle	60,900
Comparision	NISSAN	31,400
Brand awareness	Chinese / China / Hong Kong	8,900
Brand awareness	Company / Group / Joint Venture	7,700
Comparision	NISSAN Showroom Dubai / HONDA Showroom Dubai	2,200
Price sensitive	Sale UAE / Car Prices UAE / New Car Prices In UAE	1,400
Comparision	BEIJING Car	850
Test Drive Associations	Test Drive	400

*Source: ahrefs.com – Keywords Explorer. Statistics are based on industry brand traffic data recorded by ahrefs, reflecting Dongfeng search activity in July across the UAE, Qatar, and Saudi Arabia.

- **Regional showroom coverage is relatively limited;** although ratings are generally high (>4), the small number of locations constrains offline service capacity.
- Despite a limited number of live-streaming sessions and short average durations, peak concurrent viewers and interaction metrics are strong, indicating high engagement potential of live content.Auto show participation is comparatively low, with involvement in only one professional summit and minimal exposure at public exhibitions.
- **Auto show participation is comparatively low,** with involvement in only one professional summit and minimal exposure at public exhibitions.

Dongfeng Sales Overview

◆ Offline Showrooms ◆

Rank

7

Number of Showrooms in the
Three Middle East Countries
(UAE, Saudi Arabia, Qatar)

6

Google's
average score

4.27

Comprehensive
score

28.0

◆ Brand Livestreaming ◆

Statistical period: May to July 2025

Rank

3

Live broadcast sessions

3

Comprehensive score

Cumulative live time(min)

71

Cumulative followers

128

Peak concurrent users

406

Cumulative views

7,523

Cumulative interaction

21,309

64.7

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank

7

Number of
Auto Shows

1

List of Specific Events

Electric Vehicle Innovation Summit Abu Dhabi 2025

Chinese Auto Brands Monthly Marketing Scan in the Middle East

BAIC

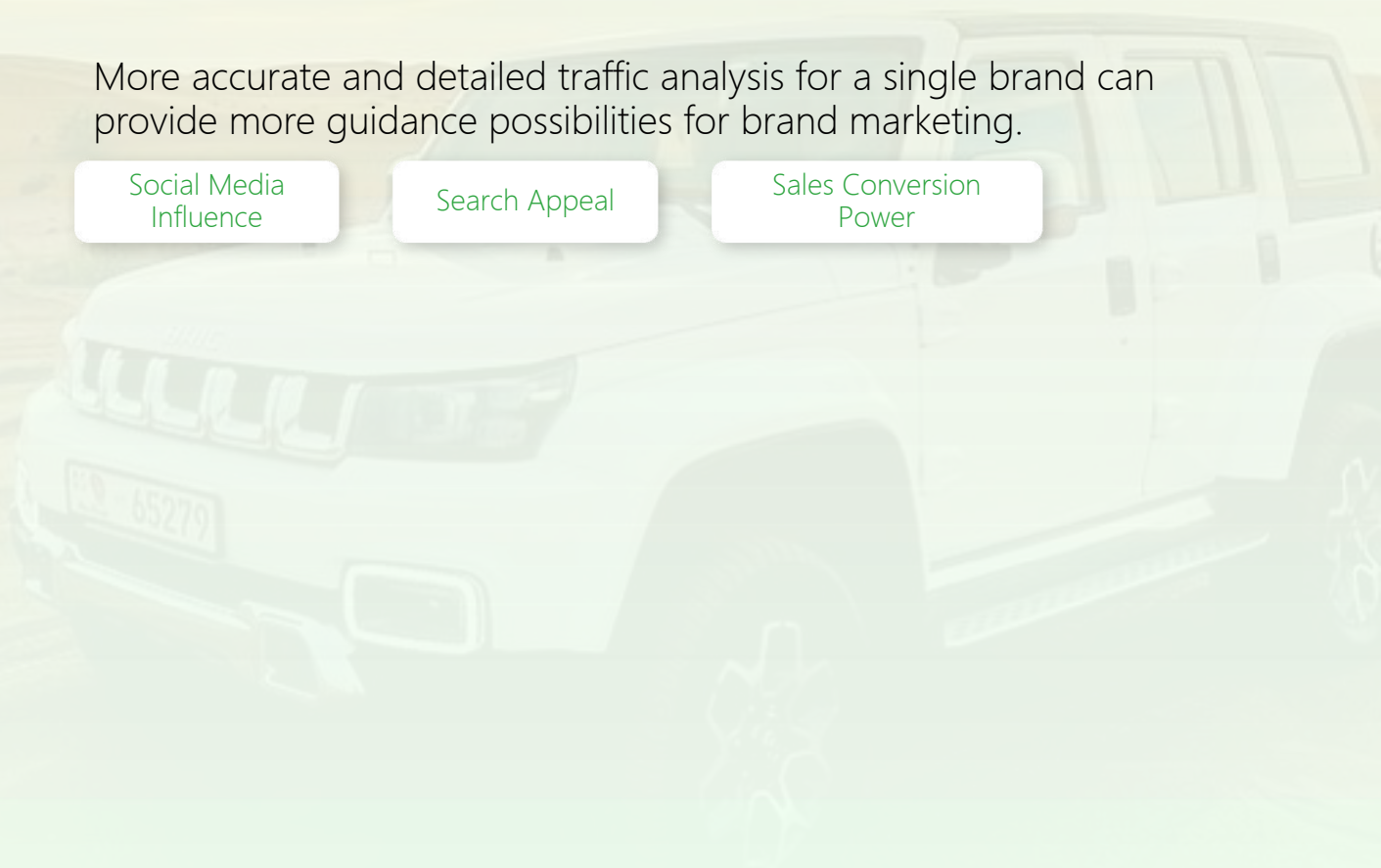
BAIC

More accurate and detailed traffic analysis for a single brand can provide more guidance possibilities for brand marketing.

Social Media
Influence

Search Appeal

Sales Conversion
Power



Account Matrix

National Accounts:
Operating National Accounts in markets such as Saudi Arabia and the UAE.



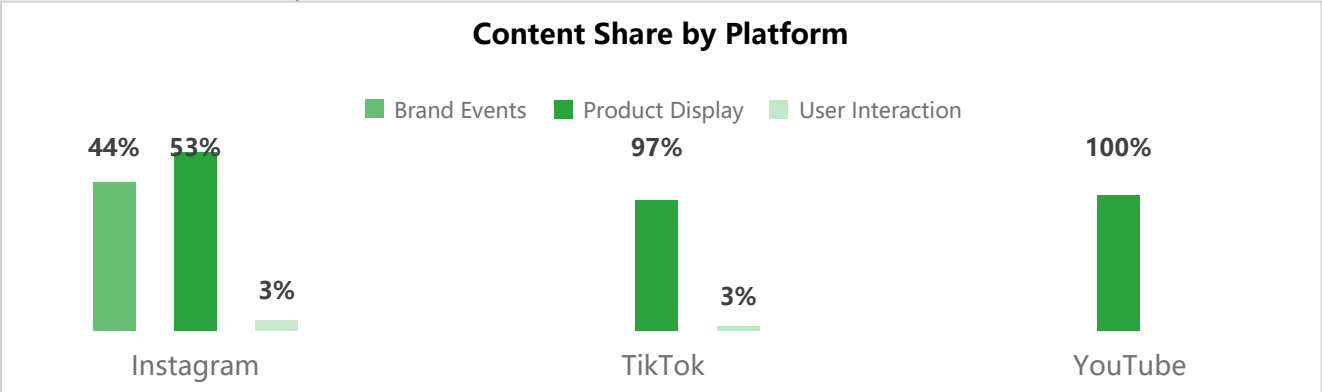
Platform operation

Instagram serves as the primary content hub with the highest posting frequency and largest follower base. TikTok and YouTube have similar update frequencies, but TikTok’ s follower count exceeds YouTube’ s by more than five times.

Platform	 Instagram	 TikTok	 YouTube	Total
Followers	176,177	165,292	30,908	372,377
Posts	158	32	25	215
Posting frequency	38-41 /W	7-10 /W	5-8 /W	52-55 /W

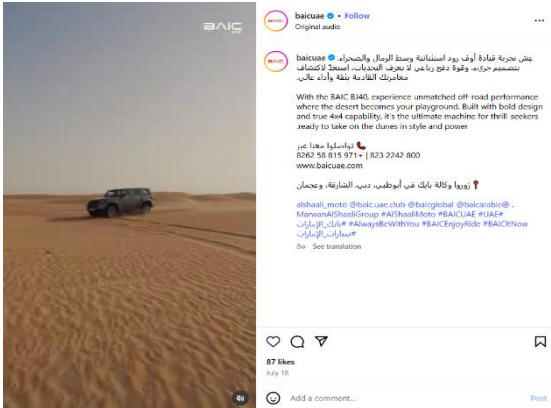
Content Focus

TikTok and YouTube focus primarily on product showcases, almost exclusively in video format (nearly 100%). Instagram balances brand activities and product displays without a clear preference, with a stronger emphasis on images and photo albums.



Content Analysis

- Promoting Vehicle Financing Policies**
Highlighting zero-down payment and promotions for models like BJ30, BJ40, X7, X35, and U5 PLUS, with a focus on pricing, features, and after-sales.
- Desert Off-Road Scenarios Highlighting Vehicle Off-Road Capabilities**
Showcasing the off-road capabilities of models like BJ40 and BJ40 PRO through desert off-roading scenarios.
- Tech Videos Showcasing Advanced Features**
Highlighting the smart technology and performance of models such as X55 and X7.



*Source: Cartea Database

Brand-driven Model

User searches remain at the early stage of brand awareness, with branded keywords dominating search traffic. Individual models such as the BJ40 show potential to evolve into bestsellers.

- Branded Keywords Dominate Awareness:** Branded keyword searches make up 65% of traffic, with BJ40, BJ30, BJ80, and BJ60 following in order. The BJ40 is often linked with Jeep and G-Wagon, showing potential as a "star model."
- Brand Ownership Queries Are Prominent:** Most related searches focus on "country of origin," with little interest in other brand aspects, indicating limited brand awareness.
- Comparison Across Luxury and Commercial Lines: Models BJ80 and BJ60** appear with "Mercedes-Benz, Toyota Hiace, and G-Wagon" in searches, seen as high-value alternatives. There is also significant interest in second-hand availability and pricing.

◆BAIC Monthly Search Overview◆

Search volume

10K

MoM change
0.77%



Potential traffic

15.2K

Global search volume

148K

Account for
6.76%

Search Keyword

Cat.	Keywords	SV
Brand	BAIC	10,900
Local	BAIC UAE/KSA/Qatar	5,900
Model	BAIC BJ40	2,550
Model	BAIC BJ30	1,550
Price	BAIC car prices in UAE/KSA/Qatar	1,320
Model	BAIC BJ80	1,010
Model	BAIC BJ60	650
Model	BAIC X7	640
Model	BAIC U5 plus	580
Local	BAIC service center	340

Search Questions

Cat.	Key Queries	SV
Brand awareness	BAIC car made in which country	50
Brand awareness	BAIC is from which country	30
Brand awareness	BAIC which country	30
Brand awareness	BAIC made in which country	30
Brand awareness	Where are BAIC cars made	18
Brand awareness	Who owns BAIC cars	17
Brand awareness	What is BAIC car	17
Price sensitive	How much is BAIC BJ40	15
Brand awareness	Who owns BAIC	10
Model awareness	BAIC BJ40 made in which country	10

Ranking Keywords in the Same Period

Cat.	Keywords	SV
Local service	Saudi Arabia/UAE/Qatar	195,100
Comparison	Jeep UAE	2,800
Comparison	G-WAGON Price	1,400
Brand awareness	Chinese Car Brands In UAE	1,000
Product focus	BJ40 / BJ80	600
Comparison	HONGQI Qatar	600
Resale Value	Used Cars Sharjah	450
Dealership Groups	Al Ain Class Motors	400
Product info	Best 7 Seater SUV In UAE	400
Resale Value	Pre Owned Cars UAE	350

Related mentions

Cat.	Keywords	SV
Local service	Saudi Arabia/UAE/Qatar	266,000
Category Affiliation	Cars	57,400
Comparison	MERCEDES BENZ	10,300
Comparison	TOYOTA HIACE	4,300
Brand awareness	BEIJING	3,000
Brand awareness	Chinese Cars	1,150
Brand awareness	Joint Venture	1,000
Resale Value	Used Cars Sharjah	450
Product info	Best 7 Seater SUV In UAE	450
Price sensitive	Car Prices	220

*Source: ahrefs.com – Keywords Explorer. Statistics are based on industry brand traffic data recorded by ahrefs, reflecting Beijing Automotive search activity in July across the UAE, Qatar, and Saudi Arabia.**

- Showroom numbers are relatively low with the lowest ratings (<4), indicating notable gaps in offline channel coverage and service quality.
- No live-streaming activity has been recorded in the past quarter.
- Auto show participation is relatively limited, with involvement in only two exhibitions, resulting in insufficient exposure at major regional events.

BAIC Sales Overview

◆ Offline Showrooms ◆

Rank	Number of Showrooms in the Three Middle East Countries (UAE, Saudi Arabia, Qatar)	Google's average score	Comprehensive score
	5	3.86	14.5

◆ Brand Livestreaming ◆

No livestream data detected for the past quarter.

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank	Number of Auto Shows	List of Specific Events
	2	Qatar Custom Show 2025
		Jeddah International Motor Show 2024

*Source: Publicly available online information search and Cartea database

Chinese Auto Brands Monthly Marketing Scan in the Middle East



HONGQI

HONGQI

More accurate and detailed traffic analysis for a single brand can provide more guidance possibilities for brand marketing.

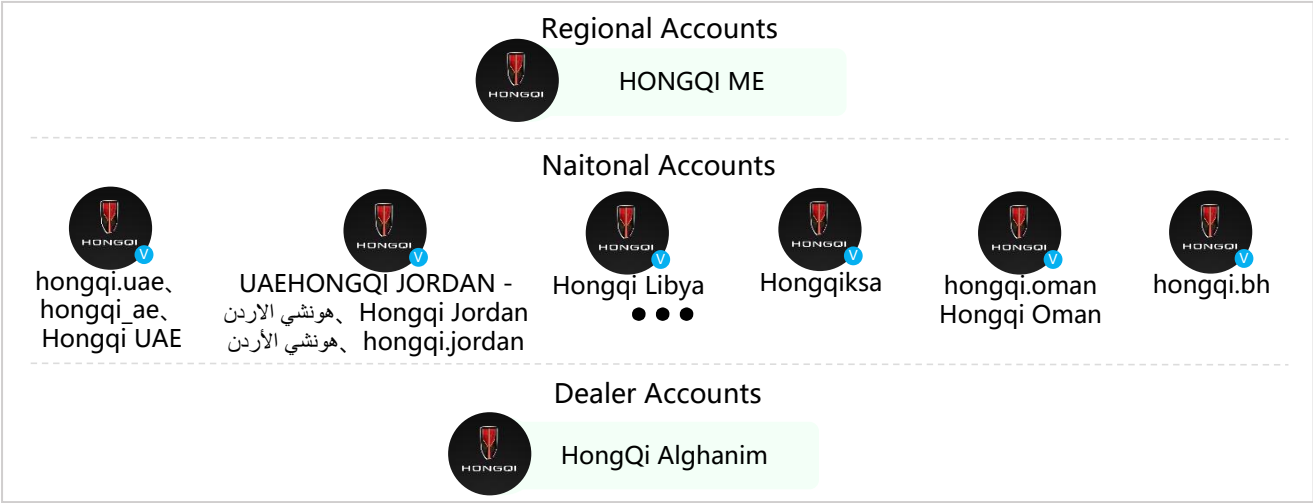
Social Media
Influence

Search Appeal

Sales Conversion
Power

Account Matrix

Middle East Regional Account + Country Accounts + Dealer Accounts:
Create a main Middle East account with UAE and Saudi sub-accounts, supported by local dealer accounts.



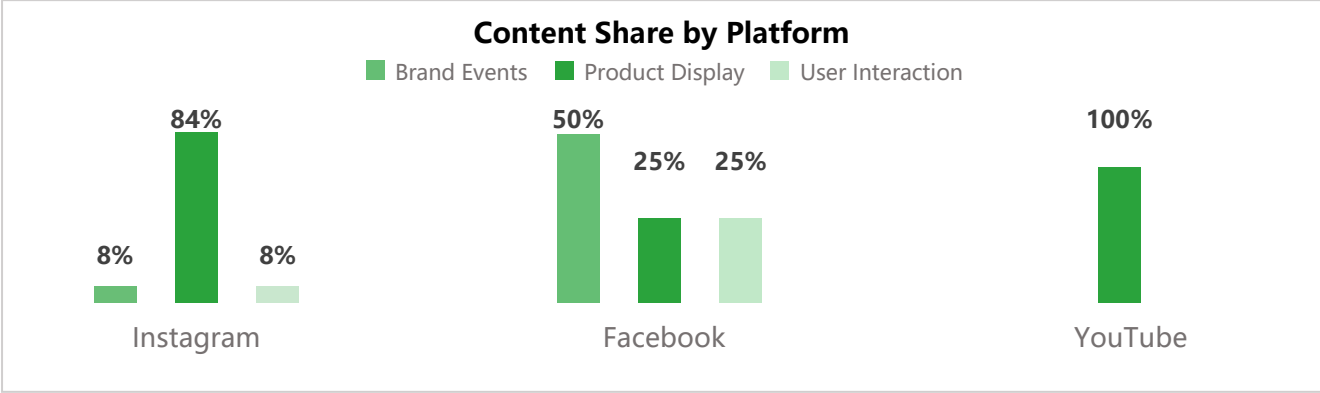
Platform operation

With **Instagram** as the main content hub, it has the highest posting frequency; YouTube has the smallest follower base and a lower content share; TikTok had no posts in July.

Platform	 Instagram	 Facebook	 TikTok	 YouTube	Total
Followers	90,174	31,533	48,992	970	171,669
Posts	41	5	0	2	48
Posting frequency	9-12 /W	1-4 /W	/	0-2 /W	11-14 /W

Content Focus

Social media content is mainly **product-focused (over 80%)**, with only Facebook emphasizing brand events; in terms of format, Instagram and Facebook focus on images and albums, while YouTube is highly centered on short videos.



Content Analysis

- Promoting Financial and After-Sales Offers**
Focused on the “7-7-7 Exclusive Benefits” (7-year full insurance, 7-year maintenance, 7-year roadside assistance) and low monthly installment plans, highlighting high-value, long-term support.
- Differentiated Model Positioning**
Highlight luxury and technology for EVs like EHS7 and EHS9, and emphasize style and sportiness for fuel models like HS5 and HS7 to strengthen distinct positioning.
- Engaging Comment Section Interactions**
Enhancing user participation and community activity through model-guessing games and interactive mini-games.



Brand-driven Model

Attracting Attention via “National” and “Luxury” Keywords.

Brand awareness shows anxiety, with flagship model H9 standing out.

- **Flagship Model Breakthrough:** Brand keyword searches are limited; **H9** accounts for 30% of them, followed by H5 and HS5, forming a declining lineup from flagship to mid-size sedan to SUV.
- **Weak Brand Awareness:** Basic queries about brand origin make up 70%, and issues like “**how to pronounce Hongqi**” suggest high recall and pronunciation barriers in Arabic contexts.
- **Luxury Keywords as Traffic Entry Points:** H9 gains visibility through association with “ultra-luxury” (RR, G-Wagon) and “luxury showrooms” (VIP Motors), perceived as “half-price luxury.”

◆ Hongqi Monthly Search Overview ◆

Search volume

6K

MoM change
-0.64%

Potential traffic

7.35K

Global search volume

93K

Account for
6.45%

Search Keyword

Cat.	Keywords	SV
Brand	HONGQI	6,650
Local	HONGQI UAE/KSA/QATAR	4,130
Model	HONGQI H9	1,950
Model	HONGQI H5	1,250
Model	HONGQI HS5	750
Model	HONGQI E-HS9	750
Price	HONGQI H9 Price	570
Price	HONGQI Car Prices In UAE/KSA/QATAR	540
Model	HONGQI HS3	430
Model Info	HONGQI H9 Interior	180

Ranking Keywords in the Same Period

Cat.	Keywords	SV
Local service	UAE/Saudi Arabia/Qatar	266,000
Comparison	ROLLS ROYCE Price In UAE/KSA/Qatar	4,600
Comparison	TOYOTA HIACE	4,300
Local service	VIP Motors / VIP Motors Dubai	3,100
Comparison	JEEP UAE	2,800
Comparison	G WAGON Price In UAE/KSA/Qatar	2,700
Brand awareness	Chinese Cars In UAE/KSA/Qatar	2,650
Comparison	Exotic Cars Dubai	2,000
Brand awareness	Car Logo / Car Logos With Names	1,900
Brand awareness	Chinese Car Brands In UAE/KSA/Qatar	1,450

Search Questions

Cat.	Key Queries	SV
Brand awareness	HONGQI Car Made In Which Country	10
Brand awareness	HONGQI Made In Which Country	10
Brand awareness	HONGQI Is From Which Country	10
Price sensitive	How Much Is HONGQI H9	10
Price sensitive	How Much Does A HONGQI Cost?	10
Price sensitive	How Much Is HONGQI E-HS9	10
Brand awareness	Who Owns HONGQI	10
Brand awareness	Who Owns HONGQI Cars	10
Brand awareness	What Is HONGQI Car	10
Pronunciation Issues	How To Pronounce HONGQI	10

Related mentions

Cat.	Keywords	SV
Local service	UAE / Saudi Arabia	191,000
Category Affiliation	Car / Cars	57,400
Traffic Analysis	Google Analytics	18,800
Traffic Analysis	Cookies / Site / Personal Data	8,000
Category Affiliation	Luxury / Luxury Cars / Luxury Car	5,650
Comparison	ROLLS ROYCE Price In UAE/KSA/Qatar	4,600
Category Affiliation	Brand	3,800
Category Affiliation	VIP Motors / VIP Motors Dubai	3,100
Brand awareness	Chinese	3,000
Comparison	G WAGON Price In UAE/KSA/Qatar	2,700

*Source: ahrefs.com – Keywords Explorer. Statistics are based on industry brand traffic data recorded by ahrefs, reflecting Beijing Automotive search activity in July across the UAE, Qatar, and Saudi Arabia.**

- The limited number of showrooms is a major drawback, hindering effective customer service and experience conversion.
- No live stream records have been monitored in the past quarter.
- **Car show participation is relatively low**, with only one event attended, resulting in insufficient regional exposure.

Hongqi Sales Overview

◆ Offline Showrooms ◆

Rank	Number of Showrooms in the Three Middle East Countries (UAE, Saudi Arabia, Qatar)	Google's average score	Comprehensive score
9	4	4.13	17.8

◆ Brand Livestreaming ◆

No livestream data detected for the past quarter.

◆ Auto Show Participation ◆

Statistical period: July 2024 - July 2025

Rank	Number of Auto Shows	List of Specific Events
7	1	Jeddah International Motor Show 2024

*Source: Publicly available online information search and Cartea database

Cartea Automotive Research Institute Expert Alliance



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