TVeyes

BROADCAST TRANSCRIPT INTELLIGENCE

Automotive Report

September 2026

Reporting period: 1 - 30 Sep 2026

Corpus: TV + radio news transcripts, 2,628 stations

Generated: 19 Oct 2026

Key coverage indicators

Scale of the broadcast coverage analysed: 583,610 transcript pages from 2,628 stations in 25 countries, reduced to distinct editorial stories after syndicated repeats, advertising, sponsor messages and passing mentions of a car were set aside.

37,701	11,779	38,646	94,188	2,176	+0.07
Broadcast hours transcribed	Distinct editorial stories	Editorial airings	Spoken brand mentions	Stations carrying editorial coverage	Sector net sentiment (story-weighted)

Executive summary

Ford and Tesla led editorial coverage of the 15 car brands on television and radio in September 2026, with 22% and 21% of stories, once advertising, 91% of the airings naming the brands, and passing mentions of a car in crime and crash reports were set aside. Tesla's coverage centred on the Cybercab launch in Austin and the federal review that followed, and was close to neutral; Ford's was spread across the Mustang and F-150 recalls, the end of new Escape sales in New York, the Transportation Secretary's letter on its Chinese partnerships and a forecast that Hyundai would outsell it. Ford's two recalls were the most negative events of the month for any leading brand, while Toyota, BMW and Chevrolet were covered mainly through motorsport and product features and had no negative week. Most company news fell in the first half of the month; the second half carried more plant and labour news, led by Unifor's dispute with Stellantis over the Brampton plant, and more product launches. Brands made most of the safety and reliability assurances heard on air and regulators very few, and Elon Musk, Donald Trump and Transportation Secretary Sean Duffy were the most-named people.

READER GUIDE

COMMS coverage, narratives, competitors, outlets and reputation CRISIS incident benchmarking, propagation, duration, sentiment and reach
INVEST REL. financial media, executives, market narratives and potential market correlations
MARKETING brand associations, positioning, geographic differences and competitive perception STRATEGY underlying data, trends and longitudinal analysis

By numbers

STRATEGY

Scope of the report: every mention of the 15 car brands in TV and radio news transcripts from the period below, grouped into distinct editorial stories after syndicated repeats, advertising, sponsor messages, passing mentions of a car and words that were not the brand at all were set aside.

1 - 30 Sep	15	583,610	2,628
Time period analysed, 2026 (30 days)	Car brands analysed	Transcript pages (37,701 broadcast hours)	TV and radio stations
25	**11,779**	**38,646**	**420,011**
Countries	Distinct editorial stories	Editorial airings	Advertising and sponsor airings excluded

Paid against editorial presence

BRAND	EDITORIAL AIRINGS	NATIONAL ADS	DEALER ADS	SPONSOR TAGS	PAID SHARE OF PRESENCE	THIRD-PARTY ADS
Toyota	6,645	37,379	35,708	7,653	92%	3,428
Ford	8,354	12,765	28,763	4,065	85%	1,598
Nissan	1,721	8,421	33,914	1,295	96%	2,321
GMC	420	18,547	19,069	2,206	99%	765
Honda	2,650	7,610	26,596	3,340	93%	1,987
Chevrolet	4,335	4,639	23,485	3,866	88%	1,404
Kia	1,872	13,139	12,065	934	93%	1,353
Subaru	499	6,792	17,215	1,596	98%	765
Jeep	1,238	6,255	13,554	866	94%	517
Ram	522	1,939	16,720	2,376	98%	911
Hyundai	1,505	8,097	7,553	1,657	92%	273
Mazda	576	3,259	14,172	357	97%	490
BMW	3,319	1,777	11,303	793	81%	561
Lexus	503	3,370	10,931	708	97%	218
Tesla	10,238	22	2,190	161	19%	21

Paid share = national ad, dealer ad and sponsor-tag airings ÷ (paid + editorial airings). National ads are the brand's own campaigns; dealer ads name a dealership; sponsor tags credit the brand for a programme segment. Third-party ads (lawyers, insurers, used-car sellers and repair shops naming a brand) are excluded from editorial and not counted as the brand's paid presence. Brands with at least 100 airings of either kind. Ads and sponsor credits are identified by TVEyes from the transcript wording, not from broadcaster ad markers; spots that only a later story-level check identified as advertising are left out of both columns.

The car in someone else's story

Many broadcast mentions of a car brand only describe a vehicle in a crime, crash or court report, a game show or a personal anecdote. These stories are set aside from every editorial measure in this report and counted here.

BRAND	EDITORIAL AIRINGS KEPT	AIRINGS NAMING THE CAR ONLY AS A VEHICLE	SHARE OF NON-PAID AIRINGS
Subaru	499	4,551	90%
Lexus	503	4,494	90%
Jeep	1,238	10,460	89%
GMC	420	2,585	86%
Mazda	576	3,428	86%
Nissan	1,721	9,786	85%
Honda	2,650	11,058	81%
Toyota	6,645	21,862	77%
Ram	522	1,646	76%
BMW	3,319	9,656	74%
Kia	1,872	4,672	71%

BRAND	EDITORIAL AIRINGS KEPT	AIRINGS NAMING THE CAR ONLY AS A VEHICLE	SHARE OF NON-PAID AIRINGS
Ford	8,354	17,893	68%
Chevrolet	4,335	7,031	62%
Hyundai	1,505	2,427	62%
Tesla	10,238	12,431	55%

Share = airings of stories where the brand only identifies a vehicle ÷ (those airings + kept editorial airings). A story stays in the editorial count when the vehicle itself is the subject: a defect or recall, a fire caused by the vehicle, a driver-assistance or self-driving crash, or thefts that exploit a design flaw. Classified per story by a language model reading the broadcast text, with a second check on every story kept.

What this shows. Paid messages make up 91% of the 483,519 airings naming the 15 brands: 439,122 national ads, dealer ads and sponsor tags against 44,397 editorial airings. Dealers placed 273,238 of the paid airings, 2.0 times the 134,011 national ads. Tesla is the exception at 19% paid, with 22 national ads in the month; every other brand is 81% paid or more, and GMC runs 95 paid airings for each editorial one.

Why it matters. Advertising is not the only filter. Of the airings left after it, most name a car only to identify a vehicle in a crime, crash or court report: 77% for Toyota, 89% for Jeep and 90% for Subaru, against 68% for Ford and 55% for Tesla. Counted together, advertising and passing vehicle mentions would rank brands by media spend and by how common their cars are on the road. The rest of this report counts the 11,779 stories in which a brand itself is the news.

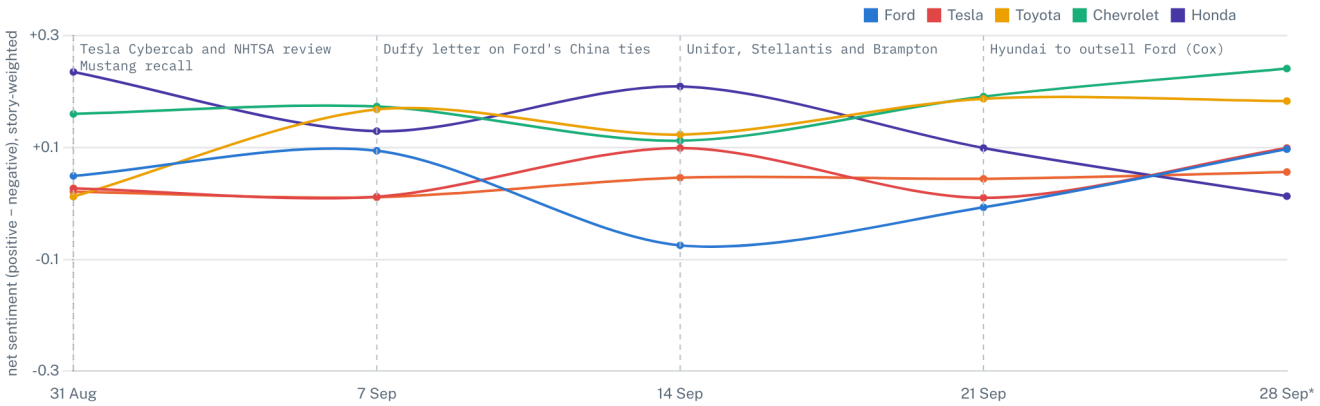
Sentiment trajectory

COMMS CRISIS STRATEGY

Weekly net sentiment for the six brands with the most editorial stories: how positive against negative the broadcast sentences naming each brand ran, editorial stories only, one sentiment score per story.

Weekly net sentiment, 5 weeks

Marked: Tesla Cybercab and NHTSA review (w/c 31 Aug) · Mustang recall (w/c 31 Aug) · Duffy letter on Ford's China ties (w/c 7 Sep) · Unifor, Stellantis and Brampton (w/c 14 Sep) · Hyundai to outsell Ford (Cox) (w/c 21 Sep)



Story-weighted: a story counts once however often it aired. Weeks with fewer than 20 scored stories for a brand are left as gaps. Weeks start on Monday: the first holds 1–6 Sep and the last 28–30 Sep.

What this shows. Ford is the only leading brand with a negative week. Its lowest, w/c 14 Sep (−0.07), is the week of the F-150 fuel-tank recall: 311 recall stories scored −0.44 for Ford, out of 840 scored Ford stories that week. Tesla stays between +0.01 and +0.10 every week, although the Cybercab launch and the federal review that followed gave it the largest volume of the month.

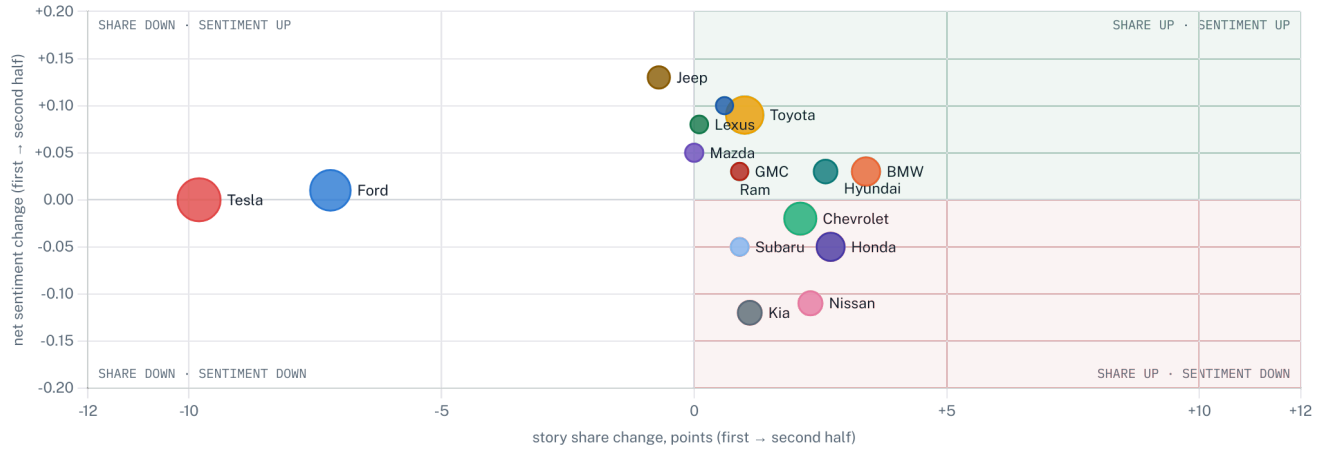
Why it matters. Toyota rose from +0.01 in the first week to +0.19 in w/c 21 Sep, with no named event among the stories behind it. Honda moved the other way, from +0.23 in the first week, when 59 stories covered its IndyCar championship sweep, to +0.01 in the last, partial week. A recall is the clearest negative signal in the month: it produced the only negative week for any leading brand.

Momentum: first half against second half of September

Story share and net sentiment in 1–15 September and 16–30 September.

Momentum map

Story share change (x) against net sentiment change (y), first to second half · bubble area ∝ airtime hours · brands with at least 30 scored stories in both halves



BRAND		SHARE 1–15 SEP	SHARE 16–30 SEP	SHARE Δ (PTS)	SENTIMENT 1–15 SEP	SENTIMENT 16–30 SEP	SENTIMENT Δ	READING
Ford	Ford	25.2%	18.0%	−7.2	+0.01	+0.02	+0.01	share down, sentiment flat
TESLA	Tesla	25.2%	15.4%	−9.8	+0.04	+0.04	0.00	share down, sentiment flat
TOYOTA	Toyota	11.9%	12.9%	+1.0	+0.09	+0.17	+0.09	share flat, sentiment up
Chevrolet	Chevrolet	8.3%	10.3%	+2.1	+0.16	+0.14	−0.02	share up, sentiment flat
HONDA	Honda	6.6%	9.4%	+2.7	+0.19	+0.14	−0.05	share up, sentiment down
BMW	BMW	4.9%	8.3%	+3.4	+0.02	+0.04	+0.03	share up, sentiment flat
HYUNDAI	Hyundai	2.9%	5.6%	+2.6	0.00	+0.03	+0.03	share up, sentiment flat
Nissan	Nissan	2.7%	5.0%	+2.3	+0.27	+0.16	−0.11	share up, sentiment down
KIA	Kia	3.0%	4.1%	+1.1	+0.11	−0.01	−0.12	share up, sentiment down
Jeep	Jeep	3.8%	3.1%	−0.7	−0.08	+0.05	+0.13	share flat, sentiment up
GMC	GMC	1.0%	2.0%	+0.9	+0.16	+0.19	+0.03	share flat, sentiment flat
SUBARU	Subaru	1.1%	2.0%	+0.9	+0.23	+0.17	−0.05	share flat, sentiment down

BRAND	SHARE 1–15 SEP	SHARE 16–30 SEP	SHARE Δ (PTS)	SENTIMENT 1–15 SEP	SENTIMENT 16–30 SEP	SENTIMENT Δ	READING
Mazda	1.3%	1.3%	0.0	+0.12	+0.17	+0.05	share flat, sentiment flat
Lexus	1.2%	1.2%	+0.1	+0.05	+0.13	+0.08	share flat, sentiment up
Ram	0.8%	1.3%	+0.6	+0.01	+0.11	+0.10	share flat, sentiment up

Share = the brand's stories ÷ all brand-story pairs of the 15 brands in the half. Sentiment = story-weighted net sentiment in the half. Rows are faded where either half holds under 30 scored stories. Δ columns use unrounded values.

What this shows. Tesla (−9.8 points) and Ford (−7.2) lost the most story share from the first to the second half, as the Cybercab launch and the early recalls passed; their sentiment barely moved (0.00 and +0.01). Toyota gained 1.0 points of share and 0.09 of sentiment.

Why it matters. The largest sentiment moves are among smaller brands. Jeep (+0.13) recovered after the Grand Cherokee spring recall in the first half, and Ram (+0.10) also gained; Kia (−0.12) and Nissan (−0.11) lost the most. For the leading brands the half-month comparison mainly shows which of them had their news early in September.

From the broadcast

CBS EVENING NEWS (KPIX SAN FRANCISCO)

The agency also says it's investigating whether Tesla determined some standards don't apply to it...

Tesla: the Cybercab launch and the NHTSA review, w/c 31 Aug

KOMU 8 NEWS TODAY (NBC, COLUMBIA, MO)

Ford said it owns the plant, controls the operation, and employs the workforce where the batteries ar...

Ford: the Transportation Secretary's letter on Chinese ties, w/c 7 Sep

CTV NEWS CHANNEL

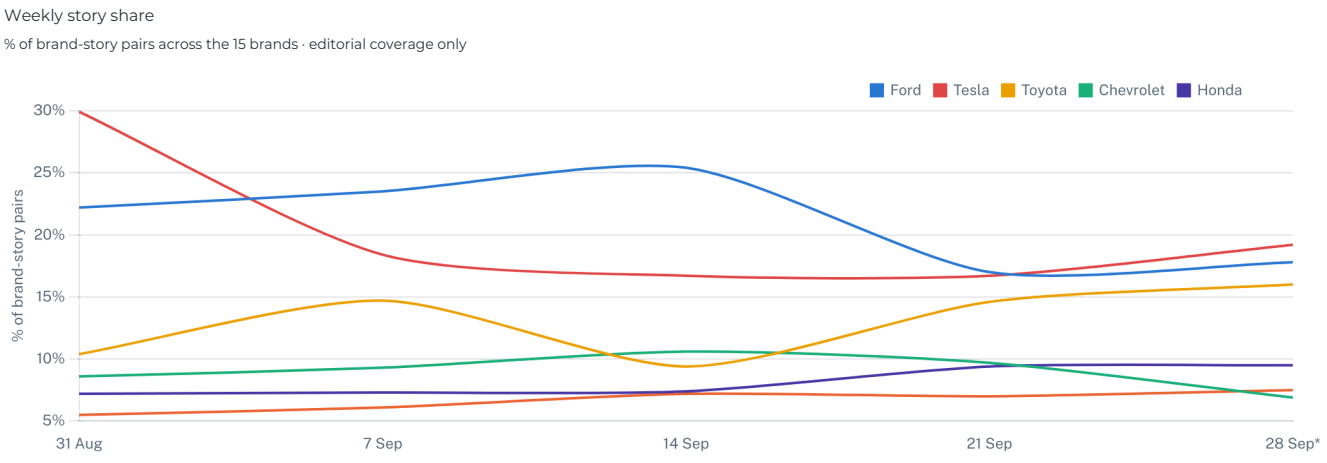
Payne says Stellantis is looking for an exit and warns that Canada cannot afford to lose its vehicle...

Stellantis: Unifor and the Brampton plant, w/c 14 Sep

Share of broadcast voice

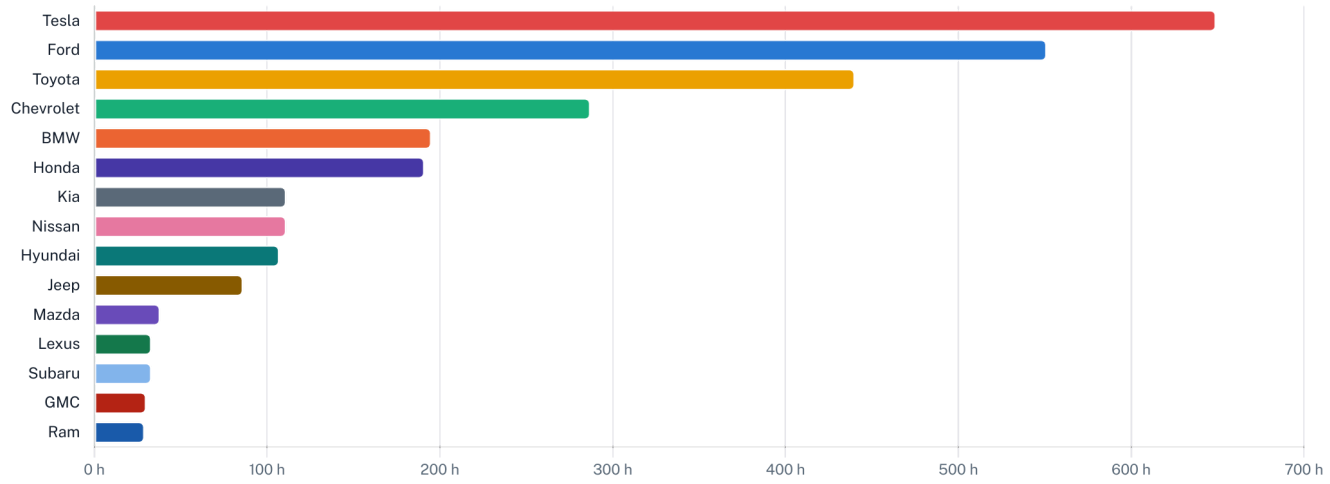
COMMS MARKETING INVEST REL.

Weekly story share for the six leading brands, alongside airtime and volume for every brand with at least 30 editorial stories.



Airtime by brand

Hours of the five-minute broadcast pages holding an editorial mention · a page counts toward every brand it names



BRAND		STORIES	STORY SHARE	AIRINGS	AIRTIME	MENTIONS	PAID AIRINGS	VEHICLE-ONLY AIRINGS	NET SENTIMENT
	Ford	**2,980**	**22.0%**	**8,354**	**551 h**	**16,665**	**45,593**	**17,893**	**◆ +0.01**
TESLA	Tesla	2,862	21.1%	10,238	649 h	28,540	2,373	12,431	◆ +0.04
TOYOTA	Toyota	1,661	12.2%	6,645	440 h	12,078	80,740	21,862	▲ +0.13
	Chevrolet	1,235	9.1%	4,335	287 h	7,046	31,990	7,031	▲ +0.15
HONDA	Honda	1,065	7.9%	2,650	191 h	4,801	37,546	11,058	▲ +0.16
	BMW	876	6.5%	3,319	195 h	4,852	13,873	9,656	◆ +0.03
HYUNDAI	Hyundai	560	4.1%	1,505	107 h	2,606	17,307	2,427	◆ +0.01
	Nissan	511	3.8%	1,721	111 h	2,981	43,630	9,786	▲ +0.21
KIA	Kia	470	3.5%	1,872	111 h	3,497	26,138	4,672	◆ +0.05
Jeep	Jeep	464	3.4%	1,238	86 h	2,169	20,675	10,460	◆ −0.05
GMC	GMC	197	1.5%	420	30 h	563	39,822	2,585	▲ +0.18
SUBARU	Subaru	197	1.5%	499	33 h	1,121	25,603	4,551	▲ +0.19
mazda	Mazda	176	1.3%	576	38 h	1,239	17,788	3,428	▲ +0.14
LEXUS	Lexus	161	1.2%	503	33 h	648	15,009	4,494	◆ +0.09
RAM	Ram	139	1.0%	522	29 h	786	21,035	1,646	◆ +0.07

Story share = the brand's editorial stories ÷ all brand-story pairs of the 15 brands, so shares add to 100% across them. General Motors and Stellantis, the parents of Chevrolet and GMC and of Jeep and Ram, are not ranked; a story naming only the parent does not count for its brands. Paid airings and vehicle-only airings (the brand named only to identify a vehicle in another story) are excluded from every other column.

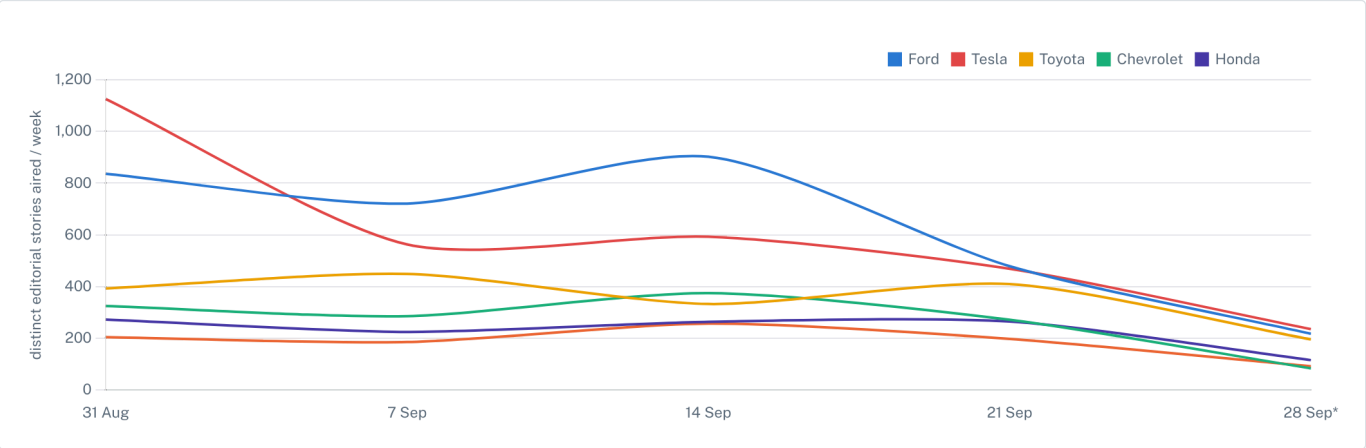
What this shows. Ford (22.0%) and Tesla (21.1%) hold 43% of story share between them, ahead of Toyota at 12.2%. Tesla leads on airings (10,238 against Ford's 8,354) and on spoken mentions (28,540, 1.7 times Ford's), and 41% of its stories cover the Cybercab launch and the federal review that followed. Ford's coverage is spread across recalls (27% of its automotive stories), plants and labour, and motorsport.

Why it matters. Several brands rank on racing coverage. Motorsport is 71% of BMW's stories, 62% of Chevrolet's and 43% of Toyota's, so their share reflects NASCAR, IndyCar and sports-car commentary as much as company news. Toyota's largest week, w/c 7 Sep, also carried a syndicated feature on the return of the minivan, told through a family buying a Toyota Sienna (577 airings).

Weekly brand coverage

CRISIS COMMS

Distinct editorial stories aired each week; a story counts once per week it airs.



Deep dives: Ford and Toyota

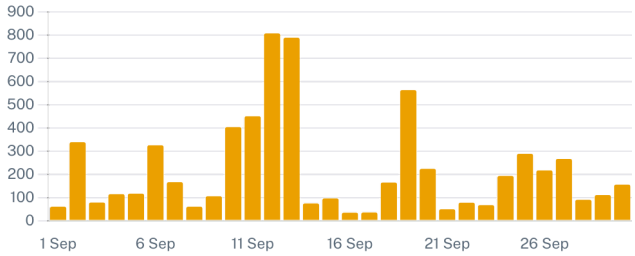
Ford, daily editorial airings

Peaks: 2 Sep Mustang recall · 20 Sep motorsport · 15 Sep F-150 fuel-tank recall



Toyota, daily editorial airings

Peaks: 12 Sep motorsport · 13 Sep motorsport · 19 Sep motorsport



What this shows. Tesla's largest week is the Cybercab launch: 1,125 stories in w/c 31 Aug, 1.9 times its next-largest week (593). Ford peaks in w/c 14 Sep (902 stories), the week of the F-150 fuel-tank recall. Its largest single day, 2 Sep (949 airings), combined the Mustang recall (335 airings) and the news that new Escapes could no longer be sold in New York (233).

Why it matters. Toyota's coverage has no comparable company event. Its largest named event, the Camry display recall, holds 1.5% of its stories, and its three largest days, 12, 13 and 19 Sep, are led by NASCAR coverage. A brand covered mainly through racing and features keeps its share without news of its own, and changes in that share follow the racing calendar rather than company decisions.

Brand sentiment by information source

COMMS CRISIS MARKETING

Net sentiment by broadcast network for the six brands with the most coverage. A cell needs 30 airings; cells under 100 airings are faded and read as directional.

NETWORK	FORD	TESLA	TOYOTA	CHEVROLET	HONDA	BMW
NBC (US network and affiliates)	**▼ −0.12** **992 airings**	**▼ −0.10** **552 airings**	**◆ −0.08** **367 airings**	**▼ −0.14** **712 airings**	**▲ +0.23** **75 airings**	**▲ +0.13** **1,471 airings**
FOX (US network, affiliates and cable)	◆ +0.04 954 airings	◆ +0.03 387 airings	◆ +0.03 673 airings	▲ +0.17 778 airings	▲ +0.32 487 airings	▲ +0.23 136 airings
CBS (US network and affiliates)	◆ +0.05 520 airings	◆ −0.03 1,342 airings	▲ +0.17 665 airings	▲ +0.32 140 airings	▲ +0.35 125 airings	▲ +0.43 62 airings
ABC Australia	◆ −0.03 270 airings	▲ +0.18 510 airings	◆ +0.03 543 airings	·	▲ +0.57 89 airings	▲ +0.47 129 airings
ABC (US network and affiliates)	▼ −0.24 422 airings	▲ +0.31 566 airings	▲ +0.28 91 airings	▲ +0.28 158 airings	▲ +0.35 92 airings	·
Nine Network (AU)	◆ +0.06 31 airings	▲ +0.15 817 airings	◆ +0.10 349 airings	·	·	·
US public radio (NPR member stations)	▼ −0.30 292 airings	▲ +0.19 341 airings	▲ +0.45 132 airings	·	▼ −0.14 33 airings	·
BBC	▲ +0.11 113 airings	▲ +0.18 436 airings	▲ +0.59 78 airings	·	·	◆ −0.06 158 airings
Spectrum News	▼ −0.26 367 airings	◆ +0.09 226 airings	▼ −0.16 34 airings	·	▲ +0.20 36 airings	·
Bloomberg	◆ 0.00 109 airings	◆ +0.03 259 airings	▲ +0.18 61 airings	·	▲ +0.62 38 airings	·
Seven Network and affiliates (AU)	▼ −0.22 85 airings	▲ +0.34 68 airings	▲ +0.48 155 airings	◆ +0.03 59 airings	·	·
CNBC	◆ +0.08 45 airings	▲ +0.15 243 airings	·	·	·	·
CBC	▲ +0.20 134 airings	▼ −0.47 102 airings	·	◆ 0.00 33 airings	▼ −0.39 51 airings	·
CTV	▲ +0.22 42 airings	▲ +0.23 41 airings	·	·	·	·

Rows pool stations whose names identify the network or its affiliates; affiliates also air local news. 52% of scored brand airings fall in these rows. Sentiment is airing-weighted, so a syndicated script counts each time it airs.

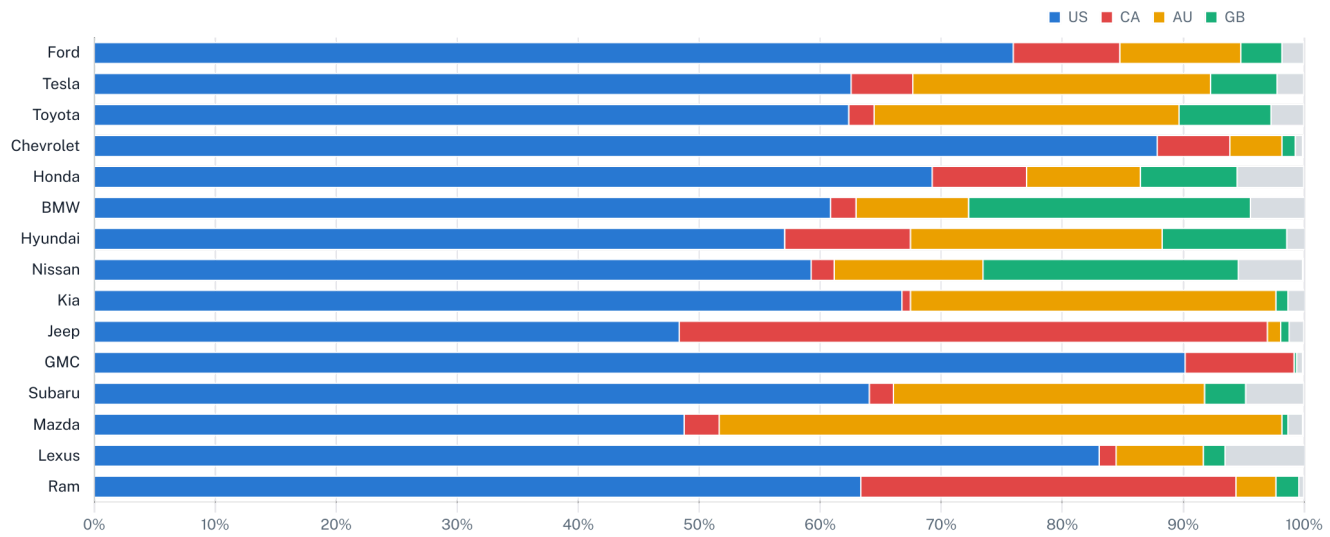
What this shows. Ford's lowest network scores follow three of its own stories. Spectrum News, the New York regional channel, is −0.26 on 367 airings, 273 of them the Escape going off sale in New York. ABC is −0.24, with 107 airings on the forecast that Hyundai would outsell Ford, and US public radio −0.30, with 67 airings on the fuel-economy rules.

Why it matters. Tesla runs from −0.47 on CBC (102 airings) to +0.31 on ABC (566), where 62% of its airings are the Cybercab. A network's score for a brand mainly reflects which of the brand's stories it carried, so the event mix is the first check before a network is read as favourable or hostile.

Brand mentions by source location

MARKETING COMMS

Country of the airing station for each leading brand's editorial airings.



Countries with at least 100 editorial airings across the leading brands are shown (US, CA, AU, GB); the rest are pooled as Other.

What this shows. US stations carry most coverage, from 48.4% of Jeep's editorial airings to 90.2% of GMC's. Jeep is split almost evenly between the US and Canada (48.6%), and 497 of its 602 Canadian airings cover the Unifor talks and the Brampton plant. Mazda (46.5%), Kia (30.2%) and Toyota (25.2%) have the largest Australian shares, and BMW (23.3%) and Nissan (21.1%) the largest UK shares.

Why it matters. Country splits show where a story is local news. Brampton made Jeep a Canadian story, and Nissan's UK share rests on the Sunderland investment, 199 of its 364 UK airings. Each brand's country mix should be read against its own events before it is compared with another brand's.

Brand presence weighting

MARKETING STRATEGY

Airing share counts the broadcasts a brand appears in; it cannot tell a brand that is the story from one named in passing. This exhibit weights presence by how often each brand is spoken within its airings and compares the mention share with the airing share.

BRAND	AIRING SHARE	MENTION SHARE	MENTIONS / AIRING	STORIES NAMING ANOTHER LEADER	PROMINENCE GAP (PTS)
Tesla	23.1%	31.9%	2.79	9%	+8.8
Subaru	1.1%	1.2%	2.25	30%	+0.1
Mazda	1.3%	1.4%	2.15	31%	+0.1

BRAND		AIRING SHARE	MENTION SHARE	MENTIONS / AIRING	STORIES NAMING ANOTHER LEADER	PROMINENCE GAP (PTS)
Ford	Ford	18.8%	18.6%	1.99	17%	−0.2
RAM	Ram	1.2%	0.9%	1.51	42%	−0.3
GMC	GMC	0.9%	0.6%	1.34	70%	−0.3
KIA	Kia	4.2%	3.9%	1.87	68%	−0.3
Jeep	Jeep	2.8%	2.4%	1.75	26%	−0.4
LEXUS	Lexus	1.1%	0.7%	1.29	61%	−0.4
HYUNDAI	Hyundai	3.4%	2.9%	1.73	46%	−0.5
NISSAN	Nissan	3.9%	3.3%	1.73	31%	−0.5
HONDA	Honda	6.0%	5.4%	1.81	33%	−0.6
TOYOTA	Toyota	15.0%	13.5%	1.82	32%	−1.5
CHEVROLET	Chevrolet	9.8%	7.9%	1.63	38%	−1.9
BMW	BMW	7.5%	5.4%	1.46	22%	−2.1

Airing share = the brand's editorial airings ÷ all airings of the 15 brands; mention share = its spoken mentions ÷ all spoken mentions, so a brand named five times in an airing counts five times. The set runs at 2.02 mentions per airing. Prominence gap = mention share minus airing share, in points. A model name counts as a mention of its brand.

> What this shows. Tesla is the only brand with a large prominence gap (+8.8 points): it is named 2.79 times per airing against 2.02 across the 15 brands, and only 9% of its stories name another leading brand, the lowest in the set. Every other brand is within 2.5 points of its airing share.
>
> Why it matters. GMC (70%), Kia (68%) and Lexus (61%) appear most often alongside other leading brands. For GMC that is mainly Chevrolet, its sister brand under General Motors (61% of its stories); Kia appears with Hyundai in 37% of its stories. Their share partly reflects coverage of the group they belong to.

Brand share consistency

STRATEGY CRISIS

A brand's share can come from one event replayed for a week or from steady coverage across the month. This exhibit measures how concentrated each leading brand's editorial coverage is across the 5 weeks, on airings and on distinct stories.

BRAND		STORIES	PEAK-WEEK SHARE	TOP-2 WEEKS	CONCENTRATION (HHI, AIRINGS)	HHI, STORIES	LEAD EVENT (SHARE OF STORIES)	PROFILE
BMW	BMW	876	57% w/c 14 Sep	74%	0.38	0.22	no named event	event-locked
GMC	GMC	197	46% w/c 14 Sep	68%	0.31	0.35	GM's new truck V8s · 36% 30% of airings	event-locked
Jeep	Jeep	464	36% w/c 14 Sep	70%	0.29	0.25	Unifor, Stellantis and Brampton · 26% 42% of airings	mixed

BRAND	STORIES	PEAK-WEEK SHARE	TOP-2 WEEKS	CONCENTRATION (HHI, AIRINGS)	HHI, STORIES	LEAD EVENT (SHARE OF STORIES)	PROFILE
Mazda	176	41% w/c 7 Sep	70%	0.29	0.23	no named event	mixed
Ram	139	33% w/c 14 Sep	66%	0.27	0.25	diffuse · largest Grand Cherokee spring recall 9% 3% of airings	mixed
Toyota	1,661	42% w/c 7 Sep	61%	0.27	0.21	no named event	mixed
Lexus	161	40% w/c 14 Sep	65%	0.27	0.23	no named event	mixed
Chevrolet	1,235	36% w/c 14 Sep	65%	0.27	0.23	diffuse · largest GM's new truck V8s 9% 4% of airings	mixed
Nissan	511	34% w/c 31 Aug	63%	0.26	0.23	diffuse · largest Nissan Kicks at Sunderland 15% 13% of airings	mixed
Tesla	2,862	37% w/c 31 Aug	59%	0.25	0.25	Tesla Cybercab and NHTSA review · 41% 35% of airings	mixed
Hyundai	560	34% w/c 21 Sep	60%	0.24	0.23	diffuse · largest Hyundai to outsell Ford (Cox) 10% 12% of airings	structural
Subaru	197	35% w/c 21 Sep	59%	0.24	0.21	no named event	structural
Ford	2,980	30% w/c 31 Aug	56%	0.24	0.23	diffuse · largest F-150 fuel-tank recall 12% 8% of airings	structural
Kia	470	28% w/c 14 Sep	55%	0.24	0.21	diffuse · largest IIHS Top Safety Pick+ 13% 17% of airings	structural
Honda	1,065	29% w/c 31 Aug	55%	0.23	0.21	diffuse · largest Honda IndyCar sweep 9% 13% of airings	structural

Herfindahl index across weekly editorial airings (1.0 = all coverage in one week; 0.20 = perfectly even); read above 0.30 as event-locked and below 0.25 as structural, since the first and last weeks are partial (1–6 and 28–30 Sep). Lead event: the named news event holding the largest share of the brand's editorial stories; under 20% the coverage reads as diffuse, and under 5% no named event leads it.

What this shows. BMW (HHI 0.38) and GMC (0.31) have the most concentrated coverage. 57% of BMW's editorial airings fall in w/c 14 Sep, and motorsport is 71% of its stories; GM's new truck V8s are 36% of GMC's. Tesla's lead event, the Cybercab, holds 41% of its stories and Jeep's, the Unifor talks and the Brampton plant, 26%.

Why it matters. Honda (0.23), Kia (0.24) and Ford (0.24) are the most evenly spread. Ford reached that spread through a run of separate stories rather than steady routine coverage: the Mustang recall and the Escape in the first week, the Transportation Secretary's letter in the second, the F-150 recall in the third and the Cox sales forecast in the fourth. Toyota, BMW, Subaru, Mazda and Lexus have no named event above 5% of their stories; they are covered mainly through racing, reviews and features.

Brand topic sentiment mapping

CRISIS COMMS

Net sentiment for each leading brand within each news event of the month. Events run down the side, brands across the top; the colour runs from red (negative) to green (positive), deeper with intensity, and the value is printed in the cell.

EVENT	FORD	TESLA	TOYOTA	CHEVROLET	HONDA	BMW	HYUNDAI	NISSAN	KIA
Tesla Cybercab and NHTSA review 1,178 stories · Autonomy & software	+0.18	+0.02	+0.08	·	·	·	·	·	·
F-150 fuel-tank recall 353 stories · Recalls & safety	−0.46	·	·	·	·	·	·	·	·
Unifor, Stellantis and Brampton 330 stories · Plants, jobs & labour	+0.45	·	·	·	·	·	·	·	·
Mustang recall 211 stories · Recalls & safety	−0.48	·	·	·	·	·	·	·	·
Duffy letter on Ford's China ties 193 stories · Tariffs & trade	−0.11	·	·	·	·	·	·	·	·
GM's new truck V8s 130 stories · Launches & reviews	+0.11	·	+0.41	+0.21	·	·	·	·	·
Honda IndyCar sweep 100 stories · Motorsport	·	·	·	+0.09	+0.20	·	·	·	·
Grand Cherokee spring recall 77 stories · Recalls & safety	·	·	·	·	·	·	·	·	·
Nissan Kicks at Sunderland 77 stories · Plants, jobs & labour	·	·	·	·	·	·	·	+0.28	·
Hyundai to outsell Ford (Cox) 73 stories · Sales, prices & earnings	−0.39	·	+0.12	·	+0.50	·	+0.58	·	+0.34
IIHS Top Safety Pick+ 69 stories · Recalls & safety	·	+0.26	·	·	·	·	·	·	+0.16
Honda Ohio plant report 62 stories · Plants, jobs & labour	·	·	·	·	+0.30	·	·	·	·
Escape off sale in six states 41 stories · Sales, prices & earnings	−0.34	·	·	·	·	·	·	·	·
Other named events 2 smaller events pooled	−0.25	−0.01	−0.13	·	·	·	·	·	·
Outside named events routine coverage	+0.15	+0.05	+0.13	+0.14	+0.15	+0.04	−0.06	+0.19	+0.01

−0.60 +0.60 net sentiment, story-weighted · faded = 5 to 9 scored stories, directional · · = under 5

Rows are the named news events with at least 30 editorial stories, largest first; the remaining named events are pooled, and the last row holds stories outside any named event. Net sentiment is the mean of the brand's story sentiment, from −1 to +1. Hover a cell for the number of scored stories.

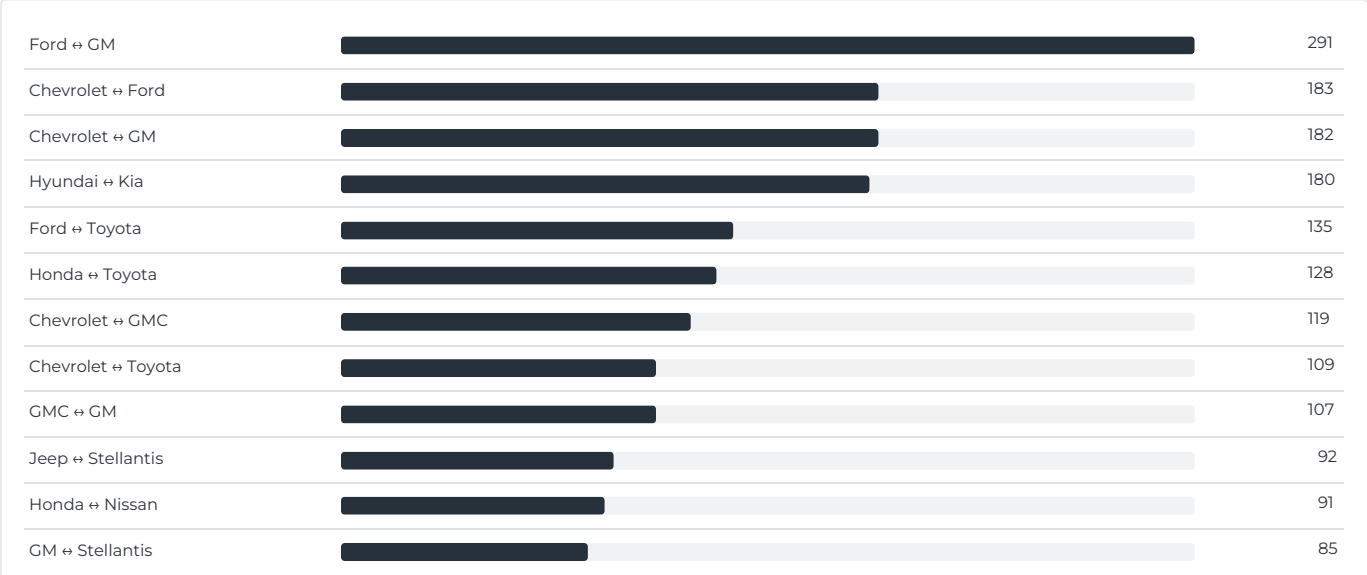
What this shows. The most negative cells are Ford's own events: the Mustang recall (−0.48 on 211 stories), the F-150 recall (−0.46 on 353), the forecast that Hyundai would outsell Ford (−0.39) and the Escape going off sale in six states (−0.34). In the same forecast stories Hyundai scored +0.58, the most positive cell in the table.

Why it matters. Ford is also positive where it is named as an example: +0.45 in coverage of the Unifor talks, where it had already ratified a new contract, against −0.20 for Stellantis, the company in dispute. The Cybercab, the largest event of the month, is close to neutral for Tesla (+0.02 on 1,178 stories) against +0.05 for Tesla's coverage outside named events.

Brand co-occurrence

MARKETING COMMS

Distinct editorial stories in which both brands are named within the same broadcast window. Pairs need 10 stories; the parents General Motors and Stellantis are included.



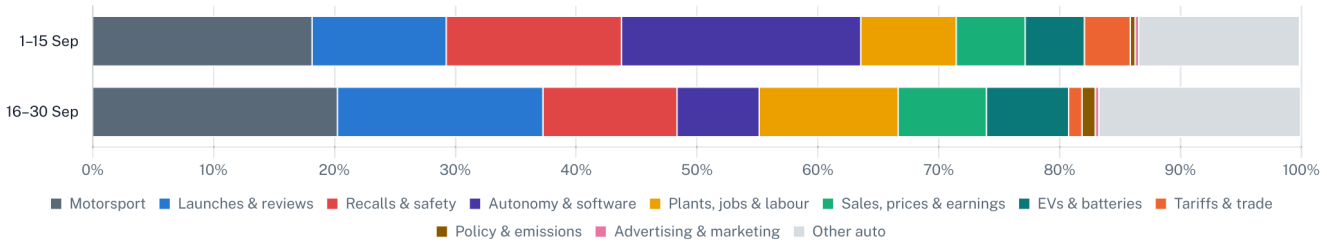
What this shows. Ford and General Motors share the most stories (291), followed by Chevrolet and Ford (183), Chevrolet and GM (182) and Hyundai and Kia (180).

Why it matters. The Ford and GM pairing is labour and plant news: 47% of the stories naming both are Plants, jobs & labour, and 31% cover the Unifor talks with Stellantis, where both are named as having settled. The two other leading pairs are brands under one parent, Chevrolet with General Motors and Kia with Hyundai.

Themes over time

STRATEGY INVEST REL.

How the composition of automotive coverage shifted between the first and second half of September, by the primary theme of each editorial story.



Shares of each half's automotive stories (6,694 in 1–15 Sep, 4,969 in 16–30 Sep), one primary theme per story, dated by the story's first editorial airing; within a named news event every story takes the event's majority theme. 116 stories where the brand is named but the story is not about cars or the industry are excluded.

What this shows. Autonomy & software fell from 19.8% of automotive stories in the first half to 6.8% in the second as Cybercab coverage passed, and Tariffs & trade from 3.8% to 1.1% after the Transportation Secretary's letter to Ford. Launches & reviews rose from 11.1% to 17.0%, led by GM's new truck V8s, and Plants, jobs & labour from 7.9% to 11.5%, with Brampton, Sunderland and the reported Honda plant. Motorsport is the largest theme in the second half (20.3%).

Why it matters. Most of September's company news fell in the first half: the Cybercab launch, the Mustang, F-150 and Grand Cherokee recalls, the Escape decision and the Transportation Secretary's letter. The second half carried plant and labour news and product launches. Theme shares follow this calendar, so a comparison with another month needs the same calendar points before a shift is read as a change in how the industry is covered.

From the broadcast

NBC 5 NEWS TODAY (WMAQ CHICAGO)

Ford says a fuel leak could increase the risk of a fire or even cause the engine to stall.

Recalls: Ford's F-150 fuel-tank recall, 15 Sep

7 NEWS DETROIT THIS MORNING (WXYZ, ABC)

General Motors is unveiling a new generation of V8 engines just days after Ford made a similar move.

Launches: GM's new truck V8s, 18 Sep

AMERICA THIS MORNING (ABC)

Analysts are forecasting a 6% jump in sales for Hyundai, while sales at Ford are being hindered by...

Sales: Hyundai forecast to outsell Ford, 25 Sep

Brand theme association

MARKETING COMMS

For each leading brand, the share of its own automotive stories carrying each theme, coloured by the sentiment the brand received there, and marked for whether the stories were about the brand or only named it.

BRAND	MOTORSPORT	LAUNCHES & REVIEWS	RECALLS & SAFETY	AUTONOMY & SOFTWARE	PLANTS, JOBS & LABOUR	SALES, PRICES & EARNINGS	EVS & BATTERIES	TARIFFS & TRADE	POLICY & EMISSIONS	ADVERTISING & MARKETING
Ford	15	14	27	2	16	12	3	10	1	0
Tesla	0	10	9	56	2	8	14	0	1	0
Toyota	43	18	7	1	7	11	7	2	2	0
Chevrolet	62	26	4	1	1	2	2	1	0	0
Honda	33	15	11	5	17	8	7	2	1	·
BMW	71	12	3	1	3	3	5	0	1	0
Hyundai	6	6	47	2	14	16	6	1	2	0
Nissan	4	27	4	11	29	10	11	2	1	0
Kia	0	25	51	0	5	13	4	1	0	·
Jeep	3	17	32	1	35	6	3	1	1	2
GMC	4	69	6	8	2	5	3	1	·	1
Subaru	15	52	11	3	1	11	5	·	·	1
Mazda	24	51	5	1	·	14	4	·	1	2
Lexus	28	31	15	1	2	13	6	1	2	2
Ram	23	22	28	3	7	6	7	3	·	1

cell = % of the brand's automotive stories with that primary theme (rows omit Other auto) red / green = net sentiment for the brand in those stories (±0.10)

the brand is the subject of at least half of those stories mostly named in passing

Cells under 10 stories show the share only, in grey; cells under 30 are faded and read as directional. Hover a cell for stories, subject share and sentiment. Subject or mention is judged per story and brand by a language model reading the brand sentences (14,476 brand-story pairs; a repeat run on 351 pairs agreed on 98%).

What this shows. Each leading brand is defined by one or two themes. Autonomy & software is 56% of Tesla's automotive stories, at +0.02; Motorsport is 71% of BMW's, 62% of Chevrolet's and 43% of Toyota's. Recalls & safety is Ford's largest theme (27%, −0.44), and the largest for Kia (51%, −0.24) and Hyundai (47%, −0.47).

Why it matters. Ford is the subject of 98% of its 641 recall and safety stories, and its sentiment is negative only there, in tariffs and trade (−0.08) and in emissions policy (−0.15); it is positive in plants and labour (+0.28) and in launches and reviews (+0.20). For Kia and Hyundai the safety theme is not a September recall: 116 of Kia's 216 and 103 of Hyundai's 215 safety stories mention vehicle thefts.

Source of claims

COMMS CRISIS INVEST REL.

Beyond mentions and sentiment, coverage carries claims: safety findings and assurances, performance and range figures, prices, sales, allegations, denials, commitments. This exhibit types each claim made on air by a named speaker and scores its framing: was it quantified, and was it attributed to a named source or document.

CLAIM TYPE	CLAIMS	QUANTIFIED	ATTRIBUTED	MAIN SPEAKER	AIRINGS	NET SENTIMENT
Safety & recalls	1,663	26%	87%	the brand 49%	4,485	▾ −0.30
Performance, range & technology	1,099	28%	62%	the brand 45%	3,313	▴ +0.23
Plants, jobs & labour	963	38%	85%	the brand 59%	3,501	▴ +0.15
Sales, finance & strategy	865	37%	79%	the brand 56%	3,994	▴ +0.17
Regulation, tariffs & trade	493	4%	95%	regulators 38%	1,339	▾ −0.13
Legal & litigation	305	17%	90%	the brand 35%	709	▾ −0.35
Prices & affordability	200	50%	57%	owners and drivers 39%	1,375	▴ +0.17
Advertising & marketing	55	24%	64%	the brand 73%	178	▴ +0.42
Other	516	17%	66%	the brand 39%	1,945	▴ +0.13

6,159 claims in 3,330 stories, each made by a brand, competitor, regulator, government, union, analyst, expert, owner or other named speaker; 9,139 further lines voiced by reporters are not counted. Quantified = carries a number, date, amount or target. Attributed = credited to a named source, document or on-record speaker. Net sentiment = the named brand's story sentiment.

The critical lens: safety, reliability and compliance assurances

Statements that a brand's vehicle, technology or conduct is safe, reliable, compliant, capable or better than a rival, or that a problem is limited and being fixed: who vouched for each brand, how concretely, and in what coverage.

Who made the assurances

1,286 assurances in 1,043 stories · 1–15 Sep 844 · 16–30 Sep 442



The brands themselves 70% Regulators 3% Others 26%

14%
quantified

33%
brands' own assurances inside stories negative for them

15%
assurances by others inside stories negative for the brand

BRAND		ASSURANCES	BY THE BRAND	BY REGULATORS	BY OTHERS	QUANTIFIED	INSIDE NEGATIVE STORIES
Ford	Ford	406	84%	2%	13%	7%	42%
TESLA	Tesla	401	70%	5%	25%	12%	28%
GM	GM	80	96%	0%	4%	15%	4%
TOYOTA	Toyota	79	34%	0%	66%	14%	10%
HONDA	Honda	46	63%	0%	37%	24%	13%
Nissan	Nissan	45	69%	0%	31%	27%	16%
HYUNDAI	Hyundai	40	82%	0%	18%	12%	52%
Chevrolet	Chevrolet	35	46%	0%	54%	20%	11%
Jeep	Jeep	34	50%	0%	50%	15%	29%
KIA	Kia	31	29%	32%	39%	23%	23%
RAM	Ram	20	70%	0%	30%	50%	0%
BMW	BMW	19	26%	0%	74%	11%	5%
STELLANTIS	Stellantis	13	77%	0%	23%	31%	23%
LEXUS	Lexus	12	25%	0%	75%	58%	25%

1,286 assurance claims in 1,043 stories, made by a speaker other than the reporter. Brands with at least 10. Inside negative stories = the claim airs in a story where the brand's net sentiment is −0.10 or lower.

What this shows. Of 6,159 attributed claims, safety and recall claims are the most common (1,663). They are made mainly by the carmakers themselves (49%) and by regulators, and they sit in negative coverage (−0.30), second only to legal claims (−0.35). Performance, range and technology claims (1,099) come from companies and owners, and 347 of them concern Tesla. Regulation, tariffs and trade claims are the most often attributed (95%) and the least quantified (4%); price claims are the most quantified (50%) and come most often from owners and drivers.

Why it matters. Brands made 70% of the 1,286 assurances heard on air and regulators 3%, so the reassurance in this coverage is mostly self-reported. Ford's 406 assurances come mainly from the F-150 recall (137), where it said it knew of no crashes or injuries, and from its reply to the Transportation Secretary (121); 84% are its own statements and 42% sit inside stories negative for Ford. Tesla's 401 centre on the Cybercab (211), 70% of them from Tesla itself.

Topic growth/decline

STRATEGY INVEST REL.

This exhibit ranks coverage by direction rather than size: the change in each theme's share of automotive stories from the first to the second half of September, with a lifecycle stage, so a small but accelerating theme is not hidden behind a large but fading one.

THEME	1–15 SEP	16–30 SEP	VELOCITY (FIRST → SECOND HALF, SHARE)	STAGE
Policy & emissions	30 <1%	55 1%	+147%	ACCELERATING
Launches & reviews	743 11%	846 17%	+53%	ACCELERATING
Plants, jobs & labour	528 8%	570 11%	+45%	RISING

THEME	1–15 SEP	16–30 SEP	VELOCITY (FIRST → SECOND HALF, SHARE)	STAGE
EVs & batteries	331 5%	340 7%	+38%	RISING
Sales, prices & earnings	384 6%	364 7%	+28%	RISING
Motorsport	1,219 18%	1,007 20%	+11%	STEADY
Recalls & safety	973 15%	554 11%	−23%	COOLING
Autonomy & software	1,323 20%	338 7%	−66%	FADING
Tariffs & trade	254 4%	53 1%	−72%	FADING
Advertising & marketing	18 <1%	13 <1%	.	SMALL BASE

Stories per half with the share of the half's automotive stories beneath. Velocity is the relative change in share from the first to the second half; the bar is clamped for legibility and the printed figure is exact. Stage: accelerating when share grows by half or more, rising above +15%, steady within ±15%, cooling below −15%, fading below −50%. Themes with under 20 stories in either half are marked small base.

Topic labels on the move

Rising, first to second half

stories carrying the label · labels that are only a brand or model name excluded

Hyundai sales	0 → 29
Nissan investment	0 → 21
Hybrid demand	3 → 23
NASCAR Canada series	9 → 24
Tesla semi truck	1 → 15
Honda recall	2 → 15
Hybrid vehicles	17 → 29
BMW performance	13 → 25

Fading, first to second half

stories carrying the label · labels that are only a brand or model name excluded

Ford recall	202 → 63
Tesla Cybercab	124 → 17
Regulatory investigation	90 → 4
Ford Mustang recall	84 → 14
Ford investment	70 → 5
Tesla cyber cabs	62 → 6
Autonomous vehicles	71 → 24
Jeep recall	44 → 2

What this shows. Policy & emissions (+147%) and Launches & reviews (+53%) accelerated from the first to the second half, on the fuel-economy rules and GM's new truck engines; Autonomy & software (−66%) and Tariffs & trade (−72%) faded. The rising topic labels name the late-month stories: Hyundai sales (0 → 29 stories), Nissan investment (0 → 21) and hybrid demand (3 → 23).

Why it matters. The fading labels are the early-month company stories: Ford recall (202 → 63), Tesla Cybercab (124 → 17) and regulatory investigation (90 → 4). Ford and Tesla, the brands with the most named news, lost share in the second half, while Toyota, Honda and BMW, covered more through racing and features, gained.

Leaders and voices

COMMS INVEST REL.

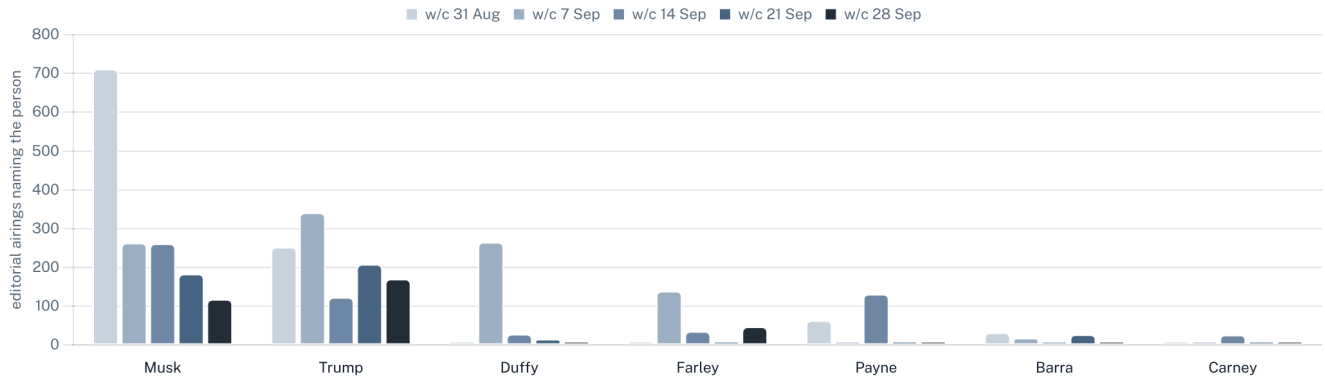
The executives, officials and union leaders named most often in editorial automotive coverage, with the sentiment of the sentences naming them.

PERSON	STORIES	AIRINGS	NET SENTIMENT	APPEARS WITH	THE MONTH IN ONE LINE
Elon Musk **Chief executive, Tesla**	**499**	**1,536**	**◆ +0.01** **461 scored**	**Tesla, Ford, GM**	**The Cybercab launch in Austin and the federal review that followed**
Donald Trump President of the United States	370	1,094	▼ −0.27 344 scored	Ford, GM, Tesla	His administration's criticism of Ford's Chinese ties, tariffs and Canadian auto trade
Sean Duffy US Secretary of Transportation	128	308	▼ −0.20 96 scored	Ford, GM, Tesla	His letter to Ford's chief executive on the company's ties to Chinese firms
Jim Farley Chief executive, Ford	115	234	◆ −0.02 97 scored	Ford, GM, Tesla	Ford's reply to the Transportation Secretary's letter
Lana Payne National president, Unifor	78	205	◆ −0.01 73 scored	Stellantis, Jeep, GM	Unifor's talks with Stellantis and the future of the Brampton plant
Mary Barra Chair and chief executive, General Motors	28	78	▲ +0.40 27 scored	GM, Chevrolet, GMC	GM's new truck V8s and its product plans
Mark Carney Prime Minister of Canada	22	44	▲ +0.19 19 scored	Ford, Jeep, Stellantis	Canada's auto trade with the US and the Brampton plant

7 people with at least 10 editorial stories, chosen from every person named in the coverage. A person counts only inside the brand sentences of an editorial story; officials also need an automotive term nearby, because broadcasts run their other news into the same passage. Sentiment is scored on the sentences naming the person, averaged per story and then across stories; sentiment on fewer than 10 scored stories is faded and read as directional. Appears with = the brands most often named alongside the person.

Airings per week

Editorial airings naming each person · weeks starting Monday, the first and last partial · a bar drawn flat on the axis is a week with no airings; hover for the exact count



What this shows. Elon Musk is the most-named person in automotive coverage: 499 stories and 1,536 airings, 263 of the stories on the Cybercab. His sentiment is neutral (+0.01 on 461 scored stories, 141 positive and 97 negative). Donald Trump follows with 370 stories, most often in coverage of his administration's criticism of Ford's ties to Chinese companies (107), and is the most negative voice (−0.27 on 344 scored stories).

Why it matters. The Ford and China story put three people on the list. Transportation Secretary Sean Duffy appears almost only through his letter (125 of 128 stories, −0.20), and Ford's chief executive Jim Farley mostly in reply to it (80 of 115). Lana Payne of Unifor is the voice of the Brampton dispute (67 of 78). Mary Barra of General Motors is the most positive voice (+0.40 on 27 scored stories, 15 of her 28 stories on the new truck V8s). No chief executive of Toyota, Honda or Stellantis reached 10 stories.