**Supplementary Material S1.** Some of the crawled UGC of Xiaomi SU7

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| First published on March 25, 2024. | I have to say that when the Xiaomi car was released, the first thing that amazed me was its exterior design. Although there has been a unanimous opinion on the Internet that it imitated the appearance of a certain Porsche model, I think there are still many features unique to Xiaomi in it... |
| First published on March 26, 2024. | Although people may have different opinions about the appearance and everyone has their own direct evaluations, I think the exterior of the Xiaomi SU7 is really nice. It has both a sporty style and a sense of luxury. Since the vehicle hadn't been launched when I experienced it and I could only have a static experience, it's a pity that I didn't get a chance to take it for a test drive. |
| First published on March 26, 2024. | In March 2021, Mr. Lei officially announced the car-making plan at the mobile phone launch event. After three years of waiting, the Xiaomi car has finally arrived! At present, the price has not been announced yet, and the delivery cycle is also unknown. So I'm just making estimations about the price and the delivery cycle... |
| First published on March 26, 2024. | Appearance, appearance, appearance. Important things need to be repeated three times. Although there is indeed a bit of the look of the Taycan on the side, to be honest, I still felt my eyes light up when I saw the actual vehicle. It can even be described as stunning. Judging solely from the exterior, it wouldn't be excessive to set the price of the car at 500,000 yuan. |
| First published on March 27, 2024. | There are quite a lot of satisfying aspects. Actually, when I first saw pictures of the SU7 on the Internet, I didn't think the car was that good-looking. I felt that its front end looked rather small... |
| First published on March 27, 2024. | Compared with gasoline-powered cars, the Xiaomi car can be said to have an overwhelming victory. Among gasoline-powered cars priced under one million yuan, there are basically none that can outperform it. It's hard to imagine that a company that has just started making cars can actually do so well in all aspects, including chassis tuning. Is this still Xiaomi... |
| First published on March 27, 2024. | I've heard that Xiaomi cars have showrooms in Chengdu and there are actual vehicles on display. I'm so excited. I've been looking forward to its launch all the time. So today, when I was free, I went to MixC in Chengdu immediately to have a look at the charm of Xiaomi cars... |
| First published on March 29, 2024. | It feels that its performance is really good and it looks nice. Everyone can go and experience it when you have time. After all, it's a new energy vehicle. You may feel uncomfortable when it comes to charging and may also have range anxiety. |
| First published on March 29, 2024. | The Xiaomi car has been a hot topic during this period. There are already two gasoline-powered cars in my family. New energy vehicles are bound to be the trend, and this is a product from Xiaomi. Yesterday, I specifically went to the 4S store to take a look... |
| First published on March 30, 2024. | I really like the appearance of the Xiaomi SU7 Pro Max. It looks very sporty, and its overall shape is quite harmonious. This exterior is very appealing, and the paintwork is also done very well, with a high gloss... |
| First published on March 30, 2024. | The appearance really hits my aesthetic taste. It's good-looking. Whether you look at it from the front, back, left or right, you can't find any flaws. Secondly, it's about Xiaomi's ecosystem. After all, I've used quite a number of Xiaomi mobile phones... |

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| First published on March 30, 2024. | The driving experience is really excellent. I deliberately chose to drive the lowest-configured model. If the lowest configuration is acceptable, then there will surely be no problem with the top-of-the-line model, right! Finally, the whole journey of less than five kilometers in twenty minutes was beyond my expectation. |
| First published on March 31, 2024. | The overall exterior and interior design are quite good. It looks rather stylish, with elements of a coupe, a low-slung body, streamlined lines and a hidden retractable rear wing. The in-vehicle infotainment system is relatively smooth, and the recognition degree of the voice intelligent system is also quite high... |
| First published on March 31, 2024. | The most satisfying aspects are the appearance and the posture of the Xiaomi SU7. Let's start with the appearance. It really caters to the aesthetics of us young people. Whether it's the style of the front headlights or the design of the rear taillights with the through-lighting feature, they all win my heart... |
| First published on April 1, 2024. | There are three aspects including the exterior design and color matching, the driving operation experience as well as the voice interaction of the in-vehicle infotainment system of the Xiaomi SU7 MAX version. The two aspects that I'm least satisfied with regarding the Xiaomi SU7 MAX version are the interior decoration and the layout of the space size. |
| First published on April 8, 2024. | I've already picked up the Xiaomi SU7 MAX Founders Edition! I'm really crazy about this car! In terms of power, the electric motors are so powerful. When accelerating, it's smooth and rapid. With just one click of the "boots" button, you'll feel like your body is rushing forward while your soul is lagging behind... |
| First published on April 8, 2024. | What I'm most satisfied with is definitely the brand. I've been a loyal Xiaomi fan for over ten years. I was really excited when I saw the car produced by Xiaomi, especially since it's such a sporty car that's very suitable for young people to drive... |
| First published on April 9, 2024. | There are overwhelming advertisements for Xiaomi cars on the Internet. When I took a look at its appearance, it was very similar to my Porsche Taycan, and its price was much lower. I was really shocked at that time. So today, I went to the Xiaomi store in MixC to have a look at the actual car... |
| First published on April 10, 2024. | It has a strong sense of control, excellent performance, complete functions, an attractive appearance, convenient operation and is highly intelligent! There are no shortcomings for now, and everything is really good! It is highly recommended to purchase the Max version. |
| First published on April 10, 2024. | I was so lucky to grab a quota for the SU7 Founders Edition. The exciting process of snapping it up is still vivid in my mind. To ensure a good network speed, I asked my colleagues in the company to... 10 minutes before the purchase rush started. |

**Supplementary Material S2.** 30 Coupe Tail Light Styling Evaluation Sheet

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BYD Qin PLUS | 4.0 | 5.0 | 5.0 | 3.0 | 3.0 | 4.0 | 4.0 | 5.0 | 5.0 | 4.0 | **4.2** |
| BYD Song PLUS new energy | 3.0 | 4.0 | 1.0 | 3.0 | 2.0 | 5.0 | 3.0 | 2.0 | 5.0 | 3.0 | 3.1 |
| BYD Seal 06 DM-i | 4.0 | 2.0 | 4.0 | 5.0 | 2.0 | 3.0 | 5.0 | 2.0 | 4.0 | 5.0 | 3.6 |
| BYD Yuan UP | 4.0 | 4.0 | 3.0 | 4.0 | 4.0 | 3.0 | 5.0 | 3.0 | 4.0 | 3.0 | 3.7 |
| BYD HAN Han | 3.0 | 4.0 | 4.0 | 5.0 | 4.0 | 3.0 | 3.0 | 2.0 | 4.0 | 2.0 | 3.4 |
| Model 3 | 4.0 | 4.0 | 5.0 | 4.0 | 3.0 | 5.0 | 4.0 | 5.0 | 4.0 | 4.0 | **4.2** |
| Model Y | 4.0 | 4.0 | 3.0 | 4.0 | 5.0 | 1.0 | 3.0 | 4.0 | 3.0 | 4.0 | 3.5 |
| Magotan | 4.0 | 4.0 | 4.0 | 5.0 | 3.0 | 4.0 | 4.0 | 4.0 | 3.0 | 3.0 | **3.8** |
| Volkswagen Passat | 3.0 | 3.0 | 2.0 | 4.0 | 3.0 | 5.0 | 3.0 | 4.0 | 4.0 | 3.0 | 3.4 |
| Volkswagen Tiguan L | 3.0 | 4.0 | 3.0 | 3.0 | 2.0 | 3.0 | 3.0 | 4.0 | 3.0 | 3.0 | 3.1 |
| TAYRON | 3.0 | 2.0 | 3.0 | 4.0 | 4.0 | 3.0 | 4.0 | 2.0 | 3.0 | 4.0 | 3.2 |
| Hong Qi H5 | 5.0 | 4.0 | 3.0 | 4.0 | 4.0 | 5.0 | 4.0 | 4.0 | 3.0 | 4.0 | **4.0** |
| Hong Qi E-QM5 | 4.0 | 5.0 | 4.0 | 3.0 | 4.0 | 3.0 | 3.0 | 3.0 | 2.0 | 3.0 | 3.4 |
| Audi A6L | 3.0 | 4.0 | 3.0 | 3.0 | 4.0 | 3.0 | 5.0 | 3.0 | 2.0 | 4.0 | 3.4 |
| Audi Q5L | 3.0 | 4.0 | 3.0 | 5.0 | 2.0 | 5.0 | 1.0 | 4.0 | 4.0 | 3.0 | 3.4 |
| Camry | 3.0 | 3.0 | 3.0 | 4.0 | 2.0 | 3.0 | 3.0 | 3.0 | 4.0 | 2.0 | 3.0 |
| Frontlander | 2.0 | 4.0 | 3.0 | 3.0 | 5.0 | 5.0 | 4.0 | 2.0 | 3.0 | 3.0 | 3.4 |
| Geely Xingyue L | 4.0 | 4.0 | 4.0 | 3.0 | 5.0 | 4.0 | 5.0 | 3.0 | 2.0 | 3.0 | 3.7 |
| Geely Galaxy E5 | 2.0 | 3.0 | 4.0 | 3.0 | 3.0 | 4.0 | 3.0 | 5.0 | 4.0 | 3.0 | 3.4 |
| Chery Tiggo 8 | 4.0 | 3.0 | 3.0 | 3.0 | 2.0 | 4.0 | 3.0 | 2.0 | 3.0 | 3.0 | 3.0 |
| Chery Arrizo 8 | 2.0 | 3.0 | 3.0 | 3.0 | 4.0 | 3.0 | 4.0 | 5.0 | 3.0 | 3.0 | 3.3 |
| Mercedes-Benz C-Class | 5.0 | 3.0 | 4.0 | 3.0 | 4.0 | 2.0 | 3.0 | 4.0 | 3.0 | 3.0 | 3.4 |
| Mercedes-Benz GLC | 3.0 | 4.0 | 3.0 | 2.0 | 3.0 | 4.0 | 3.0 | 4.0 | 3.0 | 3.0 | 3.2 |
| Li Auto L6 | 3.0 | 4.0 | 3.0 | 3.0 | 2.0 | 3.0 | 3.0 | 4.0 | 3.0 | 5.0 | 3.3 |
| SYLPHY | 2.0 | 3.0 | 3.0 | 4.0 | 3.0 | 3.0 | 4.0 | 3.0 | 3.0 | 3.0 | 3.1 |
| AION S | 4.0 | 5.0 | 3.0 | 4.0 | 5.0 | 3.0 | 4.0 | 4.0 | 4.0 | 3.0 | **3.9** |
| AITO M9 | 2.0 | 3.0 | 4.0 | 3.0 | 4.0 | 3.0 | 2.0 | 3.0 | 4.0 | 3.0 | 3.1 |
| Jetour X70 | 1.0 | 3.0 | 2.0 | 3.0 | 4.0 | 3.0 | 3.0 | 2.0 | 3.0 | 4.0 | 2.8 |
| Honda Accord | 2.0 | 4.0 | 2.0 | 3.0 | 4.0 | 3.0 | 4.0 | 1.0 | 3.0 | 3.0 | 2.9 |
| DARGO | 3.0 | 2.0 | 3.0 | 4.0 | 3.0 | 3.0 | 4.0 | 3.0 | 3.0 | 3.0 | 3.1 |

**Supplementary Material S3.** Comparison results of model prediction accuracy

| | Markov model | | | ARIMA model | | | CA-LR-GM (1, N) model | | |
|---|---|---|---|---|---|---|---|---|---|
| | MAE | MAPE | RMSE | MAE | MAPE | RMSE | MAE | MAPE | RMSE |
| $g_1$ | 0.0076 | 0.5752 | 0.0078 | 0.0032 | 0.3567 | 0.0039 | 0.0035 | 0.1676 | 0.0040 |
| $g_2$ | 0.0028 | 0.1738 | 0.0052 | 0.0091 | 0.4953 | 0.0084 | 0.0039 | 0.1023 | 0.0042 |
| $g_3$ | 0.0086 | 0.3894 | 0.0076 | 0.0046 | 0.1738 | 0.0047 | 0.0039 | 0.1103 | 0.0042 |
| $g_4$ | 0.0042 | 0.2984 | 0.0037 | 0.0052 | 0.3685 | 0.0048 | 0.0021 | 0.1599 | 0.0025 |
| $g_5$ | 0.0068 | 0.3894 | 0.0083 | 0.0075 | 0.4628 | 0.0086 | 0.0027 | 0.1211 | 0.0030 |
| Average | 0.0060 | 0.3679 | 0.0065 | 0.0059 | 0.3671 | 0.0061 | **0.0032** | 0.1322 | 0.0036 |
| | Markov model | | | ARIMA model | | | CA-LR-GM (1, N) model | | |
| | MAE | MAPE | RMSE | MAE | MAPE | RMSE | MAE | MAPE | RMSE |
| $s_1$ | 0.2648 | 0.9734 | 0.2835 | 0.1297 | 0.2831 | 0.1836 | 0.1099 | 0.1653 | 0.1215 |
| $s_2$ | 0.1846 | 0.2738 | 0.3927 | 0.6287 | 0.5283 | 0.3672 | 0.2078 | 0.6413 | 0.2466 |
| $s_3$ | 0.2738 | 0.1937 | 0.3976 | 0.1928 | 0.1293 | 0.2836 | 0.1724 | 0.4630 | 0.2005 |
| $s_4$ | 0.1927 | 0.5728 | 0.2018 | 0.1372 | 0.2834 | 0.1027 | 0.2497 | 0.5246 | 0.2964 |
| $s_5$ | 0.3672 | 1.0281 | 0.5278 | 0.2983 | 0.1209 | 0.1036 | 0.1255 | 0.2080 | 0.1446 |
| Average | 0.2566 | 0.6084 | 0.3607 | 0.2773 | 0.2690 | 0.2081 | **0.1731** | 0.4004 | 0.2019 |

**Supplementary Material S4.** Comparison results of Xiaomi SU7 tail light styling score before and after optimization

| | pre-optimization | post-optimization | | pre-optimization | post-optimization |
|---|---|---|---|---|---|
| 1 | 4.0 | 4.0 | 26 | 5.0 | 5.0 |
| 2 | 4.0 | 4.0 | 27 | 3.0 | 4.0 |
| 3 | 3.0 | 5.0 | 28 | 4.0 | 3.0 |
| 4 | 5.0 | 5.0 | 29 | 5.0 | 5.0 |
| 5 | 5.0 | 3.0 | 30 | 5.0 | 4.0 |
| 6 | 4.0 | 4.0 | 31 | 5.0 | 4.0 |
| 7 | 3.0 | 5.0 | 32 | 4.0 | 5.0 |
| 8 | 4.0 | 4.0 | 33 | 3.0 | 4.0 |
| 9 | 3.0 | 5.0 | 34 | 4.0 | 3.0 |
| 10 | 5.0 | 4.0 | 35 | 3.0 | 5.0 |
| 11 | 5.0 | 3.0 | 36 | 5.0 | 4.0 |
| 12 | 3.0 | 5.0 | 37 | 4.0 | 3.0 |
| 13 | 5.0 | 5.0 | 38 | 4.0 | 5.0 |
| 14 | 5.0 | 5.0 | 39 | 3.0 | 4.0 |
| 15 | 3.0 | 4.0 | 40 | 4.0 | 5.0 |
| 16 | 3.0 | 5.0 | 41 | 4.0 | 4.0 |
| 17 | 4.0 | 3.0 | 42 | 5.0 | 4.0 |
| 18 | 2.0 | 5.0 | 43 | 4.0 | 5.0 |
| 19 | 4.0 | 5.0 | 44 | 3.0 | 3.0 |
| 20 | 4.0 | 4.0 | 45 | 4.0 | 4.0 |
| 21 | 5.0 | 5.0 | 46 | 4.0 | 3.0 |
| 22 | 4.0 | 4.0 | 47 | 5.0 | 5.0 |
| 23 | 5.0 | 5.0 | 48 | 3.0 | 4.0 |
| 24 | 4.0 | 4.0 | 49 | 4.0 | 4.0 |
| 25 | 4.0 | 4.0 | 50 | 4.0 | 4.0 |