

# Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.



Brand Name	CD70
Company	Atlas Honda
Category	Automotive - Motorcycles
Market	nationwide
Rating Updated	21st Apr 2026

## Brand Audit Summary for CD70

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

### Final Brand Story

#### Quality Score : 95%

High build quality with consistent performance, durability, and long engine life suitable for daily commuting.

#### Familiarity : 95%

Most recognized motorcycle brand in Pakistan with strong nationwide awareness.

#### Affordability : 84.5%

Slightly higher price than competitors, but justified by quality, resale value, and reliability.

#### Availability : 95%

Extensive dealership and service network across urban, semi-urban, and rural areas.

#### Trust : 95%

Strong brand reputation with decades of reliability and customer confidence.

#### Customer Loyalty : 95%

Strong repeat purchase rate due to trust, resale value, and service availability.

#### Brand Messaging : 95%

Clear focus on reliability, durability, and everyday commuting value

#### Sustainability : 95%

Limited visible sustainability initiatives, but improving through corporate responsibility efforts.



Overall Score

**A+**  
93.83%



TRUST	Highly Trusted	A+	
CUSTOMER LOYALTY	Very High	A+	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Market Leader	A+	

## Brand Index Analysis

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### Innovation : 95%

Continuous improvements in efficiency and engine reliability, though conservative in design changes.