Brand Spotlight : Insights and Ratings

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

Brand Name	YBR125
Company	Yamaha motors
Category	Automotive - Motorcycles
Market	nationwide
Rating Updated	21st Apr 2026

Brand Audit Summary for YBR125

YBR125 by Yamaha (Dawood Yamaha Pakistan) is a modern 125cc commuter motorcycle designed for urban and semi-urban riders. It features a refined engine, comfortable seating, and sporty design, making it a strong alternative to traditional commuter bikes. The model emphasizes Yamahaâ€™s global engineering standards, fuel efficiency, and improved riding comfort, targeting youth and professionals who prefer style with reliability.

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

Final Brand Story
A premium 125cc motorcycle offering smooth performance, modern design, and strong brand reliability, ideal for urban commuters seeking comfort and style.

Quality Score : 95%
High build quality with refined engine performance, smooth ride, and superior finishing compared to local competitors.

Familiarity : 95%
Strong recognition in urban markets as Yamahaâ€™s premium 125cc offering in Pakistan.

Affordability : 74.5%
Positioned in a higher price range than most 125cc competitors, targeting premium buyers.

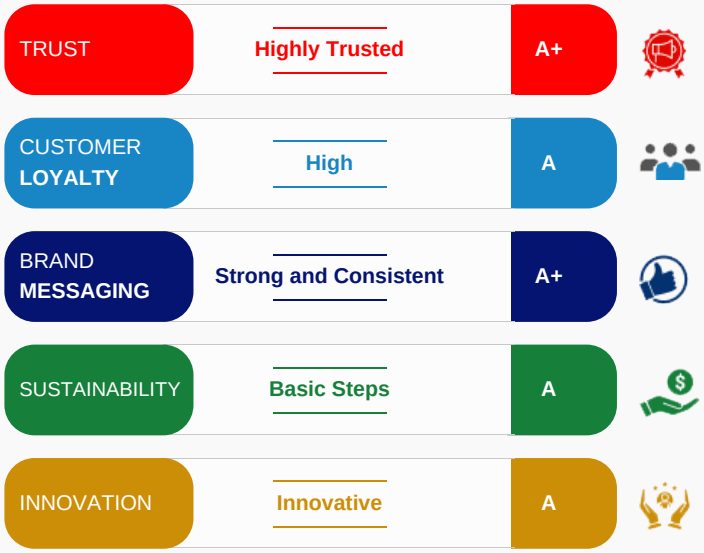
Availability : 84.5%
Available mainly through Yamaha dealerships in major cities, with limited rural penetration.

Trust : 95%
Strong trust due to Yamahaâ€™s global reputation for reliability and engineering quality.

Customer Loyalty : 84.5%
Loyal urban customer base, especially among riders preferring comfort and style over resale value.

Overall Score **A** 88.06%





Brand Index Analysis

YBR125 stands out for its smooth ride quality, modern styling, and brand reliability, making it popular in urban markets. However, it is relatively expensive compared to local competitors like Honda CG125 and offers lower resale value. Its strengths lie in comfort and design, while weaknesses include higher maintenance costs and limited rural penetration. Overall, it is a lifestyle-oriented commuter bike rather than a budget choice.

Credit: This Report is auto generaated by brandsindex.org

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Brand Messaging : 95%
Focuses on modern design, smooth performance, and premium riding experience.

Sustainability : 84.5%
Limited visible sustainability initiatives, mainly focused on manufacturing standards.

Innovation : 84.5%
Offers refined engineering, modern design, and better ride comfort compared to traditional commuter bikes.

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