Brand Spotlight : Insights and Ratings

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

Brand Name	SR70
Company	HiSpeed Motorcycle Company
Category	Automotive - Motorcycles
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide
Rating Updated	21st Apr 2026

Brand Audit Summary for SR70

SR70 by HiSpeed Motorcycle Company is an entry-level 70cc motorcycle designed for affordability and practicality. It targets low-income and rural consumers by offering simple mechanics, decent fuel efficiency, and low maintenance costs. The brand has gained presence through competitive pricing and accessibility across Pakistan.

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

Final Brand Story
A budget-friendly 70cc commuter bike offering basic reliability and fuel efficiency, ideal for price-sensitive users seeking low-cost daily transportation.

Quality Score : 84.5%
Basic build quality suitable for daily commuting; reliable for short-distance and budget use.

Familiarity : 95%
Recognized in Pakistanâ€™s budget motorcycle segment, especially in rural and semi-urban markets.

Affordability : 95%
One of the key strengths, positioned for low-income and price-sensitive consumers.

Availability : 95%
Widely available through local dealerships across Pakistan, especially outside major cities.

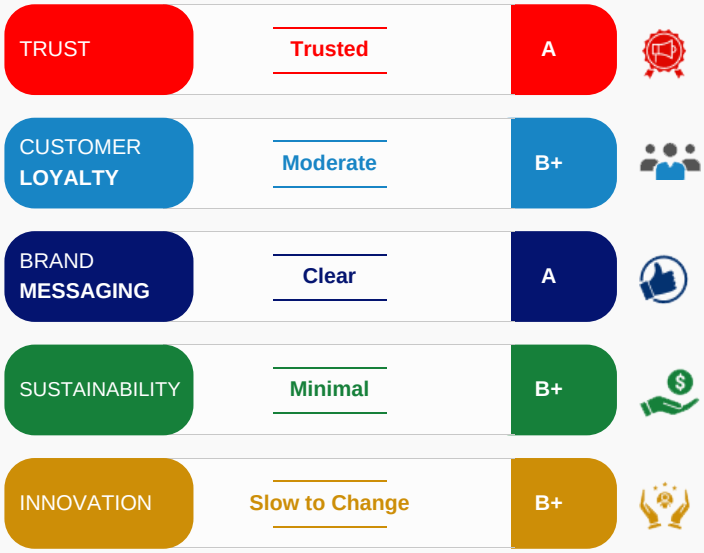
Trust : 84.5%
Trusted for basic commuting needs, though below Honda in long-term reliability perception.

Customer Loyalty : 74.5%
Repeat purchase exists due to affordability, but brand switching is common.

Brand Messaging : 84.5%
Focuses on affordability, fuel efficiency, and practical transportation solutions.

Overall Score **A** 84.67%





Brand Index Analysis

SR70 competes in Pakistanâ€™s highly price-sensitive 70cc segment against Honda and other local brands. Its key strengths are affordability and availability, making it a practical choice for daily commuting. However, it lags behind premium competitors in durability, resale value, and brand trust. Overall, it serves as a cost-effective mobility solution rather than a long-term investment.

Credit: This Report is auto generaated by brandsindex.org

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Sustainability : 74.5%
Limited visible sustainability initiatives in production or branding.

Innovation : 74.5%
Focus remains on cost efficiency rather than technological advancement or innovation.

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