Brand Spotlight : Insights and Ratings

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

Brand Name	SR150
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 SR150

SR150 by HiSpeed is a mid-range motorcycle introduced to offer a blend of sporty styling and everyday usability. Powered by a 150cc engine with a 5-speed transmission, it targets urban riders looking for performance beyond basic commuter bikes. The model, often known as Infinity 150, reflects HiSpeedâ€™s shift toward more modern and design-focused motorcycles.

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

Final Brand Story
A stylish and affordable 150cc motorcycle offering a balance of performance and design, ideal for riders seeking a budget-friendly upgrade with modern looks.

Quality Score : 84.5%
Decent build quality for its price segment, suitable for daily commuting and light performance use.

Familiarity : 95%
Recognized in Pakistanâ€™s mid-range motorcycle market, especially among budget upgrade users

Affordability : 95%
Positioned as a cost-effective 150cc option compared to Japanese competitors.

Availability : 95%
Widely available across Pakistan through local dealerships and distributors.

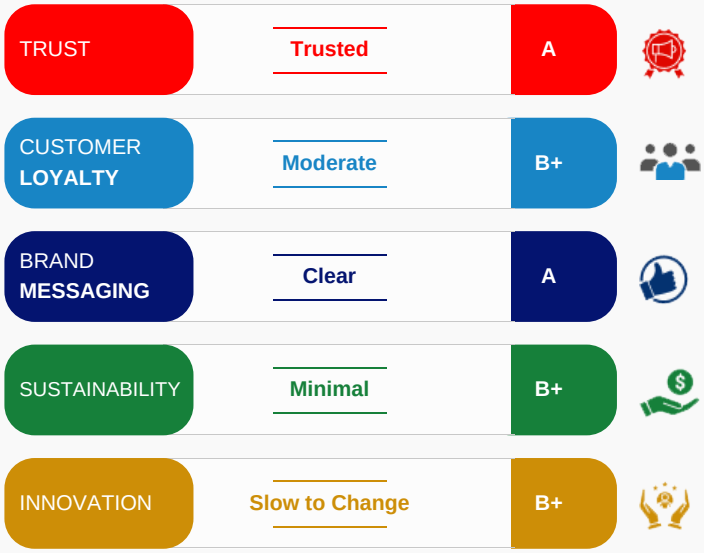
Trust : 84.5%
Trusted for basic performance and affordability, though below premium brands in reliability perception

Customer Loyalty : 74.5%
Some repeat buyers, but switching to other brands is common in this segment.

Brand Messaging : 84.5%
Focuses on affordability, power upgrade, and practical commuting value.

Overall Score **A** 84.67%





Brand Index Analysis

SR150 stands out for its modern cafÃ©-racer styling, decent power, and affordability compared to Japanese 150cc bikes. It appeals to younger riders seeking design and performance at lower cost. However, it faces challenges in resale value, fuel efficiency, and long-term reliability perception. Overall, it is a value-oriented, style-focused option rather than a premium commuter choice.

Credit: This Report is auto generaated by brandsindex.org

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Sustainability : 74.5%
Limited visible sustainability or environmental initiatives.

Innovation : 74.5%
Focuses more on affordability and market entry rather than innovation or advanced features.

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