

Brand Spotlight : Insights and Ratings

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



Brand Name	E8s Range maker
Company	Metro E-vehicles
Category	Automotive - Electric motorcycles
Market	urban_major_cities,semi_urban_areas
Rating Updated	22nd Apr 2026

Brand Audit Summary for E8s Range maker

E8S Range Maker is an electric scooter under Metro EV, focused on delivering extended travel range for daily commuters in urban and semi-urban areas. It targets users seeking a reliable and cost-effective alternative to petrol bikes. The model emphasizes long battery life, low running cost, modern design, and practical usability, making it suitable for everyday transportation needs in Pakistan's growing EV market.

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

Final Brand Story

E8S Range Maker is a Metro EV electric scooter designed for long-range urban commuting, offering eco-friendly mobility, affordability, and efficient daily performance.

Quality Score : 84.5%

Reliable build quality with strong battery performance focused on extended range for daily commuting.

Familiarity : 84.5%

Known within EV category but still gaining wider recognition in mainstream market.

Affordability : 95%

Competitively priced, offering cost savings compared to petrol bikes and other EV options.

Availability : 84.5%

Available in major urban markets through dealerships, with gradual expansion.

Trust : 84.5%

Growing consumer confidence supported by increasing EV adoption and brand presence.

Customer Loyalty : 74.5%

Customer loyalty is developing as the EV segment matures in Pakistan.

Brand Messaging : 84.5%



Overall Score

A
84.56%



TRUST

Trusted

A



CUSTOMER LOYALTY

Moderate

B+



BRAND MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

E8S Range Maker is positioned as a practical long-range EV solution in Pakistan's electric two-wheeler segment. Its key strength lies in extended battery performance, making it suitable for users with longer daily travel needs. It competes in the budget EV category by offering affordability and efficiency. However, brand awareness and long-term consumer trust are still developing as the EV market continues to grow in Pakistan.

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Strong focus on long-range capability, affordability, and eco-friendly commuting.

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Sustainability : 84.5%

Electric mobility reduces emissions, but limited visible sustainability initiatives beyond product use.

Innovation : 84.5%

Emphasizes extended battery range and efficient electric performance for practical daily use.