

**COMPETITION COMPARISON GUIDE**

INTRODUCING  
**XSR155**



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INTRODUCING

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## Color Variant



Metallic Grey



Metallic Blue



Vivid Red



Greyish Green Metallic

## Sales Talk

### 1 Classic Design : Retro Soul with Vintage Vibe

The Yamaha XSR 155 is an outstanding retro-Modern motorcycle that strikes a great balance between:

**Retro Soul** - With round **LED Headlight**, **LED Taillight**, **LCD Digital Meter Console**, & complemented by a distinctive **Fuel Tank** design.

**Modern Tech** - With **Liquid Cooled Engine**, **VVA** for great power output without sacrificing torque nature over the RPM Range, Performance oriented **Deltabox Frame**, **TCS** & **Bluetooth** connectivity.

### 2 Sporty Performance, Comfort and Agility

Equipped with trusted and rev friendly 155cc **Liquid Cooled** engine having **VVA** for smooth & sporty performance, **Assist & Slipper Clutch (A&S Clutch)** for easy up-shifts and low kerb weight of **137 kg** ensures a thrilling and agile ride every time.

### 3 Performance with Efficiency

Powered by a **155cc liquid-cooled, 4-valve engine with VVA, DiaSil Cylinder** this machine delivers sporty performance and smooth acceleration. The **Assist & Slipper Clutch** ensures effortless gear shifts, while its excellent power-to-weight ratio (**XSR: 0.13 vs Hunter: 0.11**) guarantees agile handling. Enjoy **great mileage** and superior ride comfort – thrills without burning your legs or your pocket.

### 4 Easy Maneuverability & Fun Riding

At just **137 kg**, the XSR 155 offers excellent maneuverability and quick pickup good mileage, thanks to its **optimized power-to-weight ratio**. Whether changing directions or accelerating at a signal, this bike responds instantly. Moreover for better braking control **Dual Channel ABS**.

### 5 Comfortable Ride

The single-piece **Tuck & Roll Seat**, **Upright Riding Position with balanced suspension** ensure a smooth comfortable ride—perfect for both city commutes and weekend adventures.

## Common Objection Handling Queries

## Sales Talk

1

**No Grab Bar & Back Rest**

- Clean, minimalist look; lighter weight and uncluttered styling.
- However customer has option to fit grab bar from accessory list.

2

**Short Seat Length**

- Seat is sufficient for 02 People to sit.
- It is designed to maintain its sleek retro profile while ensuring rider comfort and control. The compact seat enhances agility for better handling in city traffic and on twisty roads.

3

**No Metal Body : Tank, Side Panels, Headlight**

- The Yamaha XSR 155 uses high-quality composite materials and a strong **Deltabox** frame instead of a full metal body to keep the bike lightweight, agile, and fuel-efficient. This design ensures durability and performance while reducing unnecessary weight.
- Metal body would make it heavy in weight and compromise on mileage and maneuverability.

4

**Sitting Posture : Tilted Forward**

- The XSR 155 offers a slightly sporty yet relaxed riding posture, designed to give riders excellent control and comfort during both city rides and highway runs.

5

**Brightness Of Meter Low**

- The meter console brightness is set at an optimum level for easy and clear information display during day and night. However the rider has an option to change the settings and increase or dim the brightness with click of few buttons.

# TOP 5 HUNTER ATTACK POINTS

Attack Points	YAMAHA XSR155	ROYAL ENFIELD Hunter
<b>1</b> XSR low cc - 155	155cc	350cc
<b>2</b> More power at Low RPM	18.4ps@10000 RPM	20.4ps@6100 RPM
<b>3</b> More torque at low RPM	14.2NM@7500 RPM	27NM@4000 RPM
<b>4</b> Light Weight	137 kgs	181 kgs
<b>5</b> Small Disc Size	F-282mm / R-220mm	F-300mm / R-270mm

## Sales Talk

- More than engine cc important is how efficiently power is delivered. XSR 155's liquid-cooled 4 valve engine with Variable Valve Actuation (VVA) - sporty performance, smooth acceleration, and excellent fuel efficiency.
- Lightweight 137 kg frame - makes it quick and agile. It is an excellent blend of low cc high performance by advanced technology.
- XSR delivers pure excitement with its high-revving engine. At 18.4 PS of power at 10,000 rpm, gives quick acceleration and sporty handling.
- While others peak early and run out of breath, XSR keeps pulling strong at higher RPMs— perfect for spirited rides and highway fun with its VVA feature supported by Assist & Slipper clutch.
- Excellent handling due to power to weight ratio (XSR -0.13 cs Hunter -0.11).
- XSR155 weighs 44kgs less than Hunter which gives agile maneuverability. **Can you imagine when you ride a motorcycle and put 44kgs rice on your bag, what happens! Can you imagine also even 20kgs suitcase is feeling so heavy to carry, if over 40kgs suitcase you cannot lift it.**
- Moreover, it's Deltabox frame with advanced suspension system provides stability at high speed - **"High weight does not mean superior performance"**.
- Controllable and reliable brake performance doesn't relate with disc size. We have to look total performance i.e **Brake Performance = Braking power + Controllability.**
- 282mm front and 220mm rear discs are perfectly matched to the bike's weight and performance.
- Yamaha brake system's strong point is it's controllability, It is so reliable that customer feel easy to brake on any kind of condition from dry to wet surface.
- Dual Channel ABS with TCS assist in good control.



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