**Abstract**

Customer-based brand equity is a way of assessing the value of a brand in customers' minds. Branding can increase profitability in large and small-scale businesses by filling in gaps in customers' knowledge and by offering assurances. The concept of customer brand equity is considered to discuss how it can be dealt, with measured and managed. Hence, an attempt has been made in this study to evaluate the consumer 25 based brand equity of famous and top selling brands of two wheelers, such as, Hero, Honda, TVS, Bajaj and Yamaha in South Coimbatore. The research issues are factors' determining the selection of a brand of two wheelers and the level of satisfaction towards customer-based brand equity of two wheelers. The study concludes that the top most brand equity in the market for two wheelers are Honda followed by, TVS and Yamaha brand. The levels of satisfaction towards quality of selected five brands are highly satisfied.